

Central Services
Joan Araujo, Director

Engineering Services
James O'Tousa, Director

Roads & Transportation
Anitha Balan, Director

Water & Sanitation
Joseph Pope, Director

Watershed Protection
Glenn Shephard, Director

January 9, 2024

Board of Supervisors
County of Ventura
800 South Victoria Avenue
Ventura, CA 93009

Subject: Approval of, and Authorization for the Director of Public Works or His Designee to Execute, a Consultant Services Contract with Mustang Marketing of Thousand Oaks, California for Public Awareness Campaign Services for the Public Works Agency, for the Annual Not to Exceed Contract Amount of \$263,505; Authorize the Director of Public Works or his Designee to Extend the Initial One-Year Term of the Contract by Two additional One-Year Periods; Contract No. CSD-2024-9248; All Supervisorial Districts.

Recommendations:

1. Approve, and authorize the Director of Public Works or his designee to execute, a consultant services contract with Mustang Marketing of Thousand Oaks, California for Public Awareness Campaign Services for the Public Works Agency (PWA), attached hereto as Exhibit 1, for the annual not-to-exceed contract amount of \$263,505.
2. Delegate authority to the Director of Public Works to extend the initial one-year term of the contract by two additional one-year periods.

Fiscal/Mandates Impact:

Mandatory: No
Source of Funding: Public Works Internal Service Fund
Funding Match Required: None
Impact on Other Department(s): None

Summary of Revenue and Total Costs:

		<u>FY 2023-24</u>		<u>FY 2024-25</u>
Revenue:	\$	0	\$	0
Costs:				
Direct	\$	131,753	\$	263,505



Indirect – Agency/Dept.		0	\$		0
Indirect – County CAP		0	\$		0
Total Costs	\$	131,753	\$	263,505	
Net Costs	\$	131,753	\$	263,505	
Recovered Indirect Costs	\$	0	\$	0	

Current Fiscal Year Budget Projections:

Current FY 2023-24 Budget Projection for Ventura County – PWA Central Services ISF-4411				
	Adopted Budget	Adjusted Budget	Projected Budget	Estimated Savings/(Deficit)
Appropriations	\$6,069,800	\$7,584,817	\$7,584,817	\$ 0
Revenue	\$5,623,000	\$5,623,000	\$5,623,000	\$ 0
Net Cost	\$446,800	\$1,961,817	\$1,961,817	\$ 0

Sufficient appropriations are included in the FY 2023-24 Adjusted budget. Sufficient appropriations will be included in future fiscal years as appropriate.

Discussion:

The Public Works Agency requested the assistance of the General Services Agency (GSA) in soliciting proposals for public awareness campaign services from qualified firms. The County received five proposals and following GSA’s proposal evaluation process; the contract was awarded to Mustang Marketing. Transmitted herewith is a consulting services contract (Exhibit 1) which has been negotiated with Mustang Marketing of Thousand Oaks, California in accordance with the policy adopted by your Board on November 3, 1998.

PWA’s strategic plan calls for the development of a comprehensive communication and outreach plan to raise awareness of how the PWA’s services and activities contribute to the success of our community’s infrastructure to maintain a healthy, high quality of life and economic vitality. PWA prides itself on its ability to deliver efficient, responsive, and cost-effective regional services to the public. Whether its repairing roads, building flood control facilities, monitoring storm water for water quality, providing a high-quality reliable water supply, treating and reclaiming wastewater, providing engineering and real estate services, developing recycling programs, or responding to disasters, we are proud to support our community and pledge to continue to serve the citizens of Ventura County.

PWA initiated its public awareness campaign in 2013 and since that time, has effectively:

- Increased the general public awareness about the importance of safety in and around the public works facilities, projects and work zones;



- Actively promoted PWA efforts to develop, design and secure funding for projects that improve the safety, quality of life and health of the public;
- Provided consistent messaging and monthly safety related themes for all personnel to use in public engagement and contact; and
- Improved the PWA image and branding related to safety and health improvements to identify PWA as the leader that promotes best practices in the area.

Success of the public awareness and community outreach campaigns is measured both qualitatively and quantitatively. PWA has experienced a robust social media presence with over 12,000 followers on Facebook and 1,900 Instagram followers. The PWA social media pages are instrumental in disseminating information on storms, road closures, safety tips, and emergency information.

Finally, the PWA National Public Works Day event, our educational outreach for the Ventura County Community focusing on students, has enjoyed growth in both participation and attendance. In 2023, PWA was joined by the Sheriff's Department, Ventura County Fire, Emergency Medical Services, the General Services Agency, and the City of Ventura to educate the approximately 1,300 students in attendance of how the County of Ventura serves them and the various professional opportunities within the County.

The Contract with Mustang Marketing provides for public awareness, event management, social media and public relations services related to the activities within the Public Works Agency. Payment for the consultant's services will be made based on fee schedule rates but the total amount shall not exceed \$263,505 without modification of this contract. The initial term of the contract is one year with the option, upon mutual agreement, to extend the contract for up to two (2) additional one (1) year periods.

Strategic Plan:

This item contributes to the Board of Supervisors (Board's) 2024-2027 strategic priority to provide:

- I. Healthy, safe, and resilient communities through
 - 3.Promoting community resilience and strengthening our ability to withstand and recover from disaster or adversity.
- II. Fiscal responsibility and economic vitality through
 - 2.Fostering a thriving business ecosystem to create jobs, increase wages, and strengthen the local economy.
 3. Creating a customer service-focused and business-friendly environment while stimulating entrepreneurship and industry growth.
- III. Reliable infrastructure and sustainability through



1. Maintaining and improving dependable public resources to serve the needs of our diverse communities.
- V. Diverse and innovative workforce dedicated to service excellence through
2. Leveraging innovation and continuous improvement to provide efficient and effective services.

This item has been reviewed by the County Executive Office, the Auditor-Controller's Office, and County Counsel.

If you have any questions concerning this item, please contact the undersigned at (805) 654-2073.

Sincerely,



Jeff Pratt, P.E.
Director

Attachments:

Exhibit 1 – Consultant Services Contract No. CSD-2024-9248

