



## Legislation Text

---

**File #:** 2023-0181, **Version:** 1

---

**To:** Board of Directors, Sonoma County Water Agency  
**Department or Agency Name(s):** Sonoma County Water Agency  
**Staff Name and Phone Number:** Chad Singleton 707-547-1923  
**Vote Requirement:** Majority  
**Supervisory District(s):** Countywide

**Title:**

Sonoma-Marin Saving Water Partnership Website

**Recommended Action:**

Authorize Sonoma County Water Agency's General Manager to execute the First Amended and Restated Agreement for Services Related to Sonoma-Marin Saving Water Partnership Website with Planeteria Media, LLC, in a form approved by County Counsel. The amended agreement increases the amount by \$22,000 and extends the agreement term by three years for a new not-to-exceed agreement total of \$63,850 and end date of April 15, 2026. (Exempt per CEQA Guidelines section 15061(b)(3))

**Executive Summary:**

The Sonoma-Marin Saving Water Partnership (Partnership) represents 13 water utilities in Sonoma and Marin counties that have joined together to provide regional solutions for water use efficiency. The Partnership was formed to identify and recommend implementation of water use efficiency projects and maximize the cost effectiveness of water use efficiency programs in the region. Planeteria Media, LLC's (Consultant) services are needed to better serve the community through an innovative website that caters to the public and promotes water conservation and related programs. Consultant has completed initial redevelopment of the website, and now the Partnership needs its ongoing support and maintenance services.

**Discussion:**

The Partnership represents 13 water utilities in Sonoma and Marin counties that have joined together to provide regional solutions for water use efficiency. The utilities include the Cities of Santa Rosa, Rohnert Park, Petaluma, Sonoma, Cotati, Cloverdale, Healdsburg; North Marin, Valley of the Moon and Marin Water; Town of Windsor, California American Water - Larkfield District and Sonoma County Water Agency (Sonoma Water) collectively referred to as Partners. Each of the Partners offers water conservation programs that can assist customers in reducing their water use. The Partnership was formed to identify and recommend implementation of water use efficiency projects and maximize the cost effectiveness of water use efficiency programs in the region.

The Sonoma-Marin Saving Water Partnership website is intended to be a clearing house of water use efficiency and water conservation programs available in the Partnership's territory. In the future, the Partnership may grow to include additional areas.

Website redevelopment and maintenance by Consultant includes: assisting with the design, development,

implementation, maintenance, and related services for the Partnership website.

Sonoma Water and the Partners need these services to better serve the community by more effectively representing the Partnership through an innovative website that caters to the public and promotes water conservation and related programs.

Sonoma Water and Consultant entered into an agreement for design, development, implementation, maintenance, and related services for the redevelopment of the Sonoma-Marin Saving Water Partnership website, dated April 16, 2020, in the amount of \$41,850.

Consultant has completed initial redevelopment of the website, and now the Partnership needs their ongoing support and maintenance services.

#### 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 for website support and maintenance services and there is no possibility that the project may have a significant effect on the environment.

#### SELECTION PROCESS

On August 7, 2019, Sonoma Water issued a Request for Statements of Qualifications to the following six firms:

- I. Community Servers, Glen Ellen, California
- II. Flight Design, Co., Oakland, California
- III. Humanity Media, San Francisco, California
- IV. Kiosk Media, Novato, California
- V. Planeteria Media, LLC, Santa Rosa, California
- VI. TIV Branding, Santa Rosa, California

The Request for Statements of Qualifications was also posted on Sonoma Water and County of Sonoma Purchasing Department websites.

The 14 firms listed below submitted Statements of Qualifications:

- I. Bright Idea, Glen Ellen, California
- II. Atomic Dumpling, LLC, Beaverton, Oregon
- III. Community Servers, Glen Ellen, California
- IV. Data Instincts, Windsor, California
- V. Futran Solutions, Inc., Edison, New Jersey
- VI. Godard Creative, Healdsburg, California
- VII. Hive by Flannel, Cotati, California
- VIII. Hook 42, San Francisco, California
- IX. Ksoft Systems, Inc., Edison, New Jersey
- X. MIG, Inc., Kenwood, California
- XI. Pembroke Studios and Wine Works, Healdsburg, California
- XII. Plan A Design, Forestville, California
- XIII. Planeteria Media, LLC, Santa Rosa, California

XIV. VIVA Strategy+ Communications, LLC, San Mateo, California

The following criteria were used to evaluate each firm:

- Thoroughness of Statement of Qualifications.
- Professional qualifications and demonstrated ability to perform the work.
- Exceptions to standard terms in the sample agreement.

Consultant was selected to perform the work because Consultant submitted a well-written, thorough Statement of Qualifications that reflected the type of experience the Partnership was looking for to redesign the website. Consultant has designed other municipal websites that have been redesigned in a way that suits the Partnership's needs. Consultant is well-qualified and employs a staff that will help facilitate the website redesign and provide maintenance services.

Sonoma Water may seek to amend or enter into subsequent agreement(s) with Board approval if required, relying upon this competitive selection process, after the preliminary or initial work is completed for the Project.

**SERVICES TO BE PERFORMED**

Under the amended agreement, Consultant will continue to provide implementation, maintenance, and related services for maintenance of the Sonoma-Marin Saving Water Partnership website.

The additional cost is \$22,000, for a new not-to-exceed agreement total of \$63,850. The new end date is April 15, 2026.

The amended agreement includes two options for Sonoma Water to extend the term for a period of one year each by providing written notice to Consultant thirty days in advance of the expiration date of the amended agreement and of the first extension option. The extension will be formalized in an amended agreement or amendment signed by Sonoma Water and Consultant.

**County of Sonoma Strategic Plan**

N/A

**Sonoma Water Strategic Plan Alignment**

Water Supply and Transmission System, Goal 1: Protect drinking water supply and promote water-use efficiency.

The website is intended to be a clearing house of water-use efficiency and water conservation programs available in the Partnership's territory. This makes information more available to better serve the community through a new, innovative website that caters to the public and promotes water conservation and related programs.

**Prior Board Actions:**

None.

**FISCAL SUMMARY**

---

| <b>Expenditures</b>                | <b>FY 22-23<br/>Adopted</b> | <b>FY23-24<br/>Projected</b> | <b>FY 24-25<br/>Projected</b> |
|------------------------------------|-----------------------------|------------------------------|-------------------------------|
| Budgeted Expenses                  | \$14,000                    | \$4,000                      | \$4,000                       |
| Additional Appropriation Requested |                             |                              |                               |
| <b>Total Expenditures</b>          | <b>\$14,000</b>             | <b>\$4,000</b>               | <b>\$4,000</b>                |
| <b>Funding Sources</b>             |                             |                              |                               |
| General Fund/WA GF                 |                             |                              |                               |
| State/Federal                      |                             |                              |                               |
| Fees/Other                         | \$14,000                    | \$4,000                      | \$4,000                       |
| Use of Fund Balance                |                             |                              |                               |
| Contingencies                      |                             |                              |                               |
| <b>Total Sources</b>               | <b>\$14,000</b>             | <b>\$4,000</b>               | <b>\$4,000</b>                |

**Narrative Explanation of Fiscal Impacts:**

Budgeted amount of \$14,000 is available from FY 2022/2023 appropriations for the Water Conservation Fund. FY 2023/2024, and 2024/2025 appropriations will be budgeted in those fiscal years.

| <b>Staffing Impacts:</b>                       |  |                               |                               |
|--|--|-------------------------------|-------------------------------|
| <b>Position Title (Payroll Classification)</b> | <b>Monthly Salary Range<br/>(A-I Step)</b> | <b>Additions<br/>(Number)</b> | <b>Deletions<br/>(Number)</b> |
|  |  |                               |                               |
|  |  |                               |                               |
|  |  |                               |                               |

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

None.

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

None.