

DATE ISSUED: March 28, 2001 REPORT NO. 01-061

ATTENTION: Natural Resources and Culture Committee
Agenda of April 2, 2001

SUBJECT: Water Department Public Information Program

REFERENCES: Strategic Plan for Water Supply, adopted by the City Council
August 12, 1997
City Council Item-107, dated January 22, 2001

SUMMARY

Issue - Shall the Water Department enter into an agreement with Katz & Associates for as-needed consulting services for services necessary to develop and establish an Enhanced Public Information Program for the Water Resources Management Program?

Manager's Recommendation - Authorize the City Manager to enter into an agreement with Katz & Associates for as-needed consulting services necessary to develop and establish an Enhanced Public Information Program for the Water Resources Management Program.

Other Recommendations - None.

Fiscal Impact - This agreement has a maximum value of \$100,000. Tasks will be assigned on an as-needed basis only. Funding is available from Water Revenue Fund 41500, Water Resources Management Program.

BACKGROUND

At the January 22, 2001, City Council meeting, the Water Department requested approval to enter into an agreement with Katz & Associates for public education and outreach consulting services on an as-needed basis. The total value of the agreement was not to exceed \$100,000. The City Council requested that this item be referred to the Natural Resources and Culture Committee, with direction to staff to provide a presentation on the Water Department's overall Public Education Program, and how this particular contract fits into the context of that overall Program, as well as other information and outreach programs within the Water Department.

Specific objectives for the Water Department's Public Information Program include:

The Water Department is in business to serve its customers. One aspect of serving its customers includes communicating with them regarding the services and programs that are provided. The Department uses a number of techniques to reach a wide range of stakeholders. The audiences range from school children, to residents, to small businesses, to large industries.

To increase awareness of City water conservation programs and to educate the public on

ways to conserve potable water and use recycled water in order to increase water conservation and beneficial reuse to 38,000 acre feet per year by 2010, enough to supply 76,000 families at an annual savings of \$16 million at today's cost.

DISCUSSION

This agreement with Katz & Associates is for consulting services on an as-needed basis and will be performed on a time and material basis. Attached are a variety of department efforts requiring public education and information.

The Water Department has identified numerous cost saving efforts that can reduce the amount of funds spent on this contract, including development of any televised information materials and/or videotapes through 'City Access,' the City's municipal government access channel; and a brochure design and modifications performed by 'in house' staff. Additional tasks may be pared, modified, or abandoned, as the Water Department continues to exercise fiscal responsibility in approving expenses.

CONCLUSION

The Water Department's responsibility for educating the public about saving water makes good sense. By helping our customers conserve water locally, the Water Department is not only preparing for the next drought, but it is also helping the entire State of California deal with its current energy crisis. Before it reaches arid San Diego, water is pumped hundreds of miles from either the Sacramento-San Joaquin Bay Delta in Northern California or from the Colorado River. It takes energy to move and treat water. The Water Resources Management Program's public education program supports the City's commitment to educating residents, businesses and tourists about the need for all of us to save water--our most precious resource. The benefit of investing up to \$100,000 for this public education effort is a potential \$16 million/annual savings.

ALTERNATIVE

.....1....Do not authorize the City Manager to enter into an agreement with Katz & Associates for as-needed consulting services necessary to develop and establish an Enhanced Public Information Program for the Water Resources Management Program.

Respectfully submitted,

Larry Gardner.
Water Department Director

Approved: George I. Loveland
Senior Deputy City Manager

Gardner/AUR/CDR

Attachment - Department-Wide Efforts