

TO: James L. App, City Manager
FROM: Doug Monn, Public Works Director
SUBJECT: Contract with 2 Point Media for a Community-Wide Water Resource Education Campaign
DATE: November 18, 2008

NEEDS: City Council requested staff to provide expenses for the month of November associated with 2 Point Media Community-Wide Water Resource Education Campaign.

FACTS:

1. At its October 21, 2008 meeting, Council selected a pay-as-you-go water rate schedule and authorized staff to initiate the Proposition 218 process.
2. City Council extended the contract for 2 Point Media to continue assisting the City in providing information services associated with the adoption of water user rates on a time and materials basis.
3. The third and final contract installment payment was paid in October. No additional service costs were incurred during the month of November.

ANALYSIS &

CONCLUSION: Since January of this year, efforts have been underway to determine the water system revenue needs and rate alternatives to secure Nacimiento Water and meet the capital needs of the City of Paso Robles. On October 21, 2008, the most recent rate proposal was selected and direction given to initiate the 218 process. The 218 process will continue for the next several months. While it is not possible to estimate the number of additional hours and /or services that may be required to address issues that may be raised prior to final adoption of user fees it does seem prudent to continue with the informational process with 2 Point Media until adoption of a final rate is completed.

POLICY

REFERENCE: Economic Strategy; Integrated Water Resource Plan; Nacimiento Water Project Entitlement Contract.

FISCAL IMPACT: On October 21, 2008 Council authorized a contract amendment with 2 Point Media on a time and materials basis subject to review of the monthly costs. The cost for this undertaking is being paid from the Water Enterprise Fund.

- OPTIONS:**
- a. Continue the services provided by 2 Point Media associated with the water user rate studies on a time and material basis.
 - b. Amend, modify, or reject the above option.