



SWEETWATER AUTHORITY

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ASSISTANT GENERAL MANAGER

SWEETWATER AUTHORITY FINANCE AND PERSONNEL COMMITTEE

AGENDA

DATE: Wednesday, June 19, 2019

TIME: 4:00 p.m.

1. CALL MEETING TO ORDER AND ROLL CALL.

2. ITEMS TO BE ADDED, WITHDRAWN, OR REORDERED IN THE AGENDA.

3. PUBLIC COMMENT.

Opportunity for members of the public to address the Committee. (Government Code Section 54954.3).

4. ACTION AGENDA.

The following items on the Action Agenda call for discussion and action by the Committee. All items are placed on the Agenda so that the Committee may discuss and take action on the item if the Committee is so inclined, including items listed for information.

Consideration to Award a Contract to SVPR Communications

5. CLOSED SESSION.

At any time during the regular session, the Committee may adjourn to closed session to consider litigation, personnel matters, or to discuss with legal counsel matters within the attorney-client privilege. (Government Code Section 54954.5.)

6. NEXT MEETING DATE: Wednesday, July 3, 2019 at 4:00 p.m.

7. ADJOURNMENT.

This agenda was posted at least seventy-two (72) hours before the meeting in a location freely accessible to the Public on the exterior bulletin board at the main entrance to the Authority's office and it is also posted on the Authority's website at www.sweetwater.org. No action may be taken on any item not appearing on the posted agenda, except as provided by California Government Code Section 54954.2. Any writings or documents provided to a majority of the members of the Sweetwater Authority Governing Board regarding any item on this agenda will be made available for public inspection at the Authority Administration Office, located at 505 Garrett Avenue, Chula Vista, CA 91910, during normal business hours. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by Section 202 of the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the Board Secretary at (619) 409-6703 at least forty-eight (48) hours before the meeting, if possible.

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BOARD ACTION

TO: Governing Board (Finance and Personnel Committee)
FROM: Management
DATE: June 14, 2019
SUBJECT: Consideration to Award a Contract to SVPR Communications

SUMMARY

Sweetwater Authority (Authority) has an existing contract with SVPR Communications (SVPR) to provide communications services that include community outreach and outreach to Hispanic media. The one-year contract, approved by the General Manager in accordance with the Purchasing Policy, expires on June 30, 2019. To date, SVPR's services have been effective and of high quality.

Management recommends continuing the use of SVPR's services for the following:

- Implementation of the Five-year Strategic Communications Plan
- Introductions to local community groups
- Feedback and recommendations on community reputation/perceptions
- Assistance with written external communications
- Review and input on materials and plans
- Translation services
- Event assistance and promotion

The progress made in the past year to expand the Authority's outreach program with SVPR's assistance is gaining momentum. Management desires to continue to utilize the services provided by SVPR in executing the Strategic Plan Detailed Work Plan and implementing the Communications Strategic Plan. Approval of additional years for a contract with SVPR exceeds the General Manager's purchasing authority.

PRIOR BOARD ACTION

There is no prior Board action associated with this recommendation.

FISCAL IMPACT

Funds for communications services are included in the FY 2019-20 Public Affairs Budget in the amount of \$36,000.

POLICY

Strategic Plan Goal 4: Provide high-quality customer service.

Memo to: Governing Board (Finance and Personnel Committee)
Subject: Consideration to Award a Contract to SVPR Communications
June 14, 2019
Page 2 of 2

- Objective CS1: Develop a customer outreach program that includes a multi-faceted approach to communications and customer outreach.

Purchasing Policy:

7. Contract Extensions, Renewals, and Multi-Phase Contracts

7.1 If a professional consultant is contracted to perform an initial phase of a particular project, and the consultant is qualified to perform the subsequent phases, then staff may negotiate compensation for additional phases directly with the consultant performing the initial phases. All phases must involve the same expertise and be logical, related subcomponents of the defined project. This approach would be useful in instances where one phase needs to be completed in order to determine the scope of a subsequent phase (e.g., preliminary design and final design). Approval of a contract extension requires the same approval process as a new contract.

7.2 Contracts may be executed for up to five (5) years.

ALTERNATIVES

1. Award a four-year contract for an amount not-to-exceed \$36,000 in year 1, with inflationary escalators for years 2 – 4, to SVPR Communications, La Mesa, CA for communications and public relations consulting services.
2. Award a one-year contract for an amount not to exceed \$36,000 to SVPR Communications, La Mesa, CA for communications and public relations consulting services.
3. Direct staff to conduct a request for proposal for communications and public relations consulting services.
4. Other direction as provided by the Board.

STAFF RECOMMENDATION

Staff recommends that the Governing Board award a four-year contract for an amount not-to-exceed \$36,000 annually to SVPR Communications, La Mesa, CA, for communications and public relations consulting services.