

Central Services  
**Joan Araujo**, Director

Engineering Services  
**Christopher Cooper**, Director

Roads & Transportation  
**Christopher Kurgan**, Director

Water & Sanitation  
**Joseph Pope**, Director

Watershed Protection  
**Glenn Shephard**, Director

July 26, 2022

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

**Subject:**      **Approval of, and Authorization of the County Purchasing Agent or their Designee to Execute Consultant Services Contract with ProProse, LLC dba Sagent of Sacramento, California to Develop and Implement a Communications and Paid Media Plan for Stormwater Pollution Prevention Public Outreach Services; Authorization for the Auditor-Controller to Process the Necessary Accounting Transaction; All Supervisorial Districts, All Watershed Protection District Zones (Recommendation No. 2 Requires 4/5ths Vote).**

**Recommendations:**

1. Approve and authorize the County Purchasing Agent or their designee to execute a contract with ProProse LLC dba Sagent for stormwater pollution prevention public outreach services needed by the Ventura Countywide Stormwater Quality Management Program (Program) to meet the requirements of National Pollution Discharge Elimination System (NPDES) Order No. R4-2021-0105 for a three-year period for an amount not to exceed \$424,500 (Exhibit 1).
2. Authorize the Auditor-Controller to process the accounting transactions necessary to increase appropriations and revenues in the Fund S720 as follows (4/5ths vote required).

INCREASE 4220-4222 Intergovernmental Revenue	\$144,750
INCREASE 4220-4222 Services and Supplies	\$289,500
DECREASE Fund Balance Restricted Public Protection	\$144,750



**Fiscal/Mandates Impact:**

Mandatory: No  
 Source of Funding: Watershed Protection District Benefit Assessment and Permittee Benefit Assessment  
 Funding Match Requirement: No  
 Impact on Other Department(s): None

<b>Summary of Revenue and Total Costs:</b>	<b><u>FY 2022-23</u></b>	<b><u>FY 2023-24 through FY 2025-2026</u></b>
Revenue:	\$ 54,750	\$ 157,500
Costs:		
Direct	\$ 109,500	\$ 315,000
Indirect – Agency/Department	\$ 0	\$ 0
Indirect – CAP	\$ 0	\$ 0
Total Costs:	\$ 109,500	\$ 315,000
Net District Costs, including indirect	\$ 54,750	\$ 157,500
Recovered indirect costs	\$ 0	\$ 0

**Current FY 2022-23 Budget Projections**

Current FY 2022-23 Budget Projections for Watershed Protection Zone 2 – Unit 4222				
	Adopted Budget	Adjusted Budget	Projected Budget	Estimated Savings/(Deficit)
Appropriations	\$1,012,700	\$1,012,700	\$1,012,700	\$0
Revenue	\$1,029,100	\$1,029,100	\$1,029,100	\$0
Net Cost	\$ (16,400)	\$ (16,400)	\$ (16,400)	\$0

Sufficient revenue and appropriations will be available in the FY 2022-23, Zone 2 Adopted Budget after approval of Recommendation No.2. Sufficient appropriations and revenues will be included in future budgets as appropriate.

**Discussion:**

On July 8, 2010, the Los Angeles Regional Water Quality Control Board adopted the Ventura Countywide Stormwater NPDES Permit, Order No. R4-2010-0108 (2010 Permit). The 2010 Permit required stormwater pollution prevention public outreach to adults and school-age children to raise awareness among County residents about the adverse impacts of stormwater pollution; the importance of stormwater management to community health, environmental quality, and local water resiliency; and to inspire them to adopt behaviors and take appropriate actions to reduce stormwater pollution. The effort included activities such as placing radio, print, and online advertisements and web and social media, as described in the 2010 Permit.



In 2017, the Ventura Countywide Stormwater Quality Management Program (Program) Management Committee (consisting of representatives of all ten cities, the County, and the Ventura County Watershed Protection District [District]) selected Sagent for stormwater pollution prevention public outreach services through a competitive request for qualifications. The selection was recommended by the Stormwater Public Information and Public Participation subcommittee and approved by the Program's Management Committee. Since 2017, the Program has worked with Sagent to develop, approve, and implement an annual public outreach communications plan that describes the outreach strategy and the detailed costs. The plan includes the targeted pollutant(s), the demographics of the audience to be reached, and the needed materials and media. Public awareness surveys and pollutants identified through the monitoring program guide the plan. In coordination with the Program, Sagent has built a suite of new marketing and outreach assets under the primary campaign "Yours to Enjoy, Yours to Protect"; delivered greater than 5 million impressions per year with a combination of radio, print, outdoor, online ads, and social media; built partnerships with local community-based organizations; and improved search engine optimization and mobile viewing of the [www.cleanwatershed.org](http://www.cleanwatershed.org) website. Spanish language advertising has continued to account for approximately 10 – 18% of the annual media impressions each year.

On July 21, 2021, the Regional Board adopted a new Los Angeles Region Regional Phase I MS4 NPDES Permit, Order No. R4-2021-0105 (Permit). The Permit requires the continuation of public outreach and engagement including the distribution of informational materials to promote pollution prevention behaviors and stormwater management awareness information to reach a broad spectrum of Ventura County residents, including diverse communities and young people through culturally effective methods.

The District, on behalf of the Program, is seeking to enter into a new three-year contract with Sagent to build upon the work and materials already created as part of previous campaigns. After five years of service, the Program is very satisfied with Sagent's work and expects even greater results and creative outreach strategies in the next three-year contract. Under this contract, Sagent will work with the Program to develop and implement a communications plan to continue to educate and raise awareness among Ventura County residents, in both English and Spanish, about the adverse impacts of stormwater pollution and to inspire them to adopt pollution prevention behaviors. The communications plan will include specific pollutants of concern to target, media buys, social media management, creative materials to be developed, and the demographics of the audience to be reached. Awareness surveys will be performed to help aid in decision making and track the effectiveness of the outreach campaigns.

The contract completion date is October 31, 2025. Exhibit 1 and Exhibit A within Exhibit 1 describe all services to be provided under this contract.

Payment for the consultant's services will be made based on hourly rates: the total shall not exceed \$109,500 in the first year, \$150,000 for the second year, and \$150,000 for the



third year, plus \$15,000 for Extra Services for unanticipated special efforts that help the Program achieve its goals. Total payment including Extra Services shall not exceed \$424,500, without additional modification.

The District will receive a contribution from the Permittees (the ten cities and the County) for 50 percent of the cost of this consulting contract as part of the adopted County-wide Stormwater Implementation Agreement.

The County Executive Office, the Auditor-Controller's Office, and the County Counsel have reviewed this letter. If there are any questions regarding this item, please contact the undersigned at 654-2040.

Sincerely,



Glenn Shephard, P.E.  
Director

Attachment:

Exhibit 1 – Contract XXXX (number pending)

