
File ID: 2026-00707

4/28/2026

[Contract Supplement] Sacramento Stormwater Quality Partnership Outreach

File ID: 2026-00707

Location: Citywide

Recommendation: Pass a **Motion:** 1) authorizing the City Manager or designee to execute Supplemental Contract No. 1 to City Contract No. 2025-0876 with S. Groner Associates, Inc., to extend the contract to June 30, 2030 and increase the contract amount by \$675,072, bringing the agreement's total not-to-exceed amount to \$825,072 to continue providing stormwater pollution prevention public outreach services for Fiscal Year (FY) 2026/27 through FY2029/30; and 2) resetting the City Manager's or designee's authority to issue supplements for the agreement.

Contact: Emma Burke, Project Manager, (916) 808-7157, eburke@cityofsacramento.org; Sherill Huun, Division Manager, (916) 808-1455, shuun@cityofsacramento.org; Dalia Fadl, Director, (916) 808-3765, dfadl@cityofsacramento.org; Department of Utilities

Presenter: None

Attachments:

- 1-Description/Analysis
- 2-Contract Supplement

Description/Analysis

Issue Detail: Staff recommends the City Council approve the supplemental agreement with S. Groner and Associates to provide stormwater pollution prevention outreach services through FY2029/30. In accordance with the Central Valley Regional Water Quality Control Board Regional Municipal Separate Storm Sewer System (MS4) National Pollutant Discharge Elimination System (NPDES) Permit, the City and its partners in the Sacramento Stormwater Quality Partnership (SSQP) that is comprised of the County of Sacramento and the cities of Sacramento, Citrus Heights, Elk Grove, Folsom, Galt, and Rancho Cordova are required to conduct public outreach to educate the public about the harmful effects of stormwater pollution. This contract is held by the City of Sacramento, but cost-shared with the Partnership agencies listed above to collectively meet the Permit requirement. Public outreach for SSQP will consist of paid media campaigns to educate the public about priority stormwater pollutants, promote integrated pest management strategies, and model behaviors that positively impact our waters. In addition, this supplemental agreement includes

conducting countywide surveys every other year that are intended to quantify the general public’s compliance with behaviors that help ensure clean stormwater and measure awareness and attitudes about stormwater pollution. This will help determine the effectiveness of paid media campaigns, the needs of residents as well as how different demographic groups interact with the outreach. These are required activities for the MS4 NPDES permit.

Policy Considerations: City Council approval is required for contract supplements to agreements of \$250,000 or more per City Code section 3.04.020.

Economic Impacts: None.

Environmental Considerations: The proposed activity is not a project pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15378(b) (2 and 5). The activities described in this report including a Professional Services Agreement for S. Groner Associates services are continuing administrative activities that will not result in direct or indirect physical changes on the environment. This activity is not subject to CEQA pursuant to CEQA Guidelines Section 15060(c)(3).

Sustainability: This project is also consistent with the 2040 General Plan Policy ERC-1.1 to promote environmental stewardship and pollution prevention activities with outreach, assistance, and incentives for residents and businesses.

Commission/Committee Action: Not applicable.

Rationale for Recommendation: On March 18, 2025, a Request for Qualifications (RFP/Q) (#Q25141331003) was advertised and issued on PlanetBids for Stormwater Pollution Prevention Outreach. On the due date of April 15, 2025, three (3) Statements of Qualifications (SOQs) were received. After reviewing the proposals and scoring the consultants out of 100 total points, S. Groner Associates was selected to provide the requested services after the following ranking:

Ranking	Consultant	Points
1	S. Groner Associates	88
2	Sagent Marketing	59
3	Gr0	40

A 2-member evaluation team that included staff from the Department of Utilities (DOU) and 1 member from Sacramento County Department of Water Resources, evaluated the proposals and interviewed the firms. S. Groner Associates was the top-ranked firm.

Financial Considerations: The proposed supplemental agreement would increase the not-to-exceed amount by \$675,072, bringing the agreement’s total not-to-exceed amount to \$825,072.

Sufficient funding exists in the NPDES Stormwater Program, Storm Drainage Fund (I14010200, Fund 6011) and NPDES Stormwater Program, Storm Drainage Fund Reimbursables (I14010200, Fund 6211) in the proposed FY2026/27 budget.

SSQP (County of Sacramento and the Cities of Citrus Heights, Elk Grove, Folsom, Galt, and Rancho Cordova) will reimburse the City for their cost share amount per the Memorandum of Understanding (MOU), approved by the City Council at the July 31, 2012, council meeting (Agreement No. 2012-0656). The cost of the supplemental agreement will be shared by the City and the other agencies as follows:

SSQP Cost Sharing	Cost Share %
City of Sacramento (I14010200, Fund 6011)	33.3
County of Sacramento	38.4
City of Citrus Heights	5.9
City of Elk Grove	10.9
City of Folsom	5.2
City of Galt	1.7
City of Rancho Cordova	4.6
Non-City Partnership Total (I14010200, Fund 6211)	66.7%

The projected budgets for the remaining years through FY2029/30 are presented below. Funding for future fiscal years shall be subject to funding availability in the adopted budgets for the applicable fiscal year in an amount not to exceed \$825,072 over the four-year term. Purchase orders encumbering funds under this agreement will not be created until needs and funding are identified in the applicable budget (operating, capital, multi-operating, or grants).

	Project and Fund	Cost Share	FY2026/27	FY2027/28	FY2028/29	FY2029/30	Change Order Total
Total			\$187,536	\$150,000	\$187,536	\$150,000	\$675,072
NPDES Stormwater Storm Drainage	I14010200 6011	33.3%	\$62,449	\$49,950	\$62,449	\$49,950	\$225,001
NPDES Stormwater Storm Drainage Reimbursables	I14010200 6211	66.7%	\$125,087	\$100,050	\$125,087	\$100,050	\$450,071
	Original Contract Amount:		\$150,000				
	New Contract Total:		\$825,072				

There are no General Funds allocated or planned for this project.

Local Business Enterprise (LBE): S. Groner Associates is not an LBE but is subcontracting with an LBE, Socios PR.

Contract Routing Sheet

Payment / Performance Bond Only

General Routing Information

Department: Utilities Department

Contract Coordinator: Jamie McKinley Email: jmckinley@cityofsacramento.org

Effective Date: _____ Expiration Date: 6/30/2030

Grant/Project Name: Sacramento Stormwater Quality Partnership (SSQP) Outreach

Other Party: S. Groner Associates, Inc.

Original Not to Exceed Amount: \$150,000

Assessor's Parcel Number(s): _____

Project Number: I14010200/I14010201 Bid/RFQ/RFP#: Q25141331003

Supplements/Addendums/Change Orders

Adjusted Amount of this Change (+/-): \$675,072 New Not to Exceed Amount: \$825,072

Change In Scope: Yes

Original Contract Number: 2025-0876 Supplement Number: 01

Council Approval

Original Meeting Date: _____ Council File ID: _____

Supplement Meeting Date: 4/28/2026 Council File ID: 2026-00707

Processing Information

- Clerk's Office to Mail for Recording
- Return to Dept for Other Party Signature
- Real Estate
- Return to Dept for Recording
- Construction Related
- Additional Originals Attached – Return to Dept.

Add notes/instructions, including any other contract or council file ID numbers related to this agreement:

Signing Authority - Department Directors up to \$100K; \$100K -\$250K City Manager or Assistant City Manager; \$250K+ Council Approval & Council Appointee or designee.

Department Review and Routing

AB 339 Review Confirmation (if needed) Emma Burke Apr 7, 2026

Sign Construction Mgmt: [Signature] Apr 7, 2026

Sign Supervisor: Lisa Moratti Apr 10, 2026

Sign Division Manager: Sherril Huan Apr 10, 2026
Sherril Huan (Apr 10, 2026 14:19:49 PDT)

Sign Fiscal: [Signature] Apr 7, 2026 O&M: [Signature] Apr 10, 2026
[Signature] (Apr 10, 2026 13:40:27 PDT)

Sign Director of Utilities: [Signature] Apr 10, 2026
Dana Fahl (Apr 10, 2026 14:59:20 PDT)

SUPPLEMENTAL CONTRACT

Approval Recommended By:

Emma Burke

Apr 7, 2026

Project Manager

Approved As To Form By:

Michael Voss

Apr 10, 2026

City Attorney

Approved By:

[Signature]

Apr 7, 2026

Contractor

Approved By:

[Signature]

Apr 12, 2026

Ryan Moore, Assistant City Manager
City of Sacramento

Attested To By:

City Clerk

Sacramento Stormwater Quality Partnership Public Outreach Action Plan, FY 2026-2027 SGA SCOPE OF WORK

OBJECTIVE: Build on prior-year efforts to implement and refine a cost-efficient, multi-channel public outreach initiative that increases awareness of stormwater pollution and promotes behaviors that protect water quality, in alignment with NPDES permit requirements and regional clean water goals.

SCOPE OF WORK: SGA will assist Sacramento Stormwater Quality Partnership with the following key tasks in FY 2026-2027, beginning on July 1, 2026.

1. Communications Strategy Optimization and Work Plan

- Review available communications and campaign performance data
- Conduct a focused strategic refinement check-in
- Confirm priority audiences and behaviors
- Refine messaging and outreach approach, including cultural and linguistic considerations
- Develop an annual communications work plan outlining priority initiatives, tactics, timelines, and performance metrics

2. Paid & Earned Media Campaigns

- Plan and execute seasonal and issue-specific digital ad campaigns
- Place and purchase media on local and regional platforms.
- Pitch and place earned media in local and regional media.
- Track and optimize performance based on engagement and reach data.

3. Creative Development

- Produce campaign assets for digital and print outreach
- Adapt creative for multiple platforms, formats and audience segments to support campaign effectiveness and reach.

4. Social Media Editorial

- Develop quarterly editorial calendars for social media channels.

5. Newsletter Content

- Develop quarterly newsletters and publish on Constant Contact.

6. Website Maintenance

- Update software and plugins, and check ADA compliance quarterly.
- Update website content related to campaigns and outreach activities.
- Develop copy and graphics as needed.
- Monitor website traffic.

7. Partnership Development

- Identify and suggest municipal, nonprofit, and business partners to extend campaign reach.
- Provide branded materials to support partner promotional efforts.
- Support partner outreach coordination and reporting as appropriate.

8. Project Management

- Facilitate project meetings, timelines, and stakeholder coordination.
- Manage subcontractors, vendors, and approval processes.
- Track budgets and conduct internal planning and coordination.
- Ensure alignment with regulatory requirements and client expectations.

9. Reporting and Evaluation

- Track outputs and outcomes across outreach channels and tactics.
- Provide key performance indicators (KPIs, metrics, and insights to inform ongoing optimization.
- Provide an Annual report with metrics, insights, and accomplishments.

10. Conduct a Bi-Annual Behaviour and Awareness Survey

- Survey planning and alignment
- Questionnaire refinement
- Survey programming and deployment

- Data collection and analysis
- Reporting and insights

Projected Scope for Fiscal Years 2027-2029

Fiscal years 2027/28 and 2029/30 scopes will include tasks 1-9 as listed above, fiscal year 2028/29 will include tasks 1-10. The Sacramento Stormwater Quality Partnership is required to conduct a bi-annual survey of residents throughout Sacramento County, as reflected in task 10. SGA will provide an annual scope of work by January of each year for the following fiscal year, which can include any proposed revisions to the budget by task. However, the annual budget included within this contract shall not exceed the fiscal year total unless a change order is submitted to the contract.

Task 6 Compliance

CONTRACTOR shall ensure that all web content and mobile apps that they created, as those terms are defined in § 35.104 of Part 35, Chapter I of Title 28 of the Code of Federal Regulations, are readily accessible to, and usable by, individuals with disabilities and comply with Level A and Level AA success criteria and conformance requirements specified in WCAG 2.1.

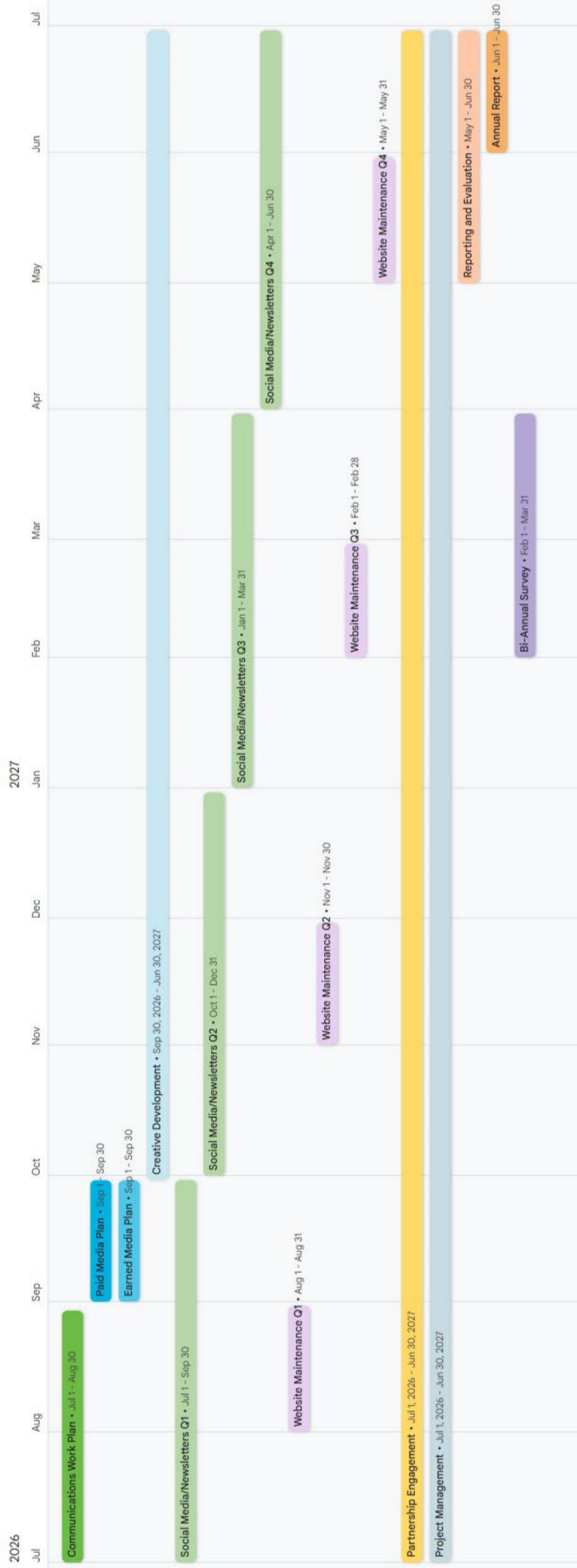
PROJECT TIMELINE

Project	Start date	End date
Communications Work Plan	July 1	August 30
Paid Media Plan	September 1	September 30
Paid Media Campaign	<i>TBD once Comms Work Plan complete</i>	
Earned Media Plan	September 1	September 30
Earned Media Campaign	<i>TBD once Comms Work Plan complete</i>	
Creative Development	September 30	June 30
Social Media/Newsletters Q1	July 1	September 30
Social Media/Newsletters Q2	October 1	December 31
Social Media/Newsletters Q3	January 1	March 31
Social Media/Newsletters Q4	April 1	June 30
Website Maintenance Q1	August 1	August 31
Website Maintenance Q2	November 1	November 30
Website Maintenance Q3	February 1	February 28
Website Maintenance Q4	May 1	May 31
Partnership Engagement	July 1	June 30
Project Management	July 1	June 30
Reporting and Evaluation	May 1	June 30
Annual Report	June 1	June 30
Bi-Annual Survey	February 1	March 31



MARKETING

SSQP FY 26-27 SCOPE OF WORK
January 30, 2026



Sacramento Stormwater Quality Partnership
Public Outreach Action Plan, FY 2026-2027
BUDGET BREAKDOWN

BUDGET ESTIMATE: \$187,536

PROJECT	ACTIVITIES	DELIVERABLE	BUDGET
1. COMMS WORK PLAN	<ul style="list-style-type: none"> Review available communications and campaign performance data Conduct a focused strategic refinement check-in Confirm priority audiences and behaviors Refine messaging and outreach approach, including cultural and linguistic considerations Develop an annual communications work plan outlining priority initiatives, tactics, timelines, and performance metrics 	<ul style="list-style-type: none"> Written plan outlining goals, strategies, tactics, timelines, and performance metrics. 	\$10,633
2. PAID MEDIA BUY	<ul style="list-style-type: none"> Plan and execute seasonal and issue-specific digital campaigns Place and purchase media on local and regional platforms. Pitch and place earned media in local and regional media. Track and optimize performance based on engagement and reach data. 	<ul style="list-style-type: none"> Media Plan Earned + Paid Media Purchase + Placement 	\$47,051
3. CREATIVE DEVELOPMENT	<ul style="list-style-type: none"> Produce campaign assets for digital and print outreach Adapt creative for multiple platforms, formats and audience segments to support campaign effectiveness and reach. 	<ul style="list-style-type: none"> Copy Graphics Videos Digital ads Print collateral. 	\$25,448
4. SOCIAL MEDIA	<ul style="list-style-type: none"> Develop quarterly editorial calendars for social media channels 	<ul style="list-style-type: none"> Quarterly editorial calendar for Facebook and IG with images, video, or text 	\$13,622

PROJECT	ACTIVITIES	DELIVERABLE	BUDGET
5. NEWSLETTERS	<ul style="list-style-type: none"> Develop newsletters per communications plan, on SSQP's Constant Contact platform. 	<ul style="list-style-type: none"> Newsletter topics and copy development Graphics Layout 	\$7,960
6. WEBSITE	<ul style="list-style-type: none"> Monitor website traffic Run quarterly website maintenance and ADA compliance checks. Maintain and update website tools and content related to outreach activities. Develop copy and graphics 	<ul style="list-style-type: none"> Metrics Developer assistance Quarterly Maintenance checks, or updates Copy development Graphics 	\$13,131
7. PARTNER DEV	<ul style="list-style-type: none"> Identify and suggest municipal, nonprofit, and business partners to extend campaign reach. Provide branded materials to support partner promotional efforts. Support partner outreach coordination and reporting as appropriate. 	<ul style="list-style-type: none"> Database Email or phone outreach Cross promotion efforts 	\$5,516
8. PROJECT MANAGEMENT	<ul style="list-style-type: none"> Facilitate project meetings, timelines, and stakeholder coordination. Manage subcontractors, vendors, and approval processes. Track budgets and conduct internal planning and coordination. Ensure alignment with regulatory requirements and client expectations. 	<ul style="list-style-type: none"> Budget and workplan development Budget vs progress tracking Client Progress Meeting facilitation Internal strategy meetings Receipts and Invoice processing Contractor and vendor coordination 	\$15,800
9. REPORTING + EVALUATION	<ul style="list-style-type: none"> Track outputs and outcomes across outreach channels and tactics. Provide key performance indicators (KPIs, metrics, and insights to inform ongoing optimization. Provide an Annual report with metrics, insights, and accomplishments. 	<ul style="list-style-type: none"> Progress reports as needed Annual Report 	\$10,839
10. CONDUCT BI-ANNUAL BEHAVIOR + AWARENESS SURVEY	<ul style="list-style-type: none"> Survey planning and alignment Questionnaire refinement Survey programming and deployment Data collection and analysis Reporting and insights 	<ul style="list-style-type: none"> Updated questionnaire Topline Results Final Report Presentation Deck 	\$37,536



Projected Budget Over Contract Term

FY 2026/27 funding for marketing and the required bi-annual survey is \$187,536, to be encumbered after July 1, 2026.

FY 2027/28 funding for marketing is anticipated in \$150,000 to be encumbered after July 1, 2027.

FY 2028/29 funding for marketing and the required bi-annual survey is anticipated in \$187,536 to be encumbered after July 1, 2028.

FY 2029/30 funding for marketing is \$150,000 to be encumbered after July 1, 2029.

Funds are to be encumbered on the above annual basis pending Council approval and confirmation of participation of the Sacramento Stormwater Quality Partnership. No work shall be begin on fiscal year activities until approval has been provided by the project manager that the fiscal year budget was approved.

