

REPORT TO THE CITY COUNCIL

City of Salinas, California

DATE: February 21, 2017

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THRU: Walter Grant, PE
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SUBJECT: **PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF
SALINAS AND SAVE THE WHALES**

RECOMMENDATION:

It is recommended that the City Council approve a Resolution regarding a Professional Services Agreement in the amount of \$41,889 between the City of Salinas and Save The Whales for services related to the implementation and reporting of Public Education/Outreach and Public Involvement/Participation program requirements as stipulated in the City of Salinas NPDES Permit (Permit No. CA0049981).

DISCUSSION:

The City of Salinas was issued its current stormwater NPDES permit from the State Water Resources Control Board (SWRCB) in 2012. Section G, Residential Outreach and Section M, Public Education and Involvement of the permit outline the minimum program requirements the City must implement to be compliant with the NPDES permit. The Salinas Public Education and Involvement program addresses the following:

- Bilingual education and outreach to High Priority residential areas to address the following:
 - ✓ Automobile maintenance and repair (waste oil/vehicle fluids disposal) and car washing
 - ✓ Home and garden care (pesticide and fertilizer use)
 - ✓ Pet waste management
 - ✓ Green waste management
 - ✓ Proper disposal of household hazardous waste (paints, cleaning products, etc)
 - ✓ Trash/litter management
- General community outreach regarding priority stormwater issues
 - ✓ Trash management/litter
 - ✓ Pet waste and fertilizer/pesticide use (integrated pest management option)
 - ✓ Waste oil disposal
 - ✓ Construction debris management
 - ✓ Proper disposal of fats, oils, and grease

- Bilingual classroom education and field trips for hands-on experiences addressing stormwater issues
- Incorporation of Community-Based Social marketing (CBSM) to measure education and outreach program effectiveness
- Implementation of classroom or community pilot projects to address priority stormwater issues
- Creation of opportunities for public participation in Salinas' stormwater program implementation

Annual effectiveness assessment results of the public education and outreach program can be utilized to 1) assess the public's understanding of Salinas' stormwater program, 2) assess their understanding of how daily activities can impact the local water quality and 3) determine the effectiveness of outreach regarding actions that can be taken to prevent or reduce pollutant loading in stormwater runoff. These results are used to determine the successful implementation of the stormwater management program in addition to identifying areas that require further education/outreach.

A request for qualifications (RFQ) was issued and advertised on February 26, 2016 for services related to NPDES Permit Support. Submittals were received from 14 firms with only one firm having extensive stormwater program education and outreach capabilities, as well as experience in using CBSM techniques was identified: Save The Whales. None of the firms that submitted Statements of Qualifications (SOQ) to the City met the definition of "local business enterprise" pursuant to Salinas City Code Section 12-28.020. In addition, Save The Whales has been working with other local municipalities for over twenty years, assisting with the design, implementation, and reporting activities required per their Phase 2 Stormwater General Permit. Save The Whales a good working relationship with the Central Coast Water Board staff, are very familiar with the City's stormwater education and outreach permit requirements, and utilize grant funds and regional collaborative opportunities to provide cost-effective program implementation throughout the region.

ISSUE:

Shall the City Council approve a Resolution regarding a Professional Services Agreement in the amount of \$41,889 between the City of Salinas and Save the Whales for services related to implementation of a public education and outreach program to meet the City's NPDES Permit requirements?

FISCAL IMPACT:

Total funding in the amount of \$41,889 for the Salinas Public Education, Outreach and Participation program comes from a Capital Improvement Program (CIP) fund, 9512 – NPDES Public Education, containing funds set aside specifically for the PE/PO program. This CIP fund was approved as part of the Capital Improvement Budget for FY 2016-17 approved by Council on June 14, 2016. Thus, sufficient funds are available to enter into this contract.

TIME CONSIDERATIONS:

Classroom education and outreach activities for Permit Year 5 began May 3, 2016. Approval of the Professional Services Agreement will facilitate implementation of a more extensive PE/PO program that addresses all the program implementation and reporting requirements in the Salinas NPDES permit.

ALTERNATIVES/IMPLICATIONS:

Council may elect not to approve the Resolution approving the Professional Services Agreement with Save- The-Whales and direct staff how to proceed. The implications of this would be 1) how to procure another qualified vendor with local stormwater education and outreach experience and 2) how to procure another qualified local vendor with regional collaborative and grant-funding opportunities.

CITY COUNCIL GOALS:

Approval of the Professional Services Agreement is in alignment with the City's goal to maintain compliance with all regulatory permits.

Back up Pages:

Resolution

Professional Services Agreement for Save-The-Whales