



Legislation Text

File #: 22-1234, **Version:** 1

Resolution to Approve a Professional Services Agreement with Ecology Center, Inc. for Resource Recovery Education, Outreach, Engagement, and Marketing for \$853,211.00 over Five (5) Years Attached for your review and approval is a resolution to approve a Professional Services Agreement with Ecology Center, Inc. for Resource Recovery Education, Outreach, Engagement, and Marketing for five (5) years in an amount not to exceed \$853,211.00 over a 5-year period. The estimated annual cost is not to exceed \$154,785.00, \$255,977.00, \$269,052.00, \$84,408.00 and \$88,989.00, respectively.

Ecology Center, Inc. has been a trusted education partner of the City since at least 2010 and as an organization has over fifty years of experience in environmental protection work including expertise in environmental education, outreach, and community-based social marketing. Previous City contracts with Ecology Center, Inc. focused on in-classroom programming and field trips for school aged children. This new contract will include youth education and also be expanded to meet the broader needs of the community as identified in both the City's Solid Waste Resource Management Plan (SWRMP) and the A2Zero Plan. The new contract will support three Resource Recovery goals of the City: (1) increase the recycling rate in the commercial sector; (2) move towards a more circular economy reducing waste generated; (3) raise community awareness about appropriate handling of recyclable, compostable, and trash materials to influence behavior change.

The City conducted extensive stakeholder engagement in order to determine priority messages and audiences for the new contract. Input was gathered from contracted partners including WeCare Denali, Recycle Ann Arbor, Waste Management; and from City staff including Public Works, Customer Service, Community Standards, Office of Sustainability and Innovation; Parks, and Natural Area Preservation, and from regional partners including Washtenaw County, Ann Arbor Public Schools teachers, and The Freeman Environmental Center environmental education staff.

The objective of the City's Agreement with Ecology Center, Inc. is to provide education, outreach, engagement, and social-based marketing to the Community around trash, recycle, compost, reuse and circular economy programs and services that support the City's progress toward its Resource Recovery goals. The proposed scope of work includes five work areas: Community-based Social Marketing, Commercial Sector Education, Education and Outreach at Community Events, Multi-family Education and Outreach, and Youth Education. Efforts will be designed to reach people of all abilities, ages and stages of life, income, races, cultures and ethnicities that live, work and play in Ann Arbor.

This important work by Ecology Center, Inc. is projected to begin this fiscal year and continue for five years. Each year has different total costs based on the work to be done in each year. For example, there are pilot and development costs for some of work areas' programs that will only be incurred once. For those programs in future years the cost will be delivery of the program but not development. A detailed list of work to be completed each contract year is included in Exhibit B of the agreement.

Budget/Fiscal Impact: Funding is available for this contract and has been included in the approved FY23 Solid Waste Operation and Maintenance Budget and in future years subject to funding approval by Council.

Prepared by: Sarah Mason, Resource Recovery Manager
Reviewed by: Molly Maciejewski, Public Works Manager
Brian Steglitz, Interim Public Services Area Administrator
Approved by: Milton Dohoney Jr., City Administrator

Whereas, The objective of the City's Agreement with Ecology Center, Inc. is to provide education, outreach, engagement, and social-based marketing to the Community around trash, recycle, compost, reuse and circular economy programs and services that support the City's progress toward its Resource Recovery goals;

Whereas, Efforts will be designed to reach all people in the community, particularly those who have been underserved;

Whereas, City staff conducted extensive stakeholder engagement to determine priority messages and audiences;

Whereas, The Agreement includes the five work areas of community-based social marketing, commercial sector education, education and outreach at community events, multi-family education and outreach, and youth education;

Whereas, Ecology Center, Inc. is a trusted organization within the City and has extensive experience in community-based social marketing, education, and outreach;

Whereas, Ecology Center, Inc. complies with the requirements of the City's non-discrimination and living wage ordinances; and

Whereas, This is a 5-year agreement. Costs for each year are different based on the work being completed. Estimated Cost Not to Exceed \$154,785.00 for year one; \$255,977.00 for year two; \$269,052.00 for year three; \$84,408.00 for year four; and \$88,989.00 for year five. These prices include a 5% annual increase for inflation;

RESOLVED, That City Council approve a Professional Services Agreement with Ecology Center, Inc. for Resource Recovery Education, Outreach, Engagement, and Marketing in the amount of \$853,211.00;

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

RESOLVED, That the City Administrator be authorized to take the necessary actions to implement this resolution.