ORIGINATING SECTION: Office of the General Manager
CONTACT: Alexandra Bradley

AGENDA DATE: March 18, 2020

SUBJECT: Award of Contract to JPW Communications for the 2020 Tri-Valley Public Information Program on Water Supply Reliability

SUMMARY:

- Zone 7 Water Agency continues to proactively seek ways to enhance storage flexibility, diversify its water supply portfolio, and improve long-term water supply reliability for the Livermore-Amador Valley in support of its mission.

- The Zone 7 Board of Directors authorized the negotiation and execution of a Tri-Valley Potable Reuse Collaborative Efforts Task Order under the Tri-Valley Intergovernmental Reciprocal Services Master Agreement in Resolution 19-98. The resolution authorized the Agency’s cost share under the task order to be funded from Fund 310 – Water Supply & Reliability Fund in an amount not-to-exceed $250,000.

- Under the task order, the cost of consulting services shall be equally shared among the participating agencies. Zone 7 will serve as the Lead Agency, including serving as the contract administrator for consulting services, issuing RFP’s, and awarding consulting contracts. Participating agencies will reimburse Zone 7 within 30 days of receipt of Zone 7 invoicing for consulting services.

- As part of the Task Order, the Tri-Valley Water Liaison Committee supports continued collaboration to develop a community outreach program to educate the Tri-Valley residents and businesses on the region’s water supply challenges and potential solutions.

- On December 19, 2019, the Agency issued a Request for Proposals for a community outreach program as prescribed in the task order. A four-person panel of staff from the Tri-Valley Water Liaison Committee Agencies selected four qualified firms for interviews. The rating panel interviewed and selected JPW Communications as the most qualified to provide these services.

- The consultant shall serve as a non-exclusive, full-service advertising, branding, marketing, media and communications agency that supports the 2020 Tri-Valley Public Information Program on Water Supply Reliability.

- The consultant, in coordination with the Tri-Valley Water Agencies, will develop, execute, evaluate, and update as needed a public information program.
• Staff recommends that the Board authorize the General Manager to:

Negotiate, execute and amend as needed a two-year professional services contract with JPW Communications on behalf of the Tri-Valley Water Liaison Committee for the Tri-Valley Public Information Program on Water Supply Reliability per the Task Order under the Tri-Valley Intergovernmental Reciprocal Services Master Agreement in a not-to-exceed contract amount of $300,000.

FUNDING:

Funding for Zone 7’s share of the services will be reimbursed from Fund 310 – Water Supply and Reliability Fund for up to $100,000 based on final partner participation. Since Zone 7 will serve as the Lead Agency, including serving as the contract administrator, payments to JPW Communications for services rendered shall be funded from Fund 100 – Water Enterprise Fund and reimbursed by participating agencies within 30 days of receipt of Zone 7 invoicing for consulting services, such that cost incurred in Fund 100 shall net to zero.

RECOMMENDED ACTION:

Adopt attached Resolution
ZONE 7
ALAMEDA COUNTY FLOOD CONTROL AND WATER CONSERVATION DISTRICT
BOARD OF DIRECTORS

RESOLUTION NO.

INTRODUCED BY
SECONDED BY

Authorizing a Contract with JPW Communications for
2020 Tri-Valley Public Information Program on Water Supply Reliability

WHEREAS, Zone 7 Water Agency continues to proactively seek ways to enhance storage flexibility, diversify its water supply portfolio, and improve long-term water supply reliability for the Livermore-Amador Valley in support of its mission;

WHEREAS, the Zone 7 Board of Directors authorized the negotiation and execution of a Task Order under the Tri-Valley Intergovernmental Reciprocal Services Master Agreement in Resolution 19-98;

WHEREAS, Zone 7 will serve as the Lead Agency, including serving as the contract administrator for consulting services, issuing RFP’s, and awarding consulting contracts.

WHEREAS, the Task Order calls for multi-agency participation and cost-share in the Tri-Valley Potable Reuse Collaborative Efforts and authorizes Zone 7 to serve as the contract administrator for consulting services and to be reimbursed by participating agencies.

WHEREAS, the task order includes the development of a community outreach program to educate the Tri-Valley residents and businesses on the region’s water supply challenges and potential solutions;

WHEREAS, following a request for proposals, and a review by selected representatives of the Tri-Valley Water Liaison Committee of the 7 qualified proposals received, JPW Communications, was deemed the most qualified firm to implement the 2020 Tri-Valley Public Information Program on Water Supply Reliability.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of Zone 7 of the Alameda County Flood Control and Water Conservation District does hereby authorize the General Manager to negotiate and execute a professional services contract with JPW Communications, for a two-year contract in an annual amount not-to-exceed $300,000 on behalf of the Tri-Valley Water Liaison Committee.

ADOPTED BY THE FOLLOWING VOTE:

AYES:
NOES:
ABSENT:
ABSTAIN:

I certify that the foregoing is a correct copy of a Resolution adopted by the Board of Directors of Zone 7 of the Alameda County Flood Control and Water Conservation District on March 18, 2020.

By: _______________________
President, Board of Directors