



Legislation Text

File #: 17-1431, **Version:** 1

Resolution to Approve a Professional Services Agreement with Tex Hahn Communications, Inc. for the Public Outreach and Marketing Plan for Utilities (RFP No. 17-17, \$135,170.00)

Attached for your review and approval is a resolution approving a professional services agreement for consulting services in the amount of \$135,170.00 with Tex Hahn Communications, Inc. for the Public Outreach and Marketing Plan for Utilities.

The City is embarking on an effort to establish a strategic framework that will address outreach and marketing for the Public Services Area. The City of Ann Arbor Utilities Units are housed within the Public Services Area. As such, there are opportunities to collaborate and partner among the units in endeavors related to the utilities that will cross multiple Units. The importance of water in the City of Ann Arbor is one such endeavor. It is a critical issue that involves Drinking Water (Water Treatment Services Unit), Sanitary Sewer (Wastewater Treatment Services Unit) and Stormwater (Systems Planning Unit) systems, and the Public Works Unit maintains all three distribution and collection systems.

In 2016, the City of Ann Arbor Public Services Area conducted a comprehensive Level of Service and Rate Study for the Stormwater Utility. During this process, an Advisory Group was formed and online survey performed, to identify the level of service desired by ratepayers as well as the prioritization of essential activities to be conducted related to stormwater management within the community. Throughout the project, (and ultimately as one of the primary outcomes), the importance of a public outreach strategy to enlighten the community and disseminate information about the City's stormwater program was prioritized as the program moves forward. The Advisory Group proposed a multi-year outreach campaign to focus on stormwater initiatives including aspects of water quality projects, stormwater management techniques, non-point source pollution, environmental awareness and the relationship that the public has with stormwater. This project will ultimately set a framework for outreach efforts across all the Public Services Area utilities, with the Stormwater effort taking the lead.

Following the lead of the Advisory Group for the Stormwater Project, the City has decided to embark on a multi-year marketing and outreach effort to focus on all aspects of managing the City's water utilities.

The City issued a Request for Proposals (RFP No. 17-17) for professional services to complete the Public Outreach and Marketing Plan for Utilities. A selection committee comprised of City and Washtenaw County Water Resources Commissioner's Office staff reviewed all of the proposals. Out of the seven prospective consultant teams that responded to RFP No. 17-17, the top four were selected for follow-up presentations and interviews. Out of those four, Tex Hahn Communications, Inc. was selected for this effort based on their proposal, national experience with marketing and outreach strategies, creativity, and their competitive fee schedule.

The proposed agreement between Tex Hahn Communications, Inc. and the City of Ann Arbor

includes the required professional services to perform this project.

Budget Impact:

Funding for this project is available in the approved FY18 Public Services Stormwater Sewer System, Sewage Disposal System, and Water Supply System Fund Operation and Maintenance budgets.

Sustainability Framework:

The proposed work completed under this project furthers the Engaged Community, Safe Community, Sustainable Systems, Clean Air and Water, and Healthy Ecosystems goals of the City's Sustainability Framework.

Tex Hahn Communications, Inc. complies with the requirements of the City's Non-Discrimination and Living Wage Ordinances.

Prepared by: Jennifer Lawson, Water Quality Manager, Systems Planning

Reviewed by: Craig Hupy, Public Services Area Administrator

Approved by: Howard S. Lazarus, City Administrator

Whereas, Professional consulting services are needed to complete a Public Outreach and Marketing Plan for Utilities;

Whereas, The City issued RFP No. 17-17 for professional services to complete the Public Outreach and Marketing Plan for Utilities;

Whereas, Tex Hahn Communications, Inc. of Texas was selected based on their proposal, national experience with marketing and communications, and their competitive fee schedule;

Whereas, It is now desired to enter into an agreement with Tex Hahn Communications, Inc. of Texas for the professional services associated with the project;

Whereas, Funding for this project is available in the approved FY 2018 Stormwater Sewer System, Sewage Disposal System, and Water Supply System Fund Operation and Maintenance Budgets; and

Whereas, Tex Hahn Communications, Inc. of Texas complies with the requirements of the City's Non-Discrimination and Living Wage Ordinances;

RESOLVED, That Council approve a Professional Services Agreement with Tex Hahn Communications, Inc. of Texas in the amount of \$135,170.00 for the Public Outreach and Marketing Plan for Utilities;

RESOLVED, That the Mayor and City Clerk be authorized and directed to execute said agreement after approval as to form by the City Attorney and approval as to substance by the Public Services Administrator and the City Administrator; and

RESOLVED, The City Administrator be authorized and directed to take the necessary administrative actions to implement this resolution.