

<b>COUNTY OF SONOMA AGENDA ITEM SUMMARY REPORT</b>	<b>Clerk of the Board Use Only</b>	
	<b>Meeting Date</b> _____	<b>Held Until</b> _____
<b>Agenda Item No:</b> _____	<b>Agenda Item No:</b> _____	

<b>Department:</b> Sonoma County Water Agency	( ) 4/5 Vote Required
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<b>Contact:</b> Amy Bolton	<b>Phone:</b> (707) 547-1981	<b>Board Date:</b> 04-28-09	<b>Deadline for Board Action:</b>
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**AGENDA SHORT TITLE:**  
Strategic Marketing Plan Implementation and Public Outreach for Sonoma County Energy Independence Program

**REQUESTED BOARD ACTION(S):**

1. Authorize Chairman to execute the Agreement for Strategic Marketing Plan Implementation for Sonoma County Energy Independence Program between the Sonoma County Water Agency and The Rob Walker Group (\$155,000).
2. Authorize the Agency's General Manager/Chief Engineer to amend the Agreement for Strategic Marketing Plan Implementation for Sonoma County Energy Independence Program provided amendments do not cumulatively increase the total cost to the Agency by more than \$25,000 (taking into account all prior amendments) and do not substantially change the scope of work.
3. Resolution authorizing budgetary adjustments to the 2008/09 final budget for the Recycled Water Fund in the amount of \$215,000.
4. Authorize Chairman to execute the First Amended Agreement for Sonoma County Energy Independence Program Public Outreach between the Sonoma County Water Agency and Data Instincts (\$3,900).

**CURRENT FISCAL YEAR FINANCIAL IMPACT**

<u>EXPENDITURES</u>		<u>ADD'L FUNDS REQUIRING BOARD APPROVAL</u>	
<b>Estimated Cost</b>	\$ 215,000	<b>Contingencies</b>	\$
<b>Amount Budgeted</b>	\$ -0-	<b>(Fund Name: )</b>	
<b>Other Avail Approp (Explain below)</b>	\$	<b>Unanticipated Revenue</b>	\$ 215,000
<b>Additional Requested:</b>	\$ 215,000	<b>(Source: Reimbursement from the Auditor's office.)</b>	
		<b>Other Transfer(s)</b>	\$
		<b>(Source: )</b>	
		<b>Add'l Funds Requested:</b>	\$ 215,000

**Explanation (if required):**  
Additional appropriation in 674523-7250 is required to process this expense and its corresponding reimbursement revenue in 674523-4102 will be appropriated with Board approval.

**Prior Board Action(s):**

03/24/09 Resolution establishing the Sonoma County Energy Independence Program and authorizing certain actions to implement the program.

03/03/09 Resolution of Intention to establish the Sonoma County Energy Independence Program.

09/16/08 Direction to explore a potential AB 811 program; adoption of Project Charter identifying Agency for public outreach and marketing efforts.

**Alternatives - Results of Non-Approval:**

**Background:** Agreement, Amended Agreement, and strikeout amended agreement on file with the Clerk.

The Sonoma County Water Agency (Agency) has had lead responsibility for managing the marketing efforts for the Sonoma County Energy Independence Program (SCEIP) which includes website development, public outreach, traditional advertising, materials development, and market surveys. The Agency has developed a strategic marketing plan (SCEIP Marketing Campaign), which includes two stages: first - launch, design, and roll out; second - implementation and program maintenance.

To implement the Marketing Campaign, the Agency believes it necessary to bring in a greater level of expertise in public outreach and information campaigns via an outside consultant. The Agency contacted multiple firms and has selected The Rob Walker Group and Data Instincts to provide this needed assistance. Both firms have superior qualifications and experience, and have performed well for the Agency under previous contracts. The consulting agreements are outlined below, and total \$215,000. The total cost is reasonable and in-line with the current market for similar professional services. Both agreements include provisions for the Agency's General Manager/Chief Engineer to terminate the Agreements.

On April 21, 2009, the Board of Supervisors took several actions related to the SCEIP, including establishing an enterprise fund and allowing the program to draw upon a line of credit for immediate operational costs. One of the actions makes it possible for the SCEIP to reimburse the Water Agency for costs incurred in support of SCEIP. The attached resolution allows the transfer of funds within the Agency, which will be used to fund the contracts until such a time the program is able to reimburse the Agency for these costs.

Agreement for Strategic Marketing Plan Implementation for SCEIP.

Under this agreement, The Rob Walker Group will manage a County-wide comprehensive marketing and outreach effort for SCEIP. The cost of the agreement is \$155,000. This marketing effort will focus on increasing public awareness of and participation in the program to help ensure program participation reaches a level to where the SCEIP becomes financially feasible. This marketing effort will include community outreach, contractor outreach, traditional advertising efforts, website development and maintenance, materials design and production and other efforts as determined necessary based upon public reaction and feedback.

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**Attachments:** Resolution (R1)

**On File With Clerk:** 1) Agreement (4 copies); 2) Amended Agreement (4 copies); and 3) Strikeout Amended Agreement.

**CLERK OF THE BOARD USE ONLY**

**Board Action (If other than "Requested")**

**Vote:**

**Background (continued):**First Amended Agreement for SCEIP Public Outreach.

The Agency and Data Instincts first entered into an agreement on November 7, 2008, in the amount of \$23,000 to provide initial market survey services to determine the level of public interest, price sensitivity, and expected scope of public participation. The original scope of work only included surveying pilot areas. The First Amended Agreement will include the entire County and Spanish-speaking property owners. The agreement is being amended to increase the number of surveys performed and increase the agreement amount by \$3,900.

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