



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: JANUARY 9, 2024

DEPARTMENT: PUBLIC WORKS

FROM: DAVID JACOBS, DIRECTOR

BY: HEIDI NIGGEMEYER, NPDES PROGRAM MANAGER

TITLE: PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF SALINAS AND CALIFORNIA PUBLIC RELATIONS & ADVOCACY LLC FOR PHASE II OF THE STREET SWEEPING “NO PARKING” SIGNAGE COMMUNITY OUTREACH PROGRAM

RECOMMENDED MOTION:

A motion to approve a Resolution authorizing the City Manager to execute an agreement with California Public Relations & Advocacy LLC for Phase II of the Community Outreach for the No Parking/Street Sweeping signage program in an amount not to exceed of \$140,000.

EXECUTIVE SUMMARY:

On January 10, 2023, the City Council approved a contract between the City and California Public Relations & Advocacy LLC (Consultant) to develop a robust community outreach and education program to educate and support the implementation of a “No Parking” street sweeping signage program citywide.

Throughout 2023, the Consultant partnered with City staff to develop and implement a comprehensive community outreach, education, and communications plan; developed bilingual digital and printed educational materials for use on the City’s social media channels, website, and print collateral; provided direct support at community events; engaged in one-on-one with community-based organizations and elected official offices to share information and strengthen relationships for the City; and provided support to advance the “No Parking” street sweeping signage program.

The strategies and tactics of the Consultant’s outreach and education plan coincided with the anticipated development and implementation of the City’s new street sweeping routes. City staff originally anticipated that the City’s new street sweeping routes would be available in Summer 2023 and that the permanent “No Parking” signs be installed late Fall or early Winter 2023.

However, due to unanticipated delays in the development of the City’s new street sweeping routes, elements of the Consultant’s outreach and education plan have also been delayed. To align the

outreach and communications plan with the current status of the street sweeping signage program, Consultant developed a “Phase II Outreach and Education Plan.”

Phase II builds off work done in 2023, ensures continuity in the current street sweeping outreach and education efforts, and continues to build momentum for the implementation of a robust community engagement effort once the new street sweeping routes have been finalized in 2024.

BACKGROUND:

The City of Salinas’ street sweeping program is an essential ground control strategy to recover pollutants from roads and rights-of-way before they can enter the storm drain system. Salinas has approximately 700 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.¹ 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 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 in the high priority streets first.

In 2022, the City determined that in order to facilitate better implementation of the “No Parking” street sweeping signage program, the City needed to perform community education, outreach, and engagement to ensure the community is informed of the upcoming implementation of this program and the benefits to water quality this program provides. A request for proposals (RFP) for interested firms was advertised on August 12, 2022, on “PlanetBids” website for the community outreach and education program. One submittal was received from California Public Relations & Advocacy LLC.

On January 10, 2023, City Council approved a one-year contract with California Public Relations & Advocacy LLC, through Resolution No. 22554, to implement a Community Education and Outreach program addressing “No Parking” street sweeping signage that included:

- Coordination with City staff and community organizations on a public engagement program
- Creating a 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

¹ City of Salinas Municipal Stormwater Permit, Order R3-2019-0073, Section M.6.c.ii.

- Developing bilingual workshops/community meetings held in each of the City Council Districts to inform the community of the proposed program and its benefits to water quality
- Creating a summary report of the engagement process and stakeholders reached
- Developing a set of recommendations and action items for inclusion in the “roll out” of the street sweeping signage program

To date, the Consultant has performed the following for the City:

- In coordination with City staff and in consultation with community-based organizations, developed a comprehensive multilingual communication, media relations, and community engagement plan that leverages digital media, traditional media, community-based organizations, and community events to educate and engage Salinas residents on street-sweeping.
- In developing the robust engagement strategy, the Consultant has consulted with City staff and community organizations to identify the various languages in which Salinas residents communicate. Languages identified include, but are not limited, to English, Spanish, Triqui, Mixtec, Zapotec, Mandarin, Vietnamese, Tagalog, Korean, and more.
- The Consultant has produced ongoing digital media content (e.g., social media posts, digital flyers and brochures), press releases, media advisories, print brochures, flyers, and door hangers in both English and Spanish.
- The Consultant met one-on-one with representatives from various community-based organizations and elected official offices in Salinas to educate, establish relationships, and identify interest in partnering on communication efforts for the street sweeping program. Consultant met with Building Health Communities, Center for Community Action, Centro Binacional, Ecology Action, La Cooperativa Campesina, MILPA, Mujeres en Acción, Assembly Speaker Robert Rivas’ staff, State Senator Anna Caballero’s staff.
- The Consultant participated in three community events to directly engage and educate Salinas residents about the street sweeping program, including the June “No Parking” Street Sweeping Campaign Launch at Closter Park; October La Paz Park and Neighborhood Cleanup Event and; the Annual Ciclovía Event also held in October.
- Tracked and provided campaign analytics to City staff regarding outreach and communications efforts (2023 Street Sweeping Outreach and Education Recap).
- Developed a comprehensive set of recommendations for Phase II to ensure inclusive community engagement during the “roll out” of the street sweeping signage program, which is covered below.

PHASE II of the Community Education and Outreach program addressing “No Parking” street sweeping signage will include the following:

- Direct Community Engagement. In Phase II, the Consultant will coordinate with community-based organizations (CBOs) and elected officials to host informational sessions and conduct direct outreach to their constituents throughout the implementation of the program. Consultant will also partner with City staff and CBOs to conduct door-to-door visits at homes and businesses located in medium and high-priority neighborhoods. Consultant will partner with City Councilmembers to host town hall meetings in each

district as the signage program rolls out. The Consultant will develop a model community engagement strategy to be incorporated in other City engagement efforts.

- Paid Radio, Social Media, and Sign Advertising. In Phase II, Consultant will manage an expanded paid advertising strategy to educate and communicate developments of the street-sweeping signage program. Radio stations include, but are not limited, to Radio Lazer, La Mejor, La Mexicana. Social media channels include, but are not limited to, WhatsApp, Facebook, Instagram, and Nextdoor. Sign advertising opportunities include, but are not limited to, Monterey-Salinas Transit buses.
- Translation into Multiple Languages. In Phase I of the outreach and education program, City staff and Consultant have identified a need to translate educational material into multiple languages, including but not limited to Spanish, Triqui, Mixtec, Zapotec, Mandarin, Vietnamese, Tagalog, Korean, and more.
- Earned Media Efforts. Consultant will continue to develop media relationships and pitch local and regional media outlets to secure coverage of the City’s street sweeping signage program to build awareness and communicate important information to the public.
- Ongoing Education via the City’s Social Media Channels and Website. Consultant will continue to develop inclusive and educational content for the City’s digital media channels.
- Reporting and Analytics. Consultant will continue to track and report data associated with the outreach and educational efforts and provide regular reports as requested by City staff.
- Final Report with Recommendations. Consultant will provide a final report, with recommendations for the City’s consideration. Topics include a debrief of the “No Parking” street sweeping campaign, and considerations for future engagement.

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.

STRATEGIC PLAN INITIATIVE:

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

DEPARTMENTAL COORDINATION:

This project relies on coordination between the Public Works Dept (NPDES Division) and the Community Development Dept to coordinate outreach at public meetings and community events and utilize successful outreach techniques and contacts developed by the Community Development outreach team.

FISCAL AND SUSTAINABILITY IMPACT:

Funding is available and appropriated in Fund 3911.50.8192 – Stormwater Green Infrastructure.

ATTACHMENTS:

Resolution
Professional Services Agreement – Street Sweeping Outreach_CPRAD_Phase 2