

RICHARDSON'S BAY REGIONAL AGENCY

STAFF REPORT

For the meeting of May 9, 2024

To: Board of Directors
From: Brad Gross, Executive Director
Subject: Amendment #2 of Contract between Progress Public Affairs, LLC (PPA) and RBRA for Outreach and Education, and Delegate to Executive Director authority to enter into amendments to this Contract Subject to Counsel Approval as to form.

STAFF RECOMMENDATION:

Receive report from staff and approve Contract Amendment #2, and Resolution 24-06, extending the contract term for one year and increasing the contract amount by \$90,000 for public outreach and education.

Motion: Approve Resolution 24-06 for a one-year contract extension for Progress Public Affairs, LLC as consultant to Richardson Bay Regional Agency for public outreach and education, and delegate the Executive Director to execute a contract amendment with the Contract term extended to June 30, 2025, and the maximum amount payable under this Contract for this period not to exceed Three Hundred Thousand dollars (\$300,000), plus reimbursable expenses.

SUMMARY:

At the meeting of November 10, 2022, this Board approved a Professional Services Contract (PSA) for public affairs services as set forth in the attached PSA. The initial term of this contract was November 14, 2022, through June 30, 2023.

At the meeting of June 8, 2023, this Board approved Contract Amendment #1 to extend the term of the contract from June 30, 2023 to June 30, 2024 and increase the maximum amount of the Contract from \$120,000 to \$210,000.

Public relations and communications provided by PPA have been efficient and effective. Since the execution of the Contract, weekly plans have been submitted along with weekly video meetings with staff to discuss plans and expectations. Deliverables from PPA have been consistent and professional, and staff are available and responsive.

Over the last year, PPA has developed a quarterly RBRA newsletter, an annual RBRA "round up," assisted with the development of the new and updated RBRA website, revamped the PowerPoint presentation used at public meetings and successfully navigated RBRA through numerous positive press encounters.

This level of outreach must be maintained as RBRA continues to work towards the goals of the BCDC Agreement. Over the next few years, it is imperative that RBRA continues to proactively communicate with taxpayers and the varied stake holders about important programs. These programs include the protection and restoration of eelgrass, and the successful Temporary Housing Voucher Program and Vessel Buyback Program; all while maintaining and improving the navigational waterways, open waters, and shoreline of Richardson Bay.

Therefore, staff is requesting authorization for the Executive Director to execute Contract Amendment #2, extending the maximum term of this Contract through June 30, 2025, unless otherwise extended. Additionally, the maximum amount payable to PPA under this Contract shall not exceed Three Hundred Thousand dollars (\$300,000), plus reimbursable expenses. All other terms and conditions of the Contract, not specifically modified, amended, or superseded herein, shall continue in full force and effect.

It should be noted, the Environmental Protection Agency Grant, awarded in 2023 and managed by Coastal Policy Solutions (CPS) has an 'Outreach and Education' line item. RBRA continues to rely on CPS for technical components of the grant performance and the Outreach and Education plan while collaborating with PPA. These efforts will continue through FY25 with the assistance of PPA.

FISCAL IMPACT:

FY25 final budget includes a line item for outreach and education for \$90,000.

As noted, the EPA grant has \$66,000 dedicated to reimbursing RBRA staff expenditures for outreach and education over the four-year project. The potential allocations for FY25 could be as much as \$16,500, and though we do not yet know how these allocations will be applied, this could reduce the cost of this contract to RBRA.

Attachments:

- Attachment 1: RBRA/PPA Agreement
- Attachment 2: RBRA/PPA Contract Amendment #2
- Attachment 3: DRAFT Resolution 24-06