



**Contra
Costa
County**

To: Board of Supervisors
From: Brian M. Balbas, Public Works Director/Chief Engineer
Date: September 22, 2020

Subject: Approve a Contract Amendment with ProPose, LLC (dba Sagent) for public information and strategic outreach

RECOMMENDATION(S):

APPROVE and AUTHORIZE the Chief Engineer, Contra Costa County Flood Control and Water Conservation District, or designee, to execute, on behalf of the Contra Costa Clean Water Program, a contract amendment with ProPose, LLC (dba Sagent), to increase the payment limit by \$380,000 to a new payment limit of \$890,000 and extend the term from September 30, 2020 to September 30, 2022 for continued public information and outreach services necessary to comply with State stormwater permit requirements, Countywide. (100% Stormwater Utility Assessment Funds)

FISCAL IMPACT:

All costs associated with this contract will not exceed \$890,000 and will be funded 100% by Stormwater Utility Assessment fees collected by the Cities/Towns and County, proportional to their respective populations.

BACKGROUND:

The Contra Costa Clean Water Program (the “CCCWP”) consists of Contra Costa County, its 19 incorporated cities/towns and the Contra Costa County Flood Control and Water Conservation District (hereinafter referred to collectively as “Permittees”).

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY
ADMINISTRATOR

☐ RECOMMENDATION OF BOARD
COMMITTEE

Action of Board On: **09/22/2020** ☒ APPROVED AS RECOMMENDED ☐ OTHER

Clerks Notes:

VOTE OF SUPERVISORS

AYE: John Gioia, District I Supervisor
Candace Andersen, District II Supervisor
Diane Burgis, District III Supervisor
Karen Mitchoff, District IV Supervisor
Federal D. Glover, District V Supervisor

I hereby certify that this is a true and correct copy of an action taken and entered on the minutes of the Board of Supervisors on the date shown.

ATTESTED: September 22, 2020

David Twa, County Administrator and Clerk of the Board of Supervisors

By: Laura Cassell, Deputy

Contact: Andrea Bullock,
925-313-2194

cc:

BACKGROUND: (CONT'D)

The CCCWP was established in 1991 through a Program Agreement in response to the 1987 amendments to the federal Clean Water Act (the “CWA”), which established a framework for regulating municipal stormwater discharges under the National Pollutant Discharge Elimination System (“NPDES”) Permit Program. The United States Environmental Protection Agency (the “USEPA”) published final rules implementing the 1987 CWA amendments in November 1990. The rules mandate that Permittees obtain and implement stormwater permits designed to reduce and eliminate the discharge of pollutants into and from Municipal Separate Storm Sewer Systems (the “MS4s”) they own and operate. Through the CCCWP, Permittees conduct many of the mandated activities collectively (referred to as “Group Activities”), such as water quality monitoring, special studies, and public education. The roles and responsibilities of the CCCWP and Permittees are outlined in the Contra Costa Clean Water Program Agreement, which was last updated and adopted by all Permittees in June 2010. The current San Francisco Bay Region Municipal Regional Stormwater NPDES Permit No. CAS612008, Order R2-2015-0049 (“Permit”), was issued in November of 2015.

A 2017 Outreach Strategic Plan was prepared by Sagent in order to identify target populations and opportunities to influence behaviors to accomplish these goals and to meet the requirements of the Municipal Regional Permit issued to the CCCWP and its Permittees by the Regional Water Quality Control Board. In order to conduct required public information and outreach within budget limits, CCCWP seeks the continued help of Sagent to actualize the Outreach Strategic Plan which will help: (1) to increase the knowledge of the target audiences about the watershed system, the adverse impacts of stormwater pollution on receiving waters, and potential solutions to mitigate the impacts; (2) to change the waste disposal and stormwater pollution generation behavior of target audiences by encouraging implementation of appropriate solutions; (3) to involve and engage the communities in Contra Costa County to participate in mitigating the impacts of stormwater pollution; and (4) to meet critical Permit requirements.

CONSEQUENCE OF NEGATIVE ACTION:

Without the approval of the Board of Supervisors, the CCCWP, 19 Cities and Towns, Contra Costa County, and the Flood Control District will be unable to meet the outreach requirements set forth by the San Francisco Bay Region Municipal Regional Stormwater NPDES Permit No. CAS612008, Order R2-2015-0049.