



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: JUNE 16, 2026

DEPARTMENT: PUBLIC WORKS

FROM: DAVID JACOBS, DIRECTOR

BY: HEIDI NIGGEMEYER, NPDES PROGRAM MANAGER

TITLE: MASTER SERVICE AGREEMENTS FOR ON-CALL STREET SWEEPING “NO PARKING” SIGNAGE COMMUNITY OUTREACH PROGRAM SUPPORT

RECOMMENDED MOTION:

Approve a resolution delegating authority to the City Manager to execute a Master Service Agreements with MIG and Modern Times, Inc to provide on-call street sweeping “No Parking” signage community outreach support from July 1, 2026 to July 1, 2031 in an amount not to exceed \$1,000,000 over the 5-year term, or \$200,000 annually per consultant, subject to appropriation of funds.

EXECUTIVE SUMMARY:

The City’s NPDES Permit Compliance Program oftentimes requires the services of community outreach consultants for various NPDES-related projects, including but not limited to street sweeping “No Parking” signage outreach. To facilitate the efficient completion of the required outreach in the timeliest manner to meet compliance deadlines, there is a need to have On-Call community outreach support via consultant’s contracts (Master Service Agreements) in place to support implementation of the community outreach requirements.

BACKGROUND:

The City of Salinas’ street weeping program is an essential ground control strategy to recover pollutants from road and rights-of-way before they enter the storm drain system. Salinas has over 550 road miles that require sweeping. In order to increase the effectiveness of the City’s street sweeping program, the City’s current NPDES permit requires the City implement a “No Parking” street sweeping signage program throughout the City on all high and medium priority streets. A “No Parking” mandate is the most important action taken to dramatically increase the street-dirt removal performance of sweepers. The City recognizes that a significant increase in the amount of debris removed from the streets by sweeping will translate to a much greater removal of pollutants that would otherwise be transported by urban runoff to our local creeks and rivers.

Per the City's NPDES permit, the City has already categorized the City's streets as high, medium, and low priority, according to historical debris accumulation rates, street pavement condition indices (PCIs), frequency of sweeping, type of sweeper used, and sweeper access to the curb. To achieve the greatest pollutant load reduction with the limited resources available, the City intends to restrict parking on the high priority streets first. To date, two areas have "No Parking" signage implemented: Monte Bella and a section of the Alisal. In order to facilitate good implementation of the sweeping signage program, the City needs to continue to provide community education, outreach, and engagement to ensure the community is informed of the upcoming implementation of this program in their area and the benefits to water quality and flood prevention that this program provides. Parking has always been a sensitive issue in Salinas; the Consultants chosen have indicated experience in addressing difficult engagement topics such as this.

Implementation of a community Education and Outreach program addressing "No Parking" street sweeping signage includes but is not limited to the following:

- Coordination with City staff and community organizations on a city-wide public engagement program
- Creating bilingual community engagement strategy
- Developing bilingual materials to post outreach information on radio, website, and social media regarding the water quality benefits of have the "No Parking" street sweeping signage program
- Providing support, developing and making presentations for various Commissions, City Council meetings, and community engagement meetings, in-person or via Zoom
- Developing bilingual workshops/community meetings held in each of the City Council Districts to which signage is added to inform the community of the program and its benefits to water quality
- Performing tabling events and various other City event community outreach
- Creating a summary report of the engagement process and stakeholders reached
- Developing a set of recommendation and action items for inclusion in the continual "roll out" of the street sweeping signage program
- Ensuring community outreach materials and social medial communications align with the City's "Communication, Outreach, & Engagement Strategy"

On November 21, 2025, a Request for Qualifications (RFQ) for "No Parking" street sweeping community outreach and engagement support (as described above) through "PlanetBids" website. Two submittals were received with each firm providing appropriate qualifications to perform the tasks indicated.

- MIG
- Modern Times, Inc

Submittals were reviewed by City staff and each firm was determined to have the appropriate qualifications based on the following:

- Understanding of the Scope of Work for the community education and outreach program

- Experience with similar kinds of work
- Quality, capacity, and technical ability of staff to complete the required tasks

Based on these criteria, both firms were chosen to provide On-Call consultant services on an on-going basis for a five-year period under a Master Service Agreement between the City and each of the two firms. Each Consultant Master Service Agreement is not to exceed \$200,000 annually for five years, beginning on July 1, 2026, through July 1, 2031. Under the terms of the Master Service Agreements, compensation will be provided per the fee schedule submitted on a project-by-project basis, with each project subject to review and approval by the NPDES Program Manager and the Public Works Director.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378). In addition, CEQA Guidelines Section 15061 includes the general rule that CEQA applies only to activities which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA. Because the proposed action and this matter have no potential to cause any effect on the environment, or because it falls within a category of activities excluded as projects pursuant to CEQA Guidelines section 15378, this matter is not a project. Because the matter does not cause a direct or foreseeable indirect physical change on or in the environment, this matter is not a project. Any subsequent discretionary projects resulting from this action will be assessed for CEQA applicability.

CALIFORNIA GOVERNMENT CODE §84308 APPLIES:

Yes.

STRATEGIC PLAN INITIATIVE:

The proposed program and agreements meet the City Council's Strategic Plan Initiatives of Infrastructure (improving the appearance of local streets) and Public Safety (engaging neighborhoods and enhancing the abandoned vehicle abatement program).

DEPARTMENTAL COORDINATION:

The program relies on coordination between Public Works Depts (NPDES, Traffic) and the City's Public Information Officer to coordinate outreach at public meetings and community events and utilize successful outreach techniques and contacts developed by past outreach events.

FISCAL AND SUSTAINABILITY IMPACT:

Funding will be included as part of the budget development process.

Example:

Fund	General Ledger Number (Operating/CIP)	General Ledger Account Name	Remaining Budget Appropriation	Amount Requested
N/A	N/A	N/A	N/A	N/A

ATTACHMENTS:

Resolution
MIG Master Service Agreement
Modern Times, Inc Master Service Agreement