



Contra
Costa
County

To: Board of Supervisors
From: Brian M. Balbas, Public Works Director/Chief Engineer
Date: September 13, 2022

Subject: APPROVE a Contract with ProProse LLC d/b/a 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 with ProProse LLC d/b/a Sagent, in an amount not to exceed \$300,000 to provide public information and strategic outreach services in order to maintain compliance with the Municipal Regional Stormwater Permit (MRP), Countywide, for the period October 1, 2022 through June 30, 2025. This contract is necessary to comply with federal and state stormwater rules.

FISCAL IMPACT:

The cost is estimated to be \$300,000 and shall be funded by stormwater utility fee assessments collected by the Cities/Towns and the County, proportional to their respective populations.

☒ APPROVE

☐ OTHER

☒ RECOMMENDATION OF CNTY ADMINISTRATOR

☐ RECOMMENDATION OF BOARD COMMITTEE

Action of Board On: **09/13/2022** ☒ 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 13, 2022

Monica Nino, County Administrator and Clerk of the Board of Supervisors

By: Stacey M. Boyd, Deputy

Contact: Karin Graves,
925-313-2042

cc:

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”). 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 R2-2022-0018 (“Permit”), was issued in May of 2022.

The CCCWP’s stormwater program implements various activities including public information and outreach strategies to promote stormwater pollution awareness and education. The expertise required in this Contract is designed to develop, implement and track the effectiveness of outreach campaigns with specific stormwater pollution prevention messaging using various electronic, digital and print medias.

CCCWP staff, on behalf of the Permittees, respectfully requests approval of this Contract with ProProse LLC d/b/a Sagent, for the period of October 1, 2022 through June 30, 2025.

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 NPDES Permit requirements set forth by the San Francisco Bay Region Municipal Regional Stormwater. NPDES Permit No. CAS612008, Order R2-2022-0018