



Agenda Date: 9/24/2018

Agenda Placement: 5B

Upper Valley Waste Management Agency Board Agenda Letter

TO: Board of Directors
FROM: Steven Lederer - Manager
Upper Valley Waste Management Agency
REPORT BY: Amanda Griffis , Environmental Resource Specialist - 707-259-8330
SUBJECT: Professional Services Agreement with Gigantic Idea Studio

RECOMMENDATION

UVWMA AGREEMENT

DISCUSSION AND REQUESTED ACTION: Upper Valley Waste Management Agency Manager requests approval of and authorization for the Board Chair to sign an agreement with Gigantic Idea Studio for a maximum of \$18,000 for the term October 1, 2018 through June 30, 2019 for the development of waste management public education materials.

EXECUTIVE SUMMARY

Upper Valley Waste Management Agency staff do not have a professional graphic designer who can produce or edit the various materials needed for public education. This includes wall and bin signs, flyers, decals and brochures. Due to the removal of plastic bags from the recycling stream, all recycling public education pieces are in need of updating.

Approval of the requested professional services agreement will provide for the development and production of these various materials by a professional marketing company that specializes in solid waste marketing. Upper Valley Waste Management Agency will own the completed materials and files will be provided in a finished and editable format. This will allow staff to update the materials on an as-needed basis in the future.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	Yes

Where is it budgeted?	Upper Valley Waste Management Agency
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	Upper Valley Waste Management Agency staff do not have a professional graphic designer who can produce or edit the various materials needed for public education. This includes wall and bin signs, flyers, decals and brochures. Due to the removal of plastic bags from the recycling stream, all recycling public education pieces are in need of updating. Approval of the requested professional services agreement will provide for the development and production of these various materials by a professional marketing company that specializes in solid waste marketing.
Is the general fund affected?	No
Future fiscal impact:	None
Consequences if not approved:	Recycling public education materials will not be updated to remove plastic bags and the various other materials and brochures used for public education programs will become out of date.
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

Upper Valley Waste Management Agency staff do not have a professional graphic designer who can produce or edit the various materials needed for public education. The materials currently used were designed by a graphic designer who set up the materials in a format that staff are not able to edit. The materials to be updated include recycling/compost/trash wall signs, large magnets for bins, flyers for special events, decals for recycling/compost/trash cans and brochures for commercial programs, compost/food waste reduction and multi-family recycling. Due to the removal of plastic bags from the recycling stream, all recycling public education pieces are in need of updating. This agreement would allow for the update of the recycling materials and also provide staff with all materials for waste diversion programs in a cohesive design scheme.

Approval of the requested professional services agreement will provide for the development and production of these various materials by a professional marketing company that specializes in solid waste marketing. Upper Valley Waste Management Agency staff will have access to a photo library, which will be an asset as the photos needed are often not available via typical "stock photo" libraries. Upper Valley Waste Management Agency will own the completed materials and files will be provided in a finished and editable format. This will allow staff to update the materials on an as-needed basis in the future.

Upper Valley Waste Management Agency staff solicited quotes from marketing companies in the environmental behavior change field. The other complete quotes received did not include the cost of photos, the vast majority of the materials needed for waste diversion programs include photos. Gigantic Idea Studio provided a quote that includes access to their photo library and an estimate on photos that may need to be purchased. Additionally other

quotes did not include a choice on design concept, which will be provided by Gigantic Idea Studio and will be helpful as Upper Valley Waste Management Agency does not have established brand guidelines. Gigantic Idea Studio has worked with many Bay Area communities on environmental behavior change and specifically on creating waste division public education materials. The first task to be completed will be updating the recycling materials, with other tasks to be completed through the remainder of the fiscal year.

SUPPORTING DOCUMENTS

None

Recommendation: Approve
Reviewed By: Steven Lederer