



Agenda Date: 3/18/2008  
Agenda Placement: 7H

## NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

---

**TO:** Board of Supervisors  
**FROM:** Michael Stoltz for Robert Peterson - Director  
Public Works  
**REPORT BY:** Felix Riesenber, Principal Water Resources Engineer - 259-8620  
**SUBJECT:** Professional Services Agreement with Rauch Communications (Public Outreach for MST Recycled Water Project)

---

### **RECOMMENDATION**

Director of Public Works requests approval of and authorization for the Chair to sign an agreement with Rauch Communication Consultants Inc., for a maximum of \$39,570 for the term March 18, 2008 through June 30, 2009 to provide public outreach assistance for the Milliken-Sarco-Tulocay Recycled Water Project.

### **EXECUTIVE SUMMARY**

The County is working with Napa Sanitation District (NSD) to develop a recycled water supply and distribution project for the Milliken-Sarco-Tulocay (MST) area of the County. There are several work efforts underway including preliminary engineering, environmental documentation, benefit assessment methodology and public outreach.

As the County moves forward with public outreach efforts for the MST Recycled Water Project, staff has realized that some professional public outreach assistance is needed. For overall efficiency and savings, staff propose to use the same public outreach consultant that will be working on the North Bay Water Reuse Authority (NBWRA) Program, which the County is now involved with through its partnership with NSD. Rauch Communication Consultants has been retained by the NBWRA to provide public outreach assistance for the larger regional effort, and it is familiar with the specific issues related to the use of recycled water in the North Bay Area, including MST.

### **FISCAL IMPACT**

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes
Where is it budgeted?	Capital Improvement Program

Funds are available in the current MST Recycled Water Project budget financed through Measure "A" revenue. The current fund balance is \$279,000.

Is it Mandatory or Discretionary? Discretionary

Discretionary Justification: County staff assigned to the MST Recycled Water Project have limited experience and expertise in formal public outreach efforts. Due to the significant amount of information exchange required for this project, and the need to hold effective public meetings, County public outreach efforts would be enhanced by hiring a professional consultant to provide assistance.

Is the general fund affected? No

Future fiscal impact: The professional services agreement with Rauch Communication Consultants will cover services through the end of June 2009.

Consequences if not approved: County staff will continue to provide public outreach services for the MST Recycled Water Project to the best of their abilities, but the chances that the outreach efforts may fall short of Board or resident expectations are increased.

Additional Information:

### **ENVIRONMENTAL IMPACT**

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

### **BACKGROUND AND DISCUSSION**

The County is working with NSD to develop a recycled water supply and distribution project for the MST area of the County. There are several work efforts underway including preliminary engineering, environmental documentation, benefit assessment engineering and methodology, and public outreach.

In December 2007, the County Board of Supervisors agreed to share costs with NSD to participate in a larger regional recycled water project, the NBWRA Program, in an effort to have both the MST and Carneros areas eligible for possible federal and state funding opportunities that are being pursued. Environmental documentation is being prepared for the larger regional effort and the MST project is receiving a "project level review" and the Carneros area project is receiving a "program level review" through the County's and NSD's participation.

In December 2007, the Board of Supervisors also expressed an interest in conducting a formal poll of the MST area residents to help NSD decide whether to go ahead with extending a recycled water pipeline to the Napa State Hospital and to gauge overall support for the MST Recycled Water Project as currently proposed. A group of local residents, who refer to themselves as GULP (Groundwater Under Local Protection), have begun efforts to inform their neighbors of the project and have organized several local area meetings. These meetings have generated significant questions and the need to effectively develop and deliver the answers has become apparent. County staff assigned to the project have limited public outreach experience and expertise, and it would be beneficial to have a professional public outreach consultant on board to guide and assist County public outreach activities.

The NBWRA has retained Rauch Communication Consultants to assist it with its public outreach efforts. As the County moves forward with public outreach efforts for the MST Recycled Water Project, staff has realized that some

professional public outreach assistance is needed. For overall efficiency and savings, staff propose to use the same public outreach consultant that will be working on the NBWRA project. To be selected by the NBWRA group, Rauch Communication Consultants went through a highly competitive process that involved pre-screening of potential firms and a formal interview process. Rauch Communication Consultants specializes in water related projects, is very familiar with the specific issues related to the use of recycled water in the North Bay Area, and has appropriate experience in providing information related to assessment district formation.

**SUPPORTING DOCUMENTS**

None

CEO Recommendation: Approve

Reviewed By: Helene Franchi