

AGENDA



Thursday, May 13, 2010

**Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION****Item No. 21**

Subject: Authorize award and execution of Amendment No. 2 to a contract with ENVIROMEDIA SOCIAL MARKETING, Austin, TX to increase the contract amount for additional water conservation marketing, planning, and outreach assessment services for the Austin Water Utility in an estimated amount not to exceed \$175,000, for a revised total estimated contract amount not to exceed \$224,500.

Amount and Source of Funding: Funding in the amount of \$175,000 is available in the Fiscal Year 2009-2010 Operating Budget of the Austin Water Utility.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Roy Rivers, Buyer II / 974-2596

Purchasing Language: Professional Service.

MBE/WBE: This contract will be awarded in compliance with Chapter 2-9B of the City Code (Minority Owned and Women Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

Boards and Commission Action: To be reviewed by the Water & Wastewater Commission on May 12, 2010.

On February 18, 2010, Austin Water contracted with EnviroMedia, a local social marketing firm, to conduct marketing and outreach assessment of the utility's water conservation efforts. Based on this research, EnviroMedia developed a comprehensive set of recommendations for improving the current program.

This proposed contract amendment will allow EnviroMedia to continue its work with Austin Water in order to begin implementing these recommendations. Specifically, EnviroMedia will provide assistance to develop, refine and communicate a bold, progressive vision that communicates the utility's commitment to and leadership in water conservation. EnviroMedia will also help Austin Water establish measurable goals to support that vision, and a strategic plan that will ensure all programs support the Austin Water brand.

Furthermore, EnviroMedia will develop a stakeholder matrix on behalf of Austin Water, along with a plan for consistently engaging stakeholders to ensure that stakeholders have a voice in Austin Water's conservation efforts, and to foster mutually beneficial relationships with these groups. In the proposed Fiscal Year 2010-2011 Budget, Austin Water will include additional funding necessary to complete implementation of this work.