



**City of Santa Ana**  
**20 Civic Center Plaza, Santa Ana, CA 92701**  
**Staff Report**  
**July 18, 2023**

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**TOPIC:** Consumer Confidence Report and Auxiliary Services

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**AGENDA TITLE**

Approve Agreements with Communications LAB, CV Strategies, and Straightline Communications LLC for On-Call Consumer Confidence Report and Auxiliary Services in an Aggregate Amount Not to Exceed \$900,000, for up to Five-Year Terms (RFP 23-014) (Non-General Fund)

**RECOMMENDED ACTION**

Authorize the City Manager to execute an agreement with Communications LAB, CV Strategies, and Straightline Communications LLC to provide annual Consumer Confidence Report and Auxiliary Services on an as needed basis, in an aggregate amount not to exceed \$900,000, for a three-year term beginning July 18, 2023 and expiring July 17, 2026 with an option for one, two-year extension, subject to non-substantive changes approved by the City Manager and City Attorney.

**DISCUSSION**

The Public Works Agency (PWA)'s Water Resources Division oversees and maintains the daily operations of the Water System and Sanitary Sewer System. The City's water system is comprised of approximately 478 miles of water mains with the sewer system having approximately 390 miles of sewer mains serving the 333,000 residents and businesses of the City of Santa Ana.

The City's Water Resources Division is required by the California Health & Safety Code §116470 and California Code of Regulations, Title 22, Article 20 to prepare an annual water quality Consumer Confidence Report (CCR) and provide it to customers by July 1<sup>st</sup> of each year. The CCR summarizes information regarding the water quality of the City's local and imported water sources, detected contaminants, compliant drinking water regulations (including monitoring requirements), and educational outreach information. Additionally, consultants will assist the Water Resources Division with the following: create a strategic plan, update the website, create public service announcement videos, community outreach, and promotional service campaigns.

A Request for Proposals (RFP) for preparation of the Water Quality CCR and Auxiliary Support Services was advertised on April 13, 2023 on the City's online bid management

and publication system. Over 1,025 vendors received notification related to City's RFP. A total of three proposals were received, evaluated by a selection committee, and deemed qualified to fulfill the City's requirements.

| <b>Firm</b>                     | <b>Location</b>  |
|---------------------------------|------------------|
| Communications Lab              | Orange, CA       |
| CV Strategies                   | Palm Desert, CA  |
| Straightline Communications LLC | Sherman Oaks, CA |

Staff recommends awarding agreements to the following consultants: Communications Lab, CV Strategies, and Straightline Communications LLC. All three firms have submitted proposals and references that demonstrate a strong history of professional and consistent service provisions.

### **FISCAL IMPACT**

The current fiscal year funding is available in FY 2023-24 budget and future fiscal year funding will be included in the proposed budgets for City Council consideration. Funds for extension options, if exercised, will be included in the proposed budgets for subsequent years.

| <b>Fiscal Year</b>                               | <b>Accounting Unit – Account #</b> | <b>Fund Description</b> | <b>Accounting Unit, Account Description</b>   | <b>Amount</b>    |
|--------------------------------------------------|------------------------------------|-------------------------|-----------------------------------------------|------------------|
| <i>Contract (3-Year Term)</i>                    |                                    |                         |                                               |                  |
| FY 23-24                                         | 06017644-62300                     | Water                   | Water Quality, Contract Services-Professional | \$180,000        |
| FY 24-25                                         | 06017644-62300                     | Water                   | Water Quality, Contract Services-Professional | \$180,000        |
| FY 25-26                                         | 06017644-62300                     | Water                   | Water Quality, Contract Services-Professional | \$180,000        |
| <i>Optional Contract Extension (2-Year Term)</i> |                                    |                         |                                               |                  |
| FY 26/27                                         | 06017644-62300                     | Water                   | Water Quality, Contract Services-Professional | \$180,000        |
| FY 27/28                                         | 06017644-62300                     | Water                   | Water Quality, Contract Services-Professional | \$180,000        |
| <b>TOTAL:</b>                                    |                                    |                         |                                               | <b>\$900,000</b> |

**EXHIBIT(S)**

1. Agreement with Communications LAB
2. Agreement with CV Strategies
3. Agreement with Straightline Communications LLC

Submitted By: Nabil Saba, P.E., Executive Director – Public Works Agency

Approved By: Kristine Ridge, City Manager