

**EXECUTIVE SUMMARY SHEET**  
CITY OF SAN DIEGO

DATE ISSUED: September 8, 2010

ATTENTION: Natural Resources & Culture Committee

ORIGINATING DEPARTMENT: Storm Water Department, Pollution Prevention Division

SUBJECT: Agreement with Action Research for Think Blue Education and Outreach

COUNCIL DISTRICT(S): All

CONTACT/PHONE NUMBER: Bill Harris (858) 541-4354

**REQUESTED ACTION:** The Storm Water Department requests Council adopt a resolution authorizing the execution of a two-year as-needed Agreement with Action Research to provide storm water related research and assessment services to the City and the Think Blue education and outreach campaign for an amount not-to-exceed \$350,000; and, authorize the expenditure of \$175,000 from the Fiscal Year 2011 Storm Water Department General Fund for that first year of the agreement; and, authorize the Mayor to execute three (3) one-year options to renew the Agreement, for a total cumulative not-to-exceed \$875,000.

**STAFF RECOMMENDATION:** Recommend City Council adopt the resolutions.

**EXECUTIVE SUMMARY:** The Storm Water Pollution Prevention Division is responsible for implementing the City's Storm Water Municipal Storm Water Permit issued by the California Regional Water Quality Control Board, San Diego Region, Order : 2007-0001. The Permit requires the City and other copermitees to substantially increase education and outreach to residents, businesses and industry, to increase residents' awareness and knowledge regarding water pollution control and environmental protection, and to achieve measurable behavior change towards environmental sustainability.

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. The consultant will use various data gathering methods to ascertain public knowledge of storm water issues, building upon several years of research already conducted by the Department. The Consultant will analyze specific Departmental projects and recommended methods of analysis for public involvement and feedback on the Department activities. Assessment will help identify key barriers to behavior change and provide strategies to overcome current behavior and help affect change. Data will be gathered via random digit dial phone surveys, intercept surveys, focus groups and anonymous observation.

In May 2010, the City advertised for outreach consultants via a Request for Proposal (RFP 10006267-10-V) process according to AR 26.70. Action Research was selected as the most qualified proposer under the research task. The terms of the RFP stipulated performance for a two-year as-needed Agreement, with three one-year options to renew. This arrangement will allow the City to enter into the first two years of the agreement and receive \$350,000 in consulting services in Fiscal Years 2011 through 2012. The initial two-year agreement is necessary to provide continuity across fiscal years for the assessment services required as part of the Municipal Storm Water Permit. The Department will

also be working with this consultant to collect and collate research findings in advance of revisions to the Municipal Permit being planned by the Regional Water Quality Control Board.

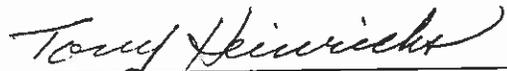
Research consulting services would include, but would not be limited to, quantitative and qualitative data research, analysis of key projects and program components, identification of barriers to behavior and effectiveness measurement of outreach tools. Measurement strategies will include the use of focus groups, intercept surveys, phone surveys and other methods. Additional services will include a countywide survey and professional research/consulting on as needed Community-Based Social Marketing (CBSM) pilot projects.

FISCAL CONSIDERATIONS: This action would authorize the expenditure of funds in the amount not to exceed \$175,000 from the Storm Water Department, Pollution Prevention Division Fiscal Year 2011 Operating Fund (211412) for the purposes of performing research, polling and outreach services. Future expenditures for scope of services requested under the Agreement shall be expended from future Fiscal Year's appropriated General Funds. Therefore, authorization to expend funds under this Agreement and future option years, if any, will be requested subsequent to the adoption by the City Council of an Appropriation Ordinance for those Fiscal Years.

PREVIOUS COUNCIL AND/OR COMMITTEE ACTION: N/A

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS: Consultant services will continue to augment and implement the City's education and outreach efforts of the Think Blue program. The goal is to increase knowledge and awareness, and change polluting behaviors of residents, business and industry across the region in order to improve water quality and comply with the 2007 Municipal Storm Water Permit, all Total Maximum Daily Load (TMDL) orders, and water quality improvements to the Areas of Special Biological Significance (ASBS) in La Jolla Shores.

KEY STAKEHOLDERS AND PROJECTED IMPACTS: Key stakeholders include San Diego residents, businesses, Action Research, Goodwin Simon Victoria Research, and industry Citywide. There are no projected impacts anticipated with this action.

  
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Tony Heinrichs  
Storm Water Department Director

  
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David Jarrell,  
Deputy Chief of Public Works