

AGENDA NOTE – HRPDC EXECUTIVE COMMITTEE MEETING

ITEM #14: CONSULTANT SERVICES CONTRACT – MARKETING AND PUBLIC RELATIONS CONSULTANT SERVICE FOR ASKHRGREEN.ORG

SUBJECT:

Authorize contract renewal for Cahoon & Cross to provide public relations and marketing consulting services on environmental education matters.

BACKGROUND:

At the June 16, 2011 Executive Committee Meeting, the HRPDC authorized the Executive Director to contract with Cahoon & Cross for public relations and marketing consultant services to askHRgreen.org, coordinated by HRPDC staff. This was a continuation of work over the previous year, which focused on conducting market research, web-based public information, social media and public relations.

The contract will include additional optional tasks as designated by the four separate subcommittees of askHRgreen.org and will be paid for from the budgets of those subcommittees. The subcommittees comprising askHRgreen.org are:

Water Awareness
Stormwater Education
Recycling and Beautification
FOG Education & Technical

Contract Amount: Up to \$100,000 for askHRgreen efforts. Total payments to Cahoon & Cross may exceed \$100,000 to cover additional services requested by the four subcommittees through individual task orders funded by the subcommittees.

Period of Performance: July 1, 2012 through June 30, 2013

General Scope of Work: To provide public relations and marketing consulting services for askHRgreen.org and associated activities.

This project is funded by the localities through the Regional Stormwater Management Program, Regional Water and Wastewater Programs and HR CLEAN.

RECOMMENDED ACTION:

Authorize the Executive Director to execute a contract with Cahoon & Cross to provide consultant services as needed in FY13.