



## **CITY OF SALINAS COUNCIL STAFF REPORT**

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**DATE:** OCTOBER 12, 2021

**DEPARTMENT:** PUBLIC WORKS

**FROM:** DAVID JACOBS, PUBLIC WORKS DIRECTOR

**BY:** HEIDI NIGGEMEYER – STORMWATER PROGRAM MANAGER

**TITLE:** PROFESSIONAL SERVICES AGREEMENT BETWEEN THE CITY OF SALINAS AND SAVE THE WHALES TO IMPLEMENT A PUBLIC EDUCATION AND OUTREACH PROGRAM PER SALINAS STORMWATER NPDES PERMIT REQUIREMENTS

### RECOMMENDED MOTION:

A motion to recommend the City Council approve a Professional Services Agreement for an amount not to exceed \$131,000 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).

### RECOMMENDATION:

It is recommended that the City Council approve a Professional Services Agreement for an amount not to exceed \$131,000 between the City of Salinas and Save The Whales.

### BACKGROUND:

The City of Salinas was issued its current stormwater NPDES permit from the State Water Resources Control Board (SWRCB) in 2019. Section R, Public Education and Involvement, of the permit outlines 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
  - ✓ Fertilizer/pesticide use (integrated pest management option)
  - ✓ Waste oil disposal
  - ✓ Car washing in streets
- 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
- Education and outreach to pesticide applicators regarding Integrated Pest Management (IPM)
- 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 reduce pollutant loading in stormwater runoff. These results are used to determine the successful implementation of 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, Save-The-Whales. Save The Whales also meets the definition of "local business enterprise" pursuant to Salinas City Code Section 12-28.020, being located in the City. In addition, Save-The-Whales has been working with the surrounding Phase 2 municipalities for over twenty years, assisting with the design, implementation, and reporting activities required per the Phase 2 Stormwater General Permit. They have 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.

#### 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:

Approval of the Professional Services Agreement is in alignment with the following Strategic Plan goals for 2020 – 2023:

**Operational Efficiencies:** *The goal is to improve the City's operational efficiency, reduce expenditures, and make necessary investments in order to have long-term savings.*

Save-The-Whales has been working with the surrounding Phase 2 municipalities for over twenty years, assisting with the design, implementation, and reporting activities required per the Phase 2 Stormwater General Permit. The Phase 2 General Permit has Public Education and Outreach requirements very similar to those in the Salinas stormwater NPDES permit. Regional collaborative efforts provide cost-effective program implementation throughout the region. They have 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 to provide services "in kind".

#### DEPARTMENTAL COORDINATION:

Save The Whales will be coordinating with the NPDES and Maintenance Services Departments.

#### FISCAL AND SUSTAINABILITY IMPACT:

Total funding in the amount of \$131,000 for the Salinas Public Education, Outreach and Participation program comes from the NPDES budget (5126) which is funded by the General Fund. The NPDES budget was approved as part of the Operating Budget for FY 2021-22 approved by Council on June 8, 2021. Sufficient funds are available to enter into this contract.

#### ATTACHMENTS:

1. Resolution
2. Professional Services Agreement between the City of Salinas and Save The Whales