

Northern Nevada Water Planning Commission

STAFF REPORT

DATE: February 1, 2018

TO: Chairman and Members, Northern Nevada Water Planning Commission (“NNWPC”)

FROM: Jim Smitherman, Water Resources Program Manager

SUBJECT: Discussion and possible approval of a recommendation from the Regional Effluent Management Team to approve a scope of work from Data Instincts Public Outreach Consultants, and funding in an amount not to exceed \$25,000 from the Regional Water Management Fund (“RWMF”), for the first phase of communication and outreach advice and assistance related to regional effluent management planning; if approved, authorize the Program Manager to execute an Agreement with Data Instincts for that purpose; and possible direction to staff.

SUMMARY

In April 2016, the Regional Effluent Management Team (the "Team") presented a report on the development of a phased feasibility program to demonstrate treatment technologies and evaluate whether advanced treatment of effluent and groundwater replenishment offers long-term regional benefits. Program elements include community outreach, State regulatory framework, treatment technology, pilot testing, hydrologic investigations and field-scale demonstration projects.

Implementation of the feasibility program is underway and the Team has determined that consultant assistance concerning communication and outreach is required in the very near future. Data Instincts Public Outreach Consultants is uniquely qualified because of its extensive experience with similar efforts in California and other states. In addition, the firm’s principal, Mr. Mark Milan, is a member of the Water Research Foundation, Independent Advisory Panel, which is advising and assisting the Team and other local agency staff to implement the various phases of the feasibility program.

The attached scope of work is intended to provide for timely initiation of the first phase of assistance, and will be followed by a more robust proposal to be considered by the NNWPC for possible recommendation to the Western Regional Water Commission (“WRWC”) for inclusion in the FY 2018-2019 budget.

BACKGROUND

The Team, consisting of technical staff from the City of Reno, the City of Sparks, Washoe County and the Truckee Meadows Water Authority, has been meeting since April 2014 to discuss regional effluent management issues. In 2016, the development and initiation of the feasibility program marked a significant step forward in regional effluent management. Since then, staff and Team members have provided reports from time to time to keep the NNWPC

apprised of progress and to request funding for feasibility program activities such as the Advanced Water Treatment Technologies Demonstration project, currently underway at UNR.

FISCAL IMPACT

If approved, the fiscal impact to the RWMF will be \$25,000. Adequate budget authority exists in the Fiscal Year 2017–2018 budget, located in Fund Group 766, Fund 7066, Account Number 710100, Professional Services, Cost Object WP310200.

RECOMMENDATION

Staff recommends that the NNWPC approve the proposed scope of work and funding, in an amount not to exceed \$25,000, from the RWMF; authorize the Program Manager to execute an Agreement with Data Instincts for that purpose; and provide further direction to staff, as appropriate.

JS:jd

Attachment



SCOPE OF WORK

Phase I: Consulting services to provide communication and outreach advice and assistance as may be required for the Northern Nevada Feasibility Study

This scope of services provides for consultations, on an “as needed” basis, from Consultant [Data Instincts (Mark Millan), to the Northern Nevada Water Planning Commission (NNWPC) staff for the purpose of responding to public relations and communication related issues. The consultant will provide guidance and assistance in:

- Assist with developing outreach material and PowerPoints
- Developing outreach messages and public awareness strategies for responding to and informing the public
- Provide assistance and guidance in best practices for public awareness, methods of disseminating information, and education strategies to minimize misinformation
- Establishing the Commission and its member agencies as the reliable source of information regarding the Feasibility Study
- Listening to stakeholders concerns and assisting with appropriate responses
- Providing graphic and informational support
- Provide knowledge, research pertinent data, draft concepts, suggest strategies, and outreach mediums as may be needed to respond to inquiries and concerns

As warranted the Consultant shall develop communications materials and cost estimates for considered outreach approaches in coordination with staff on an as needed basis. These may involve a variety of collateral materials such as fact sheets, PowerPoint presentations, informational updates, educational materials, guidelines, letters, and e-mail broadcasts. In such instances, additional estimates will be provided.

Prepare conceptual implementation plan, to include a work-flow type diagram to illustrate the steps and timing/duration of messaging/outreach efforts.

This phase of effort not to exceed: \$25,000

Completion Date: December 31, 2018