



Legislation Text

File #: 24-2048, **Version:** 1

To: Board of Supervisors

From: John Kopchik, Director, Conservation and Development

Report Title: Contract with Stephen Groner Associates, Inc. to develop Illegal Dumping Public Outreach Campaign

Recommendation of the County Administrator Recommendation of Board Committee

RECOMMENDATIONS:

APPROVE and AUTHORIZE the Conservation and Development Director, or designee, to execute a contract with Stephen Groner Associates, Inc., in an amount not to exceed \$220,000, to develop and implement a comprehensive public outreach campaign focused on reducing illegal dumping in the unincorporated area for the period July 1, 2024 through December 31, 2024.

FISCAL IMPACT:

No impact to the County General Fund. (100% Clean California Grant Funding)

BACKGROUND:

On February 1, 2022, the Board of Supervisors adopted Resolution No. 2022/41 approving and authorizing the Director of Public Works and Conservation and Development Director, or their designee, to execute all documents necessary to implement and secure payment for Clean California Local Grant Program (CCLGP) administered by the California Department of Transportation (Caltrans). The CCLGP is a competitive statewide program created to beautify and clean up local streets and roads, tribal lands, parks, pathways, transit centers and other public spaces.

In 2022, the County received CCLGP funding to undertake various infrastructure and non-infrastructure projects throughout its unincorporated areas. Among the non-infrastructure tasks is the Illegal Dumping Public Outreach Campaign. The primary goal of this campaign is to significantly reduce illegal dumping in unincorporated Contra Costa County through various methods, including but not limited to:

- a. Promote and encourage residents to actively participate in proper waste disposal practices and report instances of illegal dumping.
- b. Increase resident utilization of the Mobile Citizen App to report illegal dumping activities in the County.
- c. Educate residents about the availability of established waste management services for proper disposal of various materials.
- d. Increase utilization of the bulky item pick-up services and/or extra waste pick-ups offered upon request at no additional charge for residential solid waste collection customers within the County's unincorporated franchise areas.
- e. Highlight the adverse effects of illegal dumping in Contra Costa County, emphasizing the costs incurred

by taxpayers and the environment.

- f. Communicate the role and responsibility of property owners concerning illegal dumping on their premises.

In April 2024, Stephen Groner Associates, Inc. (SGA) was selected to lead the campaign through a competitive Request for Proposal (RFP) bidding process. SGA will be responsible for developing creative assets, strategically deploying them throughout the County, and evaluating the campaign's effectiveness. The campaign will include a range of strategies encompassing both electronic and print media in English and Spanish to meet the campaign's goals.

To utilize CCLGP funds to implement the grant funded Public Outreach Campaign task, staff is seeking authorization to enter into a contract with Stephen Groner Associates Inc. for their outreach and marketing services.

CONSEQUENCE OF NEGATIVE ACTION:

If execution of the recommended agreement is not authorized, the County would be unable to use the Clean California Grant funds awarded to develop and implement the Illegal Dumping Public Outreach Campaign.