

RESOLUTION NUMBER R- 306176

DATE OF FINAL PASSAGE OCT 08 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:


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 28 2010~~

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 10.0.10
(date)


JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor

The City of San Diego
COMPTROLLER'S CERTIFICATE

CERTIFICATE OF UNALLOTTED BALANCE

ORIGINATING CC 3000003537
 DEPT NO. 2114120012

I HEREBY CERTIFY that the money required for the allotment of funds for the purpose set forth in the foregoing resolution is available in the Treasury, or is anticipated to come into the Treasury, and is otherwise unallotted.

Amount: _____ Fund: _____

Purpose: _____

Date: _____ By: Jessica Olson
 COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA									
Doc. Item	Fund	Funded Program	Internal Order	Functional Area	G/L Account	Business Area	Cost Center	WBS	Original Amount
001									
TOTAL AMOUNT									

FUND OVERRIDE

CERTIFICATION OF UNENCUMBERED BALANCE

I HEREBY CERTIFY that the indebtedness and obligation to be incurred by the contract or agreement authorized by the hereto attached resolution, can be incurred without the violation of any of the provisions of the Charter of the City of San Diego; and I do hereby further certify, in conformity with the requirements of the Charter of the City of San Diego, that sufficient moneys have been appropriated for the purpose of said contract, that sufficient moneys to meet the obligations of said contract are actually in the Treasury, or are anticipated to come into the Treasury, to the credit of the appropriation from which the same are to be drawn, and that the said money now actually in the Treasury, together with the moneys anticipated to come into the Treasury, to the credit of said appropriation, are otherwise unencumbered.

Not to Exceed: _____ \$175,000.00

Vendor: Action Research

Purpose: Authorize a two-year agreement with Action Research for a value not-to-exceed \$350,000, \$175,000 for FY11, for consulting services related to Think Blue Education and Outreach with a three (3) one-year options to renew the agreement with Action Research for a value not-to-exceed \$525,000 for consulting services.

Date: August 23, 2010 By: Jessica Olson
 COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA									
Doc. Item	Fund	Funded Program	Internal Order	Functional Area	G/L Account	Business Area	Cost Center	WBS	Original Amount
	100000				512059		2114120012		\$175,000.00
TOTAL AMOUNT									\$175,000.00

FUND OVERRIDE

CC-361 (REV 7-09)

CC 3000003537

SEP 28 2010

R- 306176