



Legislation Details (With Text)

File #: 2021-0258
Type: Consent Calendar Item **Status:** Agenda Ready
File created: 3/15/2021 **In control:** County Administrator
On agenda: 4/20/2021 **Final action:**
Title: Brand Development and Marketing Campaign Contract for the Russian River Recovery and Resilience (R4) Project
Sponsors: County Administrator
Indexes:
Attachments: 1. Summary Report, 2. Attachment A: Agreement

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

To: Sonoma County Board of Supervisors
Department or Agency Name(s): County Administrator's Office
Staff Name and Phone Number: Lois Hopkins 565-3784
Vote Requirement: Majority
Supervisory District(s): Fourth and Fifth Districts

Title:
Brand Development and Marketing Campaign Contract for the Russian River Recovery and Resilience (R4) Project

Recommended Actions:

- A) Approve and authorize the Chair to execute the agreement with Catch Creative LLC for Brand Development and Marketing Campaign for the Russian River Recovery and Resilience (R4) Project.
 - B) Authorize the County Administrator, and designees, to expend the remaining, related allocated funds to procure goods and services as needed for the Project.
- (Fourth and Fifth Districts)

Executive Summary:

The County Administrator requests the Board of Supervisors approve and authorize the Chair to execute the agreement for Brand Development and Marketing Campaign for the Russian River Recovery and Resilience (R4) Project and authorize the County Administrator to expend the remaining allocated funds to procure goods and services as needed for the Project, including to implement the marketing campaign with merchandise, signage, literature, and media coverage.

Discussion:

Background

The Russian River Resort area has been a vacation spot for the North Bay region and the world for more than 100 years, bringing economic benefits as well as challenges in maintaining good stewardship for the benefit of all. In 2019 the region was hard hit by a flood, prompting the worst flood disaster in almost 25 years and damaging or destroying over 2,500 homes and businesses. The flood exacerbated the need for economic and

environmental revitalization of the area.

On September 27, 2019, the State of California, through Senate Bill (SB)109 Budget Act of 2019, allocated \$1,500,000 in flood relief for the County of Sonoma. On June 2, 2020, your Board formally accepted the SB 109 Flood Relief Funds, and directed the County Administrator to work with District 4 and District 5 to develop and recommend a process to allocate the funds towards recovery efforts.

In collaboration with the Sonoma County Economic Development Board, River Municipal Advisory Committee (MAC) representatives, the Russian River Chamber of Commerce, and Lower Russian River area businesses, Supervisor Hopkins and District 5 staff held a business community meeting to discuss project ideas for SB 109 Flood Relief Fund allocation. These ideas were integrated into the Russian River Recovery and Resilience (R4) project. Supervisors Gore and Hopkins agreed to make the project a joint effort between their respective districts, working with the Russian River Confluence framework and team, and with input from small businesses along the Russian River.

The Russian River Confluence is a working group which has brought people from all areas of the watershed together to envision the current state of the Russian River watershed and to tap the collective capacity of the Russian River Watershed community. The Russian River Confluence has engaged stakeholders in the watershed, encouraged storytelling and identified actions to promote a holistic approach to a vision of a One Watershed plan that ensures its resiliency and renewal. The Confluence mission is “driving community action towards a healthy, resilient and regenerative Russian River watershed.”

On October 20, 2020, your Board adopted Resolution No. 20-0384 authorizing adjustments to the County Administrator’s Office (CAO) Fiscal Year 2020-2021 budget in the amount of \$1,500,000 to appropriate these funds for flood relief and impact mitigation efforts, and allocation of the funds was approved in the following categories and amounts:

- 1) A community grant program (\$220,000);
- 2) The Russian River Recovery and Resilience (R4) Project (\$160,000); and
- 3) The Western Emergency Resource Center (WERC) (\$1,120,000).

This item seeks authorization for the Chair to execute the agreement with Catch Creative LLC for Brand Development and Marketing Campaign for the Russian River Recovery and Resilience (R4) Project (category 2 above). The agreement provides for branding and marketing campaign development in an amount not to exceed \$110,000.00. This item also seeks to authorize the County Administrator to use the remaining funds allocated to the R4 Project (\$50,000) as-needed to further implement the Project. Such additional expenditures could involve further services from Catch Creative and marketing campaign measures such as merchandise, signage, literature, and media coverage. If the contracted work is completed for under \$110,000, any remaining funds will be added to the \$50,000 to be used for Project implementation. All expenditures will comply with applicable laws and policies related to the goods or services being procured.

Project Description. SB 109 Flood Relief funds will be used to develop the R4 brand so that it can be used in marketing materials and for education and engagement purposes.

The R4 brand could be used to support:

- Campaigns, comparable to the successful “Keep Tahoe Blue” campaign, to educate and engage residents, visitors, and organizations in stewardship of the Russian River area. These may include public awareness campaigns to encourage the community to keep trash and human waste out of the River, and to contribute to clean up and restoration projects.
- Online tools to promote small businesses along the River that tie into the eco-campaign.
- Enabling virtual visits to the River and links to favorite retailers where the public can pick up or ship products that support the River economy.
- Eco-merchandising that keeps trash out of the River, promotes the area, and provides businesses with opportunities for revenue-generating sales of stickers, re-usable utensils, bags, maps on towels, for example.
- Environmental and/or clean-up projects that engage and inspire stakeholders to invest in the health of the River through volunteerism, sponsorship, education.

This campaign addresses more than the environmental health of the Russian River. It aims to engage all stakeholders that encompass the economic strength and way of life of the River area. Solving issues raised by the flood require the collaboration of visitors, local businesses, and residents working together. This work product will create a central convening point and concepts to facilitate this engagement.

Procurement and Stakeholder Input

On February 19, 2021, a Request for Proposals was issued for qualified entities to provide a branding and marketing campaign for the recovery and resiliency of the Russian River and its communities. Proposals were received and evaluated based on the following criteria: project understanding; proposal description; experience with similar projects; proposer qualifications; budget; project schedule; and community engagement. The ranking committee consisted of County staff and representatives from organizations experienced in marketing strategies and/or with a deep understanding of the economic and environmental challenges and assets of the Russian River area.

After evaluating all responsive submissions, interviews were conducted with four finalist candidates. After review of written proposals and the interview, the evaluation committee selected Catch Creative LLC, a marketing firm located in Healdsburg, CA, as the best overall proposal. The proposal was presented to the Russian River Confluence on Friday, April 9, 2021. The Confluence supported the proposal and the recommendation to award the subject contract to Catch Creative for the R4 project.

Prior Board Actions:

June 2, 2020: Board accepted the Senate Bill 109 Flood Relief Funds in the amount of \$1.5 million, and directed the County Administrator to work with District 4 and District 5 to develop and recommend a process to allocate the funds towards recovery efforts.

October 20, 2020: Board approves allocation of SB 109 Flood Relief Funds and adopts Resolution No. 20-0384 authorizing adjustments to the County Administrator’s Office FY 20-21 budget in the amount of \$1.5 million to appropriate SB 109 Flood Relief Funds.

FISCAL SUMMARY

Expenditures	FY 20-21 Adopted	FY 21-22 Projected	FY 22-23 Projected

Budgeted Expenses	\$160,000		
Additional Appropriation Requested			
Total Expenditures	\$160,000		
Funding Sources			
General Fund/WA GF			
State/Federal	\$160,000		
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	\$160,000		

Narrative Explanation of Fiscal Impacts:

Funds were allocated to Non-Departmental and appropriations are included in the FY 20-21 budget. This item will authorize use of the remaining portion of these funds.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A - I Step)	Additions (number)	Deletions (number)

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

Attachment A: Agreement

Related Items "On File" with the Clerk of the Board: