



ALAMEDA COUNTY FLOOD CONTROL AND WATER CONSERVATION DISTRICT, ZONE 7

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**ORIGINATING SECTION:** Office of the General Manager

**CONTACT:** Alexandra Bradley

**AGENDA DATE:** October 21, 2020

**SUBJECT:** Contract Amendment for Strategic Communications and Outreach Support Services

**SUMMARY:**

- To deliver on the Agency's 2020-2024 Strategic Plan Goal F which strives to engage our stakeholders to foster mutual understanding, staff implements and oversees a multi-faceted outreach and communications program to connect with and engage stakeholders. Through an open and transparent approach, the Agency seeks to deliver effective customer-centric communications, reaching constituents where, when, and how they prefer. Effective communication builds confidence, trust and awareness among constituents, increases participation to help with effective decision making, and helps strengthen Zone 7's commitment to its mission and vision.
- The Agency's consulting contract for strategic communications and outreach support services supports staff in meeting Goal F by utilizing the expert and qualified services of communications firm JPW Communications to expand and enhance the Agency's reach within the service area.
- Pursuant to Resolution No. 19-97 dated December 19, 2019, the Board authorized a professional services agreement with JPW Communications for strategic communications and outreach support services for a total not-to-exceed amount of \$130,000.
- The Consultant's performance under Agreement Number A20-66-JPW has been to Agency's satisfaction.
- On March 16, 2020, Alameda County ordered a Shelter in Place Order, shifting all communications and outreach activities to virtual platforms. As a result, the reliance on JPW Communications as-needed support services increased substantially due to the need for increased virtual messaging, which included:
  - COVID-19 water safety updates,
  - virtual water quality campaigns,
  - a virtual grand opening for the new Del Valle Water Treatment Plant Ozonation Project,
  - water conservation and PFAS messaging,
  - a Flood Preparedness virtual campaign, and
  - other routine messaging that was shifted to a virtual format.

- In order to continue effectively meeting the Agency’s Strategic Plan Goal F in response to the changed landscape of communications and outreach during the COVID-19 pandemic, a contract increase in the amount of \$40,000 annually is needed to be added to the strategic communications and outreach support services contract, for a not-to-exceed annual amount of \$170,000.
- Staff recommends that the Board authorize the General Manager to:
  - Negotiate and execute an amendment to the as-needed professional services contract with JPW Communications for an additional \$40,000 for the contract term (January 1, 2020 through December 31, 2020) in an annual amount not-to-exceed \$170,000.
  - Extend the contract for up to two additional one-year periods based on satisfactory performance and adding \$40,000 per year for an annual contract amount not-to-exceed \$170,000, increasing the total three-year contract value not-to-exceed \$510,000.

**FUNDING:**

Funding is available from Fund 100 – Water Enterprise Operations and Fund 200 – Flood Protection Operations

**RECOMMENDED ACTION:**

Adopt the attached Resolution

BOARD OF DIRECTORS

ALAMEDA COUNTY FLOOD CONTROL AND WATER CONSERVATION DISTRICT

ZONE 7

RESOLUTION NO.

INTRODUCED BY  
SECONDED BY

**Contract Amendment for Strategic Communications and Outreach Support Services**

WHEREAS, the proposed action is in support of Strategic Plan Goal F which strives to engage our stakeholders to foster mutual understanding, staff implements and oversees a multi-faceted outreach and communications program to connect with and engage stakeholders; and

WHEREAS, support services for the Agency are needed to assist staff in planning and implementing strategic communications, professional publications and community outreach; and

WHEREAS, pursuant to Resolution No. 19-97 dated December 19, 2019, the Board authorized a professional services agreement with JPW Communications for strategic communications and outreach support services for a total not-to-exceed amount of \$130,000; and

WHEREAS, on March 16, 2020, Alameda County ordered a Shelter in Place Order, shifting all communications and outreach activities to virtual platforms. As a result, the reliance on JPW Communication's as-needed support services increased substantially due to the need for increased virtual messaging, which included COVID-19 water safety updates, virtual water quality campaigns, a virtual grand opening for the new Del Valle Water Treatment Plant Ozonation Project, water conservation and PFAS messaging, a Flood Preparedness virtual campaign, and other routine messaging that was shifted to a virtual format; and

WHEREAS, in order to continue effectively meeting the Agency's Strategic Plan Goal F in response to the changed landscape of communications and outreach during the COVID-19 pandemic, an additional \$40,000 annually is needed for the JPW Communications contract for a not-to-exceed annual amount of \$170,000 for the period of January 1, 2020, through December 31, 2020; and

WHEREAS, in order to continue effectively meeting the Agency's Strategic Plan Goal F, an additional \$40,000 is needed for the JPW Communications contract for the two additional one-year periods for an annual contract amount not-to-exceed \$170,000, increasing the total three-year contract value not-to-exceed \$510,000; and

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 an amendment to the as-needed professional services contract with JPW Communications for an additional \$40,000 for the contract term (January 1, 2020 through December 31, 2020) in an annual amount not-to-exceed \$170,000; and

BE IT FURTHER RESOLVED that the Zone 7 Board of Directors of the Alameda County Flood Control and Water Conservation District does hereby authorize the General Manager to extend the contract for up to two additional one-year periods based on satisfactory performance and adding \$40,000 per year for an annual contract amount not-to-exceed \$170,000, increasing the total three-year contract value not-to-exceed \$510,000.

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 October 21, 2020.

By: \_\_\_\_\_  
President, Board of Directors