

Agenda Report

March 11, 2013

TO: Honorable Mayor and City Council

FROM: Water and Power Department

SUBJECT: AUTHORIZATION TO INCREASE PURCHASE ORDER CONTRACT NUMBER 52,412 WITH VALERIE HOWARD BY \$125,000, FOR A TOTAL AMOUNT NOT TO EXCEED \$199,200, TO PROVIDE COMMUNICATION AND OUTREACH SERVICES FOR THE WATER AND POWER DEPARTMENT

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (General Rule);
2. Find that the proposed contract is exempt from the competitive bidding process pursuant to the City Charter Section 1002 (f), contracts for professional or unique services; and,
3. Authorize the City Manager to increase purchase order contract number 52,412 with Valerie Howard by \$125,000, for a total amount not to exceed \$199,200, to provide communication and outreach services for the water and power department.

BACKGROUND:

Pasadena Water and Power ("PWP") currently lacks in-house communications support due to an employee on leave as well as vacancies in key customer relations positions that might otherwise provide the needed support. While these circumstances are temporary, it is critical to fill the gap with competent communications services, as there is a continuous need to keep the public informed about PWP's initiatives, projects, programs, and outages. Furthermore, PWP anticipates an ongoing need for supplemental communications services over the next 12 to 24 months to support public outreach related to the electric cost of service and rate proposals; the Glenarm repowering project; the recycled water project; and other ongoing programs.

Ms. Howard has been under contract to provide general communications services since October, 2012. PWP obtained proposals from several communications providers, and interviewed three. Ms. Howard was selected due to her excellent qualifications, relevant experience, her broad range of skills necessary to provide the types of services required, and availability to meet PWP's demands. Her billing rate of \$100 per hour is very competitive.

Ms. Howard has proven to be quite effective supporting PWP's communication needs. In addition to routine advertising and outreach efforts, she has assisted in the launch of PWP's social media program and managed several major project campaigns, including PWP's Water Centennial celebration, the MWD pipeline shutdown, and a significant ongoing redesign of PWP's website. She has gained familiarity with the City's systems and process, and developed good rapport with staff and management. Her past experience as a Communications Manager for Central Basin Municipal Water District for seven years ideally situates her to develop and support the substantial outreach effort that will be needed for the recycled water project. It would be in the City's best interest to continue using Ms. Howard to provide communication services.

The proposed contract increase is exempt from the competitive bidding process pursuant to the City Charter Section 1002 (f), contracts for professional or unique services.

COUNCIL POLICY CONSIDERATION:

The proposed contract supports the Council's goal to improve, maintain and enhance public facilities infrastructure, increase conservation and sustainability, support and promote the quality of life and the local economy, and help ensure public safety.

ENVIRONMENTAL ANALYSIS:

The proposed contract extension has been determined to be exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3), the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.

FISCAL IMPACT:

The total cost of this contract is \$199,200. It is anticipated that \$125,000 of the cost will be spent during the current fiscal year and the remaining \$74,200 will be spent in FY2014. Funding for this action will be addressed by the utilization of existing and future appropriations in Funds 401, 402, and 410 as listed below. Additional appropriations will be included in the proposed FY2014 Operating Budget for the FY2014 expenditures.

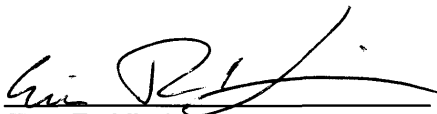
Fund / Account	FY2013	FY2014
Power Fund 401 and 410 / 8114	\$93,750	\$55,650
Water Fund 402 / 8114	\$31,250	\$18,550
Total	\$125,000	\$74,200

Respectfully submitted,



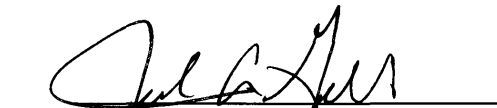
Phyllis E. Currie
General Manager

Prepared by:



Eric R. Klinkner
Deputy General Manager

Approved by:


Michael J. Beck
City Manager

Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment
Pasadena City Charter, Article XVII

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name:
Valerie Howard

2. Type of Entity:
 non-government nonprofit 501(c)(3), (4), or (6)

3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:
NA

4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:
NA

Prepared by: Valerie Howard

Title: CEO/owner

Phone: (310) 801-4073

Date: 10/4/12