



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** January 29, 2008  
**TO:** Mayor and Councilmembers  
**FROM:** Environmental Services Division, Finance Department  
**SUBJECT:** Purchase Order Increase for Business Recycling Public Outreach and Education

### RECOMMENDATION:

That Council approve a change order from \$20,625 to \$31,125 to increase funding for Rave & Associates for graphic design and related business recycling outreach projects.

### DISCUSSION:

Environmental Services is currently working with Rave & Associates, a local graphic design firm, to design recycling outreach materials (brochures, newsletters, logos, recycling signage, and print advertisements). A blanket purchase order was established with Rave & Associates in fiscal year 2007 to pay for the development of all outreach materials for the current fiscal year, in the amount of \$20,625.

Staff has determined that the need for Rave & Associate's services now exceeds the current amount of the existing purchase order. This is due, in large part, to Environmental Service's renewed push for focused outreach, education, and technical assistance in the business recycling sector. To ensure a cohesive and professional look to all materials, and to continue working with a local firm that has proven itself to be dependable, appealing, and knowledgeable in regards to recycling and diversion issues, staff requests Council approval to increase the original purchase order by \$10,500 for a total of \$31,125.

For fiscal year 2007, Environmental Services planned for graphic design projects to include a redesign for the Construction & Demolition Recycle Guide, a dumpster recycling brochure, the development of a foodscraps recovery and composting logo, fall and spring issues of the Reduce, Reuse, Recycle Newsletter, and recycling signage for all City parks. The cost of these projects, to be designed and developed by Rave & Associates, was estimated to be \$20,625.

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REVIEWED BY: \_\_\_\_\_ Finance \_\_\_\_\_ Attorney \_\_\_\_\_ Name of Additional Department(s) That Need to Review CAR

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The public outreach needs for recycling have now expanded to include assistance with the development of materials for a comprehensive business outreach recycling plan, including print advertisements, posters, handouts, and other materials. Environmental Services solicited an estimate from Rave & Associates to assist with the development of these materials in addition to the work already to be performed. An additional amount of \$10,500 is necessary to complete all projects planned for the current fiscal year.

In fiscal year 2006, seven graphic artists and design firms were interviewed in search of a designer who would be able to give the City's Environmental Services Division a defining look and broadly appealing outreach materials. Rave & Associates, a local design firm, was chosen because of a high degree of creativity and professional style. Environmental Services staff requests an increase to the existing purchase order with Rave & Associate's so that a cohesive and professional look will continue for all outreach materials.

**BUDGET/FINANCIAL INFORMATION:**

Due to a provision in the City's franchise agreements with MarBorg Industries and Allied Waste Industries, the majority of the expenses for these educational services and materials will be reimbursed by the haulers. For any outreach and educational project undertaken by Environmental Services, 80% of the expenses are repaid to the Solid Waste Fund. Therefore, \$2,100 of the requested \$10,500 increase will be funded from the Solid Waste Fund.

The additional costs associated with change order request will likely be funded from existing appropriation authority. Staff will monitor overall costs throughout the remainder of the year to determine if additional appropriations are in fact necessary.

**SUSTAINABILITY IMPACT:**

Adopted by Council in September 2005, the City's Solid Waste Strategic Plan provides direction to the Environmental Services Division to develop and disseminate a focused, consistent message which "informs and updates the community about the City's recycling, waste reduction and reuse programs." Increasing the purchase order with Rave and Associates complements the City's effort to promote recycling and waste diversion, and is a critical component of the City's larger effort to build a more sustainable community.

**PREPARED BY:** Stephen MacIntosh, Environmental Services Supervisor

**SUBMITTED BY:** Robert Samario, Assistant Finance Director

**APPROVED BY:** City Administrator's Office