

County Of Sonoma Agenda Item Summary Report

Clerk of the Board Use Only

Meeting Date

Held Until

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Agenda Item No:

Agenda Item No:

Department:

Sonoma County Water Agency

4/5 Vote Not Required

Contact:

Brad Sherwood

Phone:

(707) 547-1927

Board Date:

9/1/2009

Deadline for Board Action:

AGENDA SHORT TITLE:

Multi-Cultural Public Outreach and Education.

REQUESTED BOARD ACTION:

1. Authorize Chair to execute the First Amended As-Needed Agreement for Multicultural Public Outreach and Education Services between the Sonoma County Water Agency and Mary Constance Cloak dba C2 Alternative Services (\$25,000).
2. Authorize the Agency's General Manager/Chief Engineer further to amend the Agreement 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.

CURRENT FISCAL YEAR FINANCIAL IMPACT

EXPENDITURES:

ADDITIONAL FUNDS REQUIRING BOARD APPROVAL:

Estimated Cost	\$25,000	Contingencies (Fund Name:)	\$0
Amount Budgeted	\$25,000	Unanticipated Revenue (Source:)	\$0
Other Available Appropriations (Explain Below)	\$0	Other Transfers (Source:)	\$0
Additional Requested	\$0	Additional Funds Requested	\$0

Explanation (if required):

Funding is available in the Fiscal Year 2009/2010 budget as follows: Recycled Water Fund \$12,500 (674523-6570) and Water Conservation Fund \$12,500 (675744-7022).

Prior Board Action:

None.

Alternatives – Results of Non-Approval:

Not funding this work will result in a lack of multi-cultural public outreach as required under the Urban Water Management Plan and the Agency's Strategic Communications Plan.

Background:

The Sonoma County Water Agency (Agency) and Mary Constance Cloak dba C2 Alternative Services (Consultant) first entered into this agreement on December 22, 2008, in the amount of \$24,900. The Consultant drafted a strategic multi-cultural communications plan and developed and implemented outreach and education for the Spanish Qualified Water Efficient Landscaper Program (QWEL). In addition, the Consultant assisted with translations of Agency materials. The Consultant also created the new Spanish Landscaper hotline, which has been readily utilized by the public to learn about water conservation.

The Agency’s service area includes a large demographic that speaks non-English languages, including Spanish. It is the goal of the Agency’s communications plan to increase public outreach and education to non-English speaking communities.

The First Amended Agreement expands the scope of work at a cost of \$25,000, to include:

1. Spanish Qualified Water Efficient Landscaper Program including public outreach, program registration, media outreach, data management, weekly follow-up with project manager, managing the QWEL hotline.
2. Agency Multicultural Outreach Plan including implementation of outreach plan, translation of materials into Spanish and other languages, as needed; event outreach assistance; water conservation outreach; the Agency website translation and maintenance.
3. Urban Water Management Plan including providing input to the Urban Water Management Plan regarding multicultural public outreach requirements.

The Consultant will perform the above-listed services, in addition to “as-needed” services, when requested by the Agency.

The Consultant was the only firm contacted and was selected to perform the work because of the limited time frame of this project, the Consultant’s team members have a great deal of experience in this type of work, and the Consultant provided a reasonable schedule. The Consultant’s hourly rate has not changed from previous agreements with the Agency. In addition, the Consultant provides multicultural outreach services to various government agencies and, as described above, has illustrated its qualifications to achieve the Agency’s multicultural communications goals.

The Agreement includes provisions for the Agency's General Manager/Chief Engineer to terminate the Agreement.

REQUESTED BOARD ACTIONS:

1. Authorize Chair to execute the First Amended As-Needed Agreement for Multicultural Public Outreach and Education Services between the Sonoma County Water Agency and Mary Constance Cloak dba C2 Alternative Services (\$25,000).
2. Authorize the Agency’s General Manager/Chief Engineer further to amend the Agreement 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.

Attachments:

None.

On File With Clerk:

Agreement (4 Copies); “Working Copy” of Amended Agreement showing changes (one copy for reference).

CLERK OF THE BOARD USE ONLY

Board Action (If other than “Requested”)

Vote: