

DATE: June 24, 2005

TO: Mayor and City Council Members

FROM: Utilities Department

SUBJECT: **RESOLUTION NO. 7602 - A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT WITH MMC COMMUNICATIONS FOR COMMUNITY OUTREACH SERVICES FOR PLANNED CONSTRUCTION PROJECTS AND OPERATIONAL ACTIVITIES**

BACKGROUND

The City of Folsom Utilities Department is engaged in several projects and programs that will improve essential facilities and services and ensure regulatory compliance. These projects and programs include rehabilitation/repair projects for water and wastewater, solid waste SmartCart implementation and numerous community awareness activities that support the on-going programs.

Public relations and awareness has become a vital element of the Utilities Department projects and programs. The Utilities Department recognized the value to our customers on maintaining a proactive community outreach program. It is important that Folsom residents be provided with information on an ongoing basis regarding the services provided by the Utilities Department and projects that are being executed that may impact residents. The community outreach approach will continue to be a collaborative, community centered approach to help build a level of understanding and input, help build program buy-in, and create a team approach in working towards project completion.

To achieve a coordinated program of public awareness, outreach and involvement, the Utilities Department proposes to contract with a public relations firm for community outreach services specifically focused on planned projects and operational activities that may impact various communities within Folsom. Our goal is to increase the efficiency of these communication activities by ensuring that all efforts are coordinated.

POLICY/RULE

Section 2.36.080 Award of Contracts of the Folsom Municipal Code states, in part, that contracts for supplies, equipment, services, and construction with an estimated value of \$41,750 or greater shall be awarded by the City Council.

ANALYSIS

During the execution of projects, the Utilities Department will provide a coordinated community outreach program to effectively communicate with potentially impacted residents and businesses. The following is a short list of projects and programs requiring public outreach services:

- 1. Historic District Rehabilitation Projects.** The Utilities Department will be replacing sewer and water pipes throughout the Historic District over the next several years. This activity has the potential to temporarily impact businesses, residents, and commuters at various points. We will develop a program which will enable the City to be in frequent touch with stakeholders and residents to ensure that they are aware of the project, and that we will work closely to minimize inconveniences.

This program will include informational brochures, door hangers to ensure up-to-date notifications, managed web site information, advertising, and the use of local media to distribute information about the project activities for the various local communities throughout the duration of the planned multi-year projects.

- 2. SmartCart Implementation.** In order to comply with diversion requirement of AB 939, the Utilities Department is moving forward with the introduction of its "SmartCart Program" the City's new, three container, curbside recycling program. An informed, actively participating public is essential to this program's success. Program elements will include development of flyers, an educational brochure to be mailed citywide, door hangers, advertising, web site management and media outreach. In addition, the effort will require Prop 218 compliance, which will require the development of special mailers and a citywide mailing.
- 3. Utility Service Awareness Campaign.** The purpose of this campaign is to build community awareness about the broad variety of services provided by the Utilities Department. The campaign will include an emphasis on maintaining quality service while protecting Folsom's natural environment and overall quality of life. This campaign will include participation in News10's partnership with the Sacramento River Watershed Program, which will also position Folsom regionally as an outstanding steward of its regional assets. Program elements will also include advertising placements at Folsom bus shelters and local print advertising. This effort is a continuation of recent services that MMC has provided for the Utilities Department.

The key program activities are defined in the following table. Budget figures include professional fees and other associated costs for items such as advertising, brochures and other printed materials.

Program	Cost	Approx. Program Cost
Historic Rehab Project	\$70,000	\$4,000,000
SmartCart Implementation	\$80,000	\$5,500,000
Utility Service Awareness Campaign	\$50,000	\$14,000,000
Total Contract	\$200,000	

Staff released a request for qualifications to seven firms for professional services to provide for community outreach services. Three firms submitted statements of qualifications, Lucy and

Company, Ross Campbell and MMC Communications. MMC Communications was found to be the most qualified to provide the required services because of their background in utilities operations and a familiarity with the Folsom community.

FINANCIAL IMPACT

Funds will be expended from the Water Operating Fund (Fund 520) and the Sewer Operating Fund (Fund 530) and Solid Waste Operating Fund (Fund 540).

ENVIRONMENTAL REVIEW

This project is exempt from environmental review under the California Environmental Quality Act and National Environmental Policy Act.

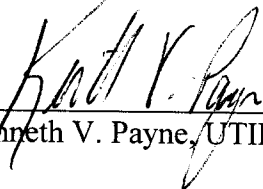
ATTACHMENT

Resolution No. 7602 - A Resolution Authorizing the City Manager to Execute an Agreement with MMC Communications for Community Outreach Services for Planned Construction Projects and Operational Activities

CITY COUNCIL ACTION / RECOMMENDATION

The Utilities Department recommends that the City Council pass and adopt Resolution No.7602 - A Resolution Authorizing the City Manager to Execute an Agreement with MMC Communications for Community Outreach Services for Planned Construction Projects and Operational Activities.

Submitted,



Kenneth V. Payne, UTILITIES DIRECTOR

RESOLUTION NO. 7602

A RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE AN AGREEMENT WITH MMC COMMUNICATIONS FOR COMMUNITY OUTREACH SERVICES FOR PLANNED CONSTRUCTION PROJECTS AND OPERATIONAL ACTIVITIES

WHEREAS, the City of Folsom Utilities Department is engaged in a number of projects which will improve essential facilities and services and ensure regulatory compliance; and,

WHEREAS, public relations and awareness are vital elements to these projects and the Utilities Department's community outreach approach will be a community centered approach to help create understanding and involvement for department project and programs; and,

WHEREAS, MMC Communications, by reason of their background in utilities operations, familiarity with the Folsom community and past experience is qualified to perform the required consulting services; and,

WHEREAS, sufficient funds have been budgeted in the Sewer Operating Fund (Fund 530) and Water Operating Fund (Fund 520) and Solid Waste Operating Fund (Fund 540); and,

WHEREAS, the agreement will be in a form acceptable to the City Attorney:

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Folsom authorizes the City Manager to execute an agreement with MMC Communications for community outreach services for planned construction projects and operational activities in a not-to-exceed amount of \$200,000.

PASSED AND ADOPTED this 28th day of June 2005 by the following roll call vote:

AYES: Council Member(s)

NOES: Council Member(s)

ABSENT: Council Member(s)

ABSTAIN: Council Member(s)

Stephen E. Miklos, MAYOR

ATTEST:

Christa Schmidt, CITY CLERK