

RESOLUTION NUMBER R- 306250
DATE OF FINAL PASSAGE OCT 26 2010

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO AUTHORIZING EXECUTION OF AN AGREEMENT WITH COLLABORATIVE SERVICES, INC. FOR PUBLIC OUTREACH CONSULTING SERVICES FOR THE WATER CONSERVATION PROGRAM.

WHEREAS, the San Diego region is experiencing a water supply crisis and external environmental forces such as the ongoing drought in the Colorado River basin and reduced snow pack and runoff in Northern California are affecting the region’s ability to import water; and

WHEREAS, court ordered pumping restrictions on the State Water Project have continued to reduce the amount of water that can be delivered to our region; and

WHEREAS, San Diego region imports 80% to 90% of its water, thus these conditions add considerable stress on the City of San Diego’s [City] water supplies; and

WHEREAS, since Emergency Water Regulations moved from Level 1 – Drought Watch Condition (Voluntary Conservation) to the current Level 2 – Drought Alert Condition (Mandatory Conservation) in June of 2009, the Public Utilities Department, Water Conservation Program developed a public involvement and educational campaign named “No Time to Waste, No Water to Waste.” [Program].

WHEREAS, in May 2010, with the City still in Level 2 – Drought Alert, the Water Conservation Program and the Purchasing & Contracting Services Department generated a Request for Proposals [RFP] to hire a Public Information and Outreach Consultant that would continue the successful Program.

WHEREAS, following the City of San Diego's issuance of a RFP to hire a Public Information and Outreach Consultant to oversee the Program, the City selected Collaborative Services based on technical merit; NOW, THEREFORE,


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

1. That the Mayor or his designee is authorized and empowered to execute, for and on behalf of the City, an Agreement not to exceed \$600,000 with Collaborative Services, Inc., to provide public information and outreach services on an as needed basis to the Public Utilities Department, Water Conservation Program, on file with the City Clerk as Document No. RR-306250.

2. That the Agreement period is anticipated to begin in November 2010, and the Agreement duration will be three (3) years from the date of award with the option to renew for two (2) additional one (1) year periods in accordance with the specifications of the RFP; and


3. That the Chief Financial Officer is authorized to expend an amount not to exceed \$200,000 per Agreement year for a total of \$600,000 over three (3) years from Water Fund 700011, solely and exclusively to provide funds for the above Agreement, provided that the Chief Financial Officer furnishes one or more certificates demonstrating that the funds for this expenditure are, or will be, on deposit in the City Treasury and contingent upon approval of the Appropriation Ordinance for future fiscal years.

APPROVED: JAN I. GOLDSMITH, City Attorney

By 
Raymond C. Palmucci
Deputy City Attorney

RCP:cla
October 6, 2010
Or.Dept: Public Utilities - Water
R-2011-308
ProLaw #2010-02517

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of OCT 19 2010.

ELIZABETH S. MALAND
City Clerk
By 
Deputy City Clerk

Approved: 10-26-10
(date)


JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor