(R-2011-156) 330 9/28

RESOLUTION NUMBER R- 306176

DATE OF FINAL PASSAGE 007 0 8 2010

A RESOLUTION AUTHORIZING AN AGREEMENT WITH ACTION RESEARCH, INC. FOR *THINK BLUE EDUCATION AND OUTREACH PROGRAM* TO PROVIDE STORM WATER RELATED RESEARCH AND ASSESSMENT SERVICES TO THE CITY OF SAN DIEGO AND TAKING RELATED ACTION.

WHEREAS, to comply with the requirements of Order No. R9-2007-0001 and prior Municipal Storm Water Permits issued by the San Diego Regional Water Quality Control Board, the City initiated an education and outreach campaign, known as the *Think Blue Education and Outreach Program*; and

WHEREAS, in an effort to establish measurements of success and determine message receptivity and retention among City residents, the Division requires the assistance of a qualified professional research consultant to conduct data gathering and analysis; and

WHEREAS, research consulting services would include, but not be limited to, quantitative and qualitative data research, analysis of key projects and program components, identification of barriers to behavior modification, and effectiveness measurement of outreach tools including the use of focus groups, intercept surveys, phone surveys, and other methods; and

WHEREAS, in May 2010, the City advertised for outreach consultants via a Request For Proposals process according to AR 26.90, and Action Research, Inc. was selected as the most qualified proposer under the research task; and

WHEREAS, the terms of the RFP stipulated performance for a two-year as-needed Agreement, with three possible one-year extensions to renew; NOW THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

(R-2011-156)

1. That the Mayor or designee is authorized to execute a two-year Agreement with

Action Research, Inc. for an initial phase-funded amount not to exceed \$350,000 for consulting

services related to Think Blue Education and Outreach Program, per the terms on file in the

Office of the City Clerk as Document No. R- 306176, contingent upon (a) the annual

obligations of this agreement being provided for in an Appropriation Ordinance for each fiscal

year in 2011 and 2012 and (b) the City Comptroller furnishing a certificate certifying that funds

necessary for expenditure are, or will be on deposit in the City Treasury.

2. That the Mayor or designee is authorized to execute up to three (3) one-year options to

renew the Agreement with Action Research, Inc. for a total additional amount not to exceed

\$525,000, contingent upon (a) the annual obligations of this agreement being provided for in an

Appropriation Ordinance for each fiscal year from 2013 through 2015, and (b) provided that for

each annual extension the City Comptroller first furnishes one or more certificates certifying that

the funds are, or will be, on deposit with the City Treasury, thus for a total Agreement amount

not to exceed \$875,000 over five years.

3. That the Chief Financial Officer is authorized to expend the amount not to exceed

\$175,000 from the Fiscal Year 2011 Storm Water Department, 2114, General Fund 100000, to

provide funds for the first year of the Agreement with Action Research, Inc.

4. That the Chief Financial Officer is authorized to transfer excess budgeted funds, if

any, to the appropriate reserve on the advice of the administering department.

APPROVED: JAN I. GOLDSMITH, City Attorney

By

Frederick M. Ortlieb

Deputy City Attorney

FMO:cla August 24, 2010 Or.Dept: Stormwater CC: #3000003537 R-2011-156 ProLaw #2010-01940

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of SEP 2 8 2010.

The City of San Diego COMPTROLLER'S CERTIFICATE

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