

SWEETWATER AUTHORITY

Legislative Affairs and Communications Committee

January 16, 2025



Consideration to Amend JPW Communications Agreement for an Additional \$183,000 Resulting in a Not-to-exceed Amount of \$258,000

RECOMMENDATION

Staff recommends that Governing Board approve an amendment to the JPW Communications agreement for an additional \$183,000, resulting in a not-to-exceed amount of \$258,000.

OVERVIEW

JPW Communications has been supporting the Authority's public outreach efforts related to the Sweetwater Reservoir water quality results.

As part of the U.S. Environmental Protection Agency (EPA) mandated Fifth Unregulated Contaminant Monitoring Rule (UCMR-5) sampling, the Authority found that some of the per- and polyfluoroalkyl substances (PFAS) exceed the State's reporting limit, but not the action limit. Exceeding the reporting limit requires the Authority to notify its customers of the data results.

JPW Communications would continue supporting the Authority on a variety of activities such as public workshops, development and update of PFAS information, and coordination with local media. Attachment 1 includes JPW Communications proposal. The proposal provided is for support through December 2025.

FISCAL IMPACT

Budget for JPW Communications is available under the Management Consulting budget.

NEXT STEPS

1. Approve the Agreement amendment with JPW Communications for an additional \$183,000 resulting in a not-to-exceed amount of \$258,000.
2. Other direction as determined by the Governing Board.

Staff Contact:

Carlos Quintero, General Manager

SUPPORTING INFORMATION**Attachment**

JPW Communications Proposal

Strategic Plan

Strategic Plan Goal No. 4 – Customer Service, Citizen Engagement and Community Relations. Objective CS1.