MEMO

Submitted by: **Judy Kelly**
Director, San Francisco Estuary Partnership

Subject: **Authorization for SFEP/ABAG to serve as contract manager/fiscal agent for the Bay Protection and Behavior Change Campaign and Procure and Manage a Consultant to Develop the Brand**

Date: **July 6, 2011**

Executive Summary

Studies show that the daily activities of Bay Area residents and workers present a top threat to San Francisco Bay water quality and habitats resulting in serious pollution of stormwater and wastewater discharged to the Bay. Bay Area stormwater and wastewater agencies are required to address the impacts of these activities through pollution prevention programming and public outreach, but these efforts have mostly been single-agency focused and short-lived, and have not led to the level of needed regional behavior change.

The San Francisco Estuary Partnership/ABAG is joining a coalition of Bay Area stormwater and wastewater agencies to develop a unified, long-term, and regional Bay protection and behavior change brand to serve as an umbrella for a series of Bay protection sub-campaigns and messages. As envisioned, this brand will help unify regional messages, reduce the cost of permit compliance, and ultimately work in concert with existing efforts to drive behavior change around pollutant issues such as fats, oils, and grease down the sink; pesticides; pet waste, and more. Development of a regional brand will be the first initiative in a potentially decades-long effort of working together regionally on Bay protection and behavior change outreach.

The San Francisco Estuary Partnership/ABAG has been asked to be the initial contract manager/fiscal agent for this regional outreach effort. SFEP's neutrality and ability to leverage grants were cited as basis for SFEP to manage an initial contract for brand development.

SFEP would initially manage approximately $35,000 to $55,000 in funds pooled by stormwater and wastewater agencies. SFEP is also planning to directly contribute funding to the effort. (The dollar range above is an initial projection; fundraising is in process.)

Recommended Action

The Board is requested to authorize the San Francisco Estuary Partnership/ABAG to act as contract manager/fiscal agent for the new coalition called the Bay Protection and Behavior Change Campaign, to procure through competitive bid and manage a contract for a consultant to develop a unified, regional brand identity for the Bay Protection and Behavior Change effort. The contract would be for approximately $35,000 to $55,000 (initial projection). The contract would begin in late 2011 and the contractor's work would be completed during 2012. There are no external grant funding deadlines to meet for this effort.

Attachments:
Briefing: Proposed Bay Protection and Behavior Change Campaign