

Agenda Report

April 25, 2022

TO: Honorable Mayor and City Council

FROM: Water and Power Department

THROUGH: Municipal Services Committee (April 12, 2022)

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH PASTILLA, INC. TO DEVELOP A COMPREHENSIVE WATER AWARENESS CAMPAIGN AND PROVIDE MARKETING AND OUTREACH SERVICES TO ADVANCE THE GOALS OF THE WATER SYSTEM RESOURCES PLAN FOR A NOT TO EXCEED AMOUNT OF \$400,000 THROUGH FISCAL YEAR 2025

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action is not a project subject to the California Environmental Quality Act ("CEQA") in accordance with Section 21065 of CEQA and State CEQA Guidelines Sections 15060 (c)(2), 15060 (c)(3), and 15378 and, therefore, no environmental document is required.; and
2. Authorize the City Manager to enter into a contract, as a result of a competitive selection process, as specified by Section 4.08.047 of the Pasadena Municipal Code, with Pastilla, Inc. ("Pastilla"), to create and execute a water awareness campaign, and provide marketing and outreach support to advance the goals of the Water System Resources Plan ("WSRP"), in an amount not to exceed \$400,000 through Fiscal Year ("FY") 2025. Competitive price bidding is not required pursuant to City Charter Section 1002(F)(contracts for professional or unique services).

BACKGROUND:

The future of Pasadena water is detailed in the 2020 WSRP, which was adopted by City Council on October 4, 2021, and outlines water planning for Pasadena for the next 25 years. With increasing global awareness of both the impacts of climate change on water, and the carbon footprint of water use, the WSRP plan prioritizes conservation, increasing local water supply, restoring and protecting a resilient watershed, and sustainable groundwater basin.

The progressive goals of the WSRP can only be achieved with robust community engagement which includes support of water infrastructure projects, participation in building drought resilience; confidence in Pasadena's Water Division, and understanding

the value, history, future, and role of water in climate change. Pasadena Water and Power ("PWP") seeks to engage the 170,000 customers in its service territory and the Pasadena business community through a comprehensive water awareness campaign and related marketing and outreach services. The campaign will advance the goals of the WSRP, present water stewardship as a key sustainability action, and promote a resilient watershed and local water supply as a critical climate change mitigation strategy. The marketing and outreach services will build community support for water infrastructure projects, engage the community to help Pasadena reach new mandated conservation goals, accelerate drought messaging during a declared water shortage, and educate the community about Pasadena's water supply and the value of local groundwater.

Pastilla is a local Pasadena full-service marketing company that has been developing creative and impactful campaigns for over 17 years. Their founder and creative director is a Pasadena Art Center graduate, and Pastilla is a leader in their field enlisted by Fortune 100 companies and public agencies including Microsoft, Disney, Nokia, Cedars Sinai, Caltech, City of Los Angeles, Metrolink, City of Glendale, and the City of Pasadena's Economic Development Department and Public Health Department.

Under the proposed contract, Pastilla will work with PWP to create a strategy for community education and communication on water issues that impact Pasadena and the region, and help promote the ability of PWP to achieve stated goals identified in the 2020 WSRP. Pastilla will create a campaign to build awareness of Pasadena's water supply and actions needed to build climate resilience. The campaign will motivate customers to support our local water supply through initiation of new infrastructure projects, while engaging them in programs and practices that reduce their carbon footprint and optimize water use through efficiency, conservation, reuse, rainwater and storm water capture. Planned elements of the campaign communication materials will include deliverables such as bus shelter posters, light-pole banners, point-of -purchase displays, bus wraps, local advertisements, brochures, utility bill stuffers, and program applications. By using a full range of media, PWP plans to not only reach more of our customers, but also reach customers with multiple views, thus reinforcing the campaign message and creating greater impact.

To advance the goals of the WSRP, the water awareness campaign is intended to have longevity. The recommended contract term is for four years, and the campaign brand/message will provide the framework for communication about PWP water infrastructure projects, water quality and supply, drought awareness, water conservation and efficiency during that period. Pastilla will develop marketing and outreach materials that tie specific infrastructure and conservation programs to the water awareness campaign message/brand, to reinforce the campaign message and advance the goals of the WSRP.

Contractor Selection Process

On November 16, 2021, a Notice Inviting Request for Proposals ("RFP") titled "Water is Climate Campaign" for PWP was posted on the City's website through Planet Bids in

accordance with the applicable provisions of the Pasadena Municipal Code. A total of 47 vendors downloaded the Specifications of which three were local. A total of eight proposals were received by the bid closing date, December 6, 2021, three from local firms.

The proposals were scored based on the criteria shown in Table I.

Table I: RFP Evaluation Criteria

Scoring Criteria	Maximum Points
Quality – Proposed Solution	30
Comprehension	15
Qualifications and Experience	30
Cost Proposal	15
Local Business Preference	5
Small or Micro-Business	5
Total Score	100

Based upon these criteria, Pastilla is recommended as the best option for creating and executing the water awareness campaign, and providing marketing and outreach support to advance the goals of the WSRP. A summary of the scores is provided in Table II with additional details provided in Attachment A. Pastilla's proposal ranked highest based on the creativity and quality of their proposal, and their comprehension of PWP's water planning and conservation objectives. Pastilla has over 17 years of experience, and is a leading branding, creative and marketing agency, and their proposal was cost-competitive with other proposals received.

Table II: RFP Respondents

Vendor/Respondent	Company Location	Evaluated Score (Out of 100)
Pastilla, Inc	Pasadena, CA	80
Allegra Consulting	Pasadena, CA	75
CV Strategies	Palm Desert, CA	72
Viridis	Pasadena, CA	70
Green Media	Van Nuys, CA	64
Circlepoint	Orange, CA	63
SGA	Long Beach, CA	63
Two Degrees	Seattle, WA	54

Staff respectfully recommends that the City Manager, or designee, be authorized to enter into a contract, based on a competitive selection process as specified by Section 4.08.047 of the Pasadena Municipal Code, with Pastilla for professional services for a four year term, or after expending an amount not to exceed \$400,000.

COUNCIL POLICY CONSIDERATION:

The proposed contract with Pastilla supports the City Council's goals to maintain fiscal responsibility and stability, and align with PWP's Strategic Initiatives to enhance customer satisfaction and confidence, improve efficiency and business continuity and maintain PWP's fiscal health and stability. The contract also supports the City Council goal to increase conservation and sustainability.


ENVIRONMENTAL ANALYSIS:

The action proposed herein is not a project subject to the CEQA in accordance with Section 21065 of CEQA and State CEQA Guidelines Sections 15060 (c)(2), 15060 (c)(3), and 15378. The awarding of contracts for professional services is an organizational and administrative action that would not cause either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment. Therefore, the proposed action is not a "project" subject to CEQA, as defined in Section 21065 of CEQA and Section 15378 of the State CEQA Guidelines. Since the action is not a project subject to CEQA, no environmental document is required.


FISCAL IMPACT:

The maximum cost of this contract will be \$400,000 ending FY 2025. Funding for this action will be addressed by the utilization of existing and future budget appropriations in Water Operating Fund (402), Other Contract Services Account (41408170-811400). It is anticipated that \$85,000 of the cost will be spent during the current fiscal year. The remainder of the costs will be spent over the next three fiscal years.

Respectfully submitted,


JEFFREY KIGHTLINGER
Interim General Manager
Water and Power Department

Prepared by:


Ursula Schmidt
Water Conservation Program Manager
Water and Power Department

Approved by:


CYNTHIA J. KURTZ
Interim City Manager