



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: April 29, 2014

TO: Mayor and Councilmembers

FROM: Environmental Services Division, Finance Department

SUBJECT: Award Of Professional Services Agreement For Solid Waste Management Brand Development And Strategic Marketing Support To Robert TenEyck

RECOMMENDATION:

That Council authorize the Finance Director to execute a professional services agreement with Robert TenEyck in the amount of \$43,000 for brand development and marketing support, and authorize the Finance Director to approve expenditures of up to \$7,000 for extra services that may result from necessary changes in the scope of work.

DISCUSSION:

To achieve its mission of “maximizing diversion of solid waste from landfill disposal,” the Environmental Services Division (Environmental Services) must ensure that City residents and businesses 1) understand the inventory of solid waste-related services available to them; and 2) fully utilize these services. Environmental Services relies on an array of print, digital, radio and television media to communicate with City residents, businesses and tourists on solid waste matters. These communication pieces were traditionally developed without any real understanding of the target audience(s) and a lack of subsequent data has made meaningful evaluation of their effectiveness difficult.

The solid waste landscape in the City has changed significantly in recent years. In August of 2011, MarBorg Industries, Inc. (MarBorg) became the City’s sole solid waste collection provider. In July of 2012, the State adopted Assembly Bill 341, which established new recycling and diversion goals for the business and multi-unit residential sectors. In February 2013, the City entered into a new, ten-year contract with MarBorg, which significantly expanded solid waste and diversion services to all ratepayers. Given this evolving landscape, it is imperative that the Environmental Services’ outreach strategy also evolve. An effective branding and marketing strategy is critical to successfully communicating with its customers. To this end, the Division recently solicited proposals from marketing and branding experts to assist staff with the following tasks:

- Gather first-hand field data regarding knowledge and perceptions of solid waste services in Santa Barbara from businesses and multi-unit residential customers;

- Segment and clarify how to best reach particular demographic groups, especially Spanish-speaking audiences and seniors;
- Develop a long-term strategic marketing plan with sequenced message roll-out;
- Assess existing communications, divesting pieces that are no longer useful, and adapting those that are still effective; and,
- Design and deploy new communications in line with the devised strategy, and measure those communications on an ongoing basis

Based upon the ranking criteria set forth in the RFP, including vendor qualifications, quality of work plan, cost and references, the proposal from Robert TenEyck received the highest score. Based upon the proposal and the work that the vendor previously performed for the Division in 2009 and 2012, staff is confident in his team's capabilities to deliver on the requested services.

A copy of the proposed professional services agreement is available for public review in the City Clerk's Office.

BUDGET/FINANCIAL INFORMATION:

As part of its contractual obligations, MarBorg pays the Division approximately \$141,000 per year in public education funding. The total cost of the proposed contract is \$50,000 over approximately 30 months. Therefore, the contract represents approximately 12% of the Division's total public education budget over the fiscal years contemplated.

Given the significant total dollars spent on customer outreach each year across an array of media, allocating a small portion of the overall budget to expert assistance to ensure that the dollars are spent effectively is fiscally responsible. The majority of the costs will be covered in Fiscal Year 2014 through existing Solid Waste Fund public education revenues. Remaining costs will be incorporated into future Solid Waste Fund operating budgets that cover the remaining contract term.

SUSTAINABILITY IMPACT:

The proposed contract will enhance the reach and effectiveness of City communications designed to encourage solid waste diversion, counteract illegal dumping, ensure proper disposal of hazardous waste, and promote a cleaner community. We anticipate this contract will result in greater utilization of the full array of Division services.

In November 2013, staff discussed with the Sustainability Committee the evolving solid waste landscape in the City and the Division's emerging strategy for achieving its communications goals, including procurement of a brand and marketing expert.

PREPARED BY: Matt Fore, Environmental Services Manager
SUBMITTED BY: Robert Samario, Finance Director
APPROVED BY: City Administrator's Office