

Council Agenda Bill

AB Number

AB25-099

Agenda Bill Information

Title*

Agreement for Consultant Services with Herrera for Community Based Social Marketing Campaign - National Pollutant Discharge Elimination System (NPDES)

Action*

Motion

Council Agenda Section

Committee Report

Council Meeting Date*

10/27/2025

Staff Member

Patrick Fry

Department*

Public Works

Committee

Parks and Public Works

Committee Date

10/21/2025

Exhibits

Packet Attachments - if any

Herrera 25 CBSM_Contract.docx	65.83KB
Exhibit A_SoW.docx	62.74KB
Exhibit B_Budget.pdf	48.06KB

Summary

Introduction*

Brief summary.

This agenda bill seeks council approval to select Herrera Consulting for professional support services of the National Pollutant Discharge Elimination System (NPDES) Stormwater permit. The proposed Phase II scope of work is a continuation and expansion of the contract that council approved in May, 2025. This scope of work is to run the community based social marketing campaign through 2026, completing the education and outreach requirement of the NPDES stormwater permit.

Proposed Motion

Move to approve Agreement for Consultant Services with Herrera Environmental Consultants for the Community Based Social Marketing Campaign

Background/Overview*

What was done (legislative history, previous actions, ability to hyperlink)

The NPDES is a national program established by the Clean Water Act that requires municipalities to manage

stormwater discharges, educate the public, and rehabilitate impaired watersheds.

The stormwater permit is an evolving document, with requirements that build upon previous years' submittals. For this reason, it is imperative that the City stay on top of the yearly requirements to avoid falling behind from compounding issues.

Council approved an on-call contract with Herrera in 2017 for NPDES Permit Support and related fields. Herrera was contracted in September 2021 by the City to bring the City into compliance with the 2019- 2024 NPDES stormwater permit and again in May of 2025 to assist in maintaining compliance with the permit, specifically fields that staff are lacking expertise in. As part of the 2024-2029 permit, the effectiveness of the previous behavior change campaign must be evaluated as well as continuing the existing campaign, or implementing a new behavior change campaign.

During Summer of 2025, the previous behavior change campaign was evaluated, and a new plan was drafted based on the shortcomings of the previous campaign. This contract is to fulfill the NPDES Education & Outreach requirement of the 2024-2029 permit cycle.

Analysis*

A requirement of the 2024-2029 NPDES Stormwater permit is to complete a behavior change campaign within the community to improve the stormwater awareness and practices within the jurisdiction. As part of the 2019-2024 permit cycle, the City ran a campaign on natural lawn care with the intent on reducing pollutants used in lawn care resulting in less chemicals ending up in the local watershed.

The 2024-2029 campaign intends on building upon the natural lawn care campaign. The purpose of this plan is to continue engagement using the recommendations and findings from the 2020 campaign to identify informational materials and outreach activities that will elevate community awareness and increase engagement around stormwater impacts in their community. This plan includes a strategy, tactics, and schedule for the city to implement a behavior change campaign through a city-led demonstration lawn, a 'pledge' commitment campaign, and seasonally appropriate education materials.

Budgetary Status*

Funds have already been authorized in the current biennial budget.

Budget Summary

Administration recommends approving a contract with Herrera Consulting for professional support services in the amount of \$81,663 related to the City's NPDES permit. The City budgeted \$2,546,682 for Stormwater Operations (#403) services in the 2025-2026 Biennial Budget. With \$889,123 currently expended and \$147,156 in outstanding contract value, the City has \$1,510,403 remaining for the biennium. After incorporating the \$81,663 contract into the forecast, \$1,428,740 remains for services expenditures. See the table below or on the next page. Therefore, sufficient appropriation exists within the 2025-2026 Biennial Budget (Stormwater Operations Services #403) to fund the contract.

This contract will be funded in part by a \$130,000 biennial grant from the Department of Ecology for the administration of the NPDES contract, which was not incorporated into the budget and will be added in a future amendment. Considering the \$130,000 grant, the proposed contract of \$81,663, a preexisting contract of

\$68,600, and \$10,151 in current related spending, the City will be responsible for paying \$30,414 from City resources to meet the terms of the NPDES permit.

Fiscal Impact

Amount of Expenditure	Amount Budgeted	Appropriation Requested
\$81,663.00	\$2,546,682.00	\$0.00

Fiscal Impact Screenshot

Stormwater Operations Services (#403)	
2025-26 Biennial Budget	
Beginning Budget	\$ 2,546,682
Expenditures	\$ (889,123)
Outstanding Contract Value <i>(Previously Approved)</i>	\$ (147,156)
Current Available Budget	\$ 1,510,403
Cost of AB25-099	\$ (81,663)
Available Budget after AB25-099	\$ 1,428,740