



AGENDA MEMORANDUM

Future Item for the City Council Meeting of November 11, 2014
Action Item for the City Council Meeting of November 18, 2014

DATE: October 27, 2014

TO: Ronald L. Olson, City Manager

THRU: Gustavo Gonzalez, P.E., Assistant City Manager, Public Works and Utilities
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THRU: Valerie H. Gray, P.E., Interim Executive Director, Public Works
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FROM: Lawrence Mikolajczyk, Director, Solid Waste Operations
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Solid Waste Operations Department Contract for Anti-Litter Program and Media Campaign
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CAPTION:

Motion ratifying expenditures of \$106,017.15 incurred through the advertising firm of Bucket Works, and authorizing the City Manager to execute an addendum to the Bucket Works contract for additional expenditures not to exceed \$20,000 to complete the ongoing anti-litter campaign.

PURPOSE:

The purpose is to ratify expenditures totaling \$106,017.15 incurred with the advertising firm of Bucket Works, as part of the Solid Waste Operations Department effort to reduce litter through education, marketing, and media advertisement. To complete the ongoing anti litter campaign, authorization is sought to incur additional expenditures with Bucket Works not to exceed \$20,000.

BACKGROUND AND FINDINGS:

The Solid Waste Operations department entered into a Phase I contract for professional fees of \$47,300 with Bucket Works, in February 2014 to develop and administer the City's anti-litter campaign. Phase II was to be an amendment to the original contract.

Under the Phase I services, the City has incurred additional expenses of \$58,717.15 (\$46,487.15 for media purchases and fees, and \$12,230 in professional fees) for a total amount of \$106,017.15. The entire amount is well within the budgeted amount. The \$46,487.15 is an overage Bucket Works spent primarily on media buying fees that were programmed to be billed directly to the City.

An additional amount of \$12,230 over the original contract amount was a Phase II activity that was spent in Phase I. Total expenses incurred to date is \$106,017.15.

This item furthers authorizes an additional \$20,000 in professional services and media fees to complete Phase II of the The "Leave it better than you found it" anti-litter campaign.

ALTERNATIVES:

1. Approve the above motion to ratify expenditures incurred and extend the services of Bucket Works.
2. Do not approve. (Not Recommended)

OTHER CONSIDERATIONS:

The use of the Communication Department and other advertising agencies will be considered for future anti-litter campaigns and other Solid Waste Department initiatives.

CONFORMITY TO CITY POLICY:

Conforms to City Fiscal Policy

EMERGENCY / NON-EMERGENCY:

Non-Emergency

DEPARTMENTAL CLEARANCES:

Management and Budget, Finance, City Attorney

FINANCIAL IMPACT:

Operating Revenue Capital Not applicable

Fiscal Year: 2014-2015	Project to Date Expenditures (CIP only)	Current Year	Prior Years	TOTALS
Line Item Budget		\$225,000.00	\$92,850.88	\$317,850.88
Encumbered / Expended Amount		\$13,166.27	\$92,850.88	\$106,017.15
This item		\$20,000.00	\$0	\$20,000.00
BALANCE		\$191,833.73	\$0	\$191,833.73

Fund: General Fund, Solid Waste Administration, Professional Services Account

Comments: A balance payments not to exceed \$20,000 to Bucket Works will fund professional services and media buying fees associated with the ongoing anti-litter education and outreach campaign.

RECOMMENDATION:

Approval if this item is recommended.

LIST OF SUPPORTING DOCUMENTS:

Bucket Works Contract Addendum
 Bucket Works Litter Ordinance Education Campaign