Legislation Text

File #: 2023-0165, **Version:** 1

To: Board of Directors, Sonoma County Water Agency
Department or Agency Name(s): Sonoma County Water Agency
Staff Name and Phone Number: Brad Sherwood 707-547-1927
Vote Requirement: Majority
Supervisorial District(s): Countywide

Title:
Strategic Public Outreach and Coalition Development

Recommended Action:
Authorize Sonoma County Water Agency's General Manager to execute the First Amended and Restated Agreement for Strategic Public Outreach and Coalition Development Services with Kathleen Ritzman, in a form approved by County Counsel. The amended agreement increases the amount by $60,000 and extends the agreement term by one year for a new not-to-exceed agreement total of $106,500 and end date of 3/31/2024. (Exempt per CEQA Guidelines section 15061(b)(3))

Executive Summary:
Consultant will support Sonoma Water's government and community affairs program by developing strategic public outreach coalitions in support of implementing Sonoma Water's Strategic Plan. Included in the Strategic Plan is a goal for Sonoma Water to build legislative and community awareness for issues concerning Sonoma Water's aging infrastructure, climate change, water quality and supply, and development of stakeholder awareness of these and other issues.

Discussion:
HISTORY OF ITEM/BACKGROUND
Sonoma Water is a California special district with responsibility for wholesale water supply, flood protection, wastewater treatment, and recycled water distribution. Sonoma Water also operates a hydroelectric plant and allows recreational use over some of its properties. Significant efforts are underway to increase renewable power production, reduce greenhouse gas emissions, and provide for climate change adaption.

Under the original agreement, Consultant supports Sonoma Water's Government Affairs program by providing strategic counsel on key state and federal legislative efforts related to extreme weather events, advanced water supply management technology, climate resiliency initiatives, and coalition development. This counsel has been effective in developing coalitions and awareness of Sonoma Water's legislative goals and community engagement efforts.

Since the development of the Sonoma Water Strategic Plan (2023-2028), new goals have been identified which support the continued work of the Consultant in those areas under the community engagement section of the Strategic Plan. The Consultant will continue to provide assistance to Sonoma Water by providing strategic counsel on key state and federal legislative efforts related to climate adaptation, infrastructure,

environmental stewardship, water quality and developing stakeholder awareness for these and other initiatives.
Sonoma Water and Kathleen Ritzman (Consultant) entered into an agreement for strategic public outreach and coalition development services, dated 7/20/22 in the amount of $46,500.

CALIFORNIA ENVIRONMENTAL QUALITY ACT
Sonoma Water's General Manager has determined that the project is exempt from CEQA under CEQA Guidelines Section 15061(b)(3) as the project will provide funding for an agreement to hire a consultant to provide public outreach and coalition development services and there is no possibility that the project may have a significant effect on the environment.

SELECTION PROCESS
Consultant was selected for the subject work because of its existing relationships with state and federal agencies and partners in related issues and programs.

SERVICES TO BE PERFORMED
Under the proposed amended agreement, Consultant will continue to provide public outreach and coalition development services.

The additional cost is $60,000, for a new not-to-exceed agreement total of $106,500. The new end date is March 31, 2024. The ongoing work of the Consultant will support Sonoma Water's Strategic Plan under community engagement.

County of Sonoma Strategic Plan Alignment:
This item directly supports Sonoma County's Five-year Strategic Plan and is aligned with the following pillar, goal, and objective.

Pillar: Climate Action and Resiliency
Goal: Goal 2: Increase information sharing and transparency and improve County and community engagement
Objective: Objective 1: Develop partnerships with cities, tribal governments, and private organizations regarding flood protection and sustainability to identify gaps and address climate change impacts.

The Consultant's scope of work directly helps implement the County's efforts to respond to climate change through adaptation and resiliency coalition building and stakeholder awareness.

Sonoma Water Strategic Plan Alignment
Climate Change, Goal 1: Continuing improving our ability to respond and adapt to climate change.

The Consultant's scope of work directly implements Sonoma Water's Strategic Plan to engage stakeholders and provide strategic counsel to implement Sonoma Water's legislative platform through coalition building.

Prior Board Actions:
None

FISCAL SUMMARY

Expenditures	FY 22-23 Adopted	FY23-24 Projected	FY 24-25 Projected

Budgeted Expenses	$60,000		
Additional Appropriation Requested			
Total Expenditures	**$60,000**		
Funding Sources			
General Fund/WA GF	$60,000		
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources	**$60,000**		

Narrative Explanation of Fiscal Impacts:
Budgeted amount of $60,000 is available from FY 2022/2023 appropriations for the Sonoma Water General Fund, which is funded by property taxes.

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

Narrative Explanation of Staffing Impacts (If Required):
N/A

Attachments:
None.

Related Items "On File" with the Clerk of the Board:
None.