



City of Norman, OK

Municipal Building
Council Chambers
201 West Gray
Norman, OK 73069

Master

File Number: K-1718-86

File ID: K-1718-86	Type: Contract	Status: Consent Item
Version: 1	Reference: Item 14	In Control: City Council
Department: Public Works Department	Cost: \$3,000.00	File Created: 11/21/2017
File Name: Contract with CompaCreative for Lake Thunderbird Watershed Branding Project		Final Action:

Title: CONTRACT K-1718-86: A CONTRACT BY AND BETWEEN THE CITY OF NORMAN, OKLAHOMA, AND COMPA CREATIVE IN THE AMOUNT OF \$3,000 FOR THE DESIGN OF A LOGO, WEBSITE, AND BRANDING PACKAGE FOR LAKE THUNDERBIRD WATERSHED TOTAL MAXIMUM DAILY LOAD (TMDL) PUBLIC EDUCATION INITIATIVES.

Notes: ACTION NEEDED: Motion to approve or reject Contract K-1718-86 with Compa Creative in the amount of \$3,000; and, if approved, authorize the execution thereof.

ACTION TAKEN: _____

Agenda Date: 12/05/2017

Agenda Number: 14

Attachments: Contract, Requisition

Project Manager: Carrie Evenson, Stormwater Engineer

Entered by: amy.shepard@normanok.gov

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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Text of Legislative File K-1718-86

Body

BACKGROUND: The Oklahoma Department of Environmental Quality (ODEQ) issued the Total Maximum Daily Load Report (TMDL) for Lake Thunderbird (Lake) and its watershed on November 13, 2013. The goal of the establishment of this TMDL is for the water in Lake Thunderbird to meet state and federal Water Quality Standards (WQS). The report identifies two beneficial uses that the Lake does not meet (referred to as nonattainment): Warm Water Aquatic Community and Public and Private Water Supply. This nonattainment is due to impairment in three categories of measurement: turbidity, dissolved oxygen and chlorophyll-a.

Certain pollutants in the water have a detrimental effect on these parameters for the Lake. The City is required to reduce the amounts of these pollutants discharged within its Municipal Separate Storm Sewer System (MS4). The pollutants of concern for monitoring purposes are Total Nitrogen (TN), Total Phosphorus (TP), and Total Suspended Solids (TSS). Modelling of the Lake and its watershed was done by ODEQ to determine the Waste Load Allocations (WLAs) for the three cities in the watershed, Norman, Moore and Oklahoma City.

The City of Norman has a vested interest in a successful program as Lake Thunderbird serves as Norman's primary drinking water source. The Cities of Moore and Oklahoma City must also comply with the TMDL; however, neither of these cities use Lake Thunderbird as a source for their drinking water.

All three cities were required to develop and submit Compliance and Monitoring Plans by November 13, 2015. Norman's Compliance and Monitoring Plans (Plans) were developed by Olsson Associates and endorsed by the City Council on October 27, 2015, through Resolution R-1516-25. The Plans were submitted to the ODEQ for review and approval on November 5, 2015. After several discussions with ODEQ, a final response to ODEQ's comments and revised Plans were submitted to ODEQ on July 22, 2016. ODEQ approved Norman's revised Plans on September 21, 2016, and they were adopted by Council on October 25, 2016.

On November 9, 2016, representatives from the Cities of Norman, Moore, and Oklahoma City met to discuss forming a Technical Workgroup consisting of personnel in each City's stormwater program with TMDL compliance-related duties. The goal of this workgroup is to share information and leverage resources for the benefit of each city. At the workgroup's quarterly meetings, one item that was discussed involved public education and engagement. Each city has committed to public education activities as part of its Compliance Plan. Because this is a common element to each, the workgroup discussed working together on a unified brand for the Lake Thunderbird watershed. This will allow each city to leverage resources and produce template documents and a website that can be used by each city to satisfy its public education commitments. A Memorandum of Understanding between the Cities of Norman, Moore, and Oklahoma City, Contract K-1718-85, will be presented to Council as a companion item to this contract.

DISCUSSION: Three quotes were obtained from Trifecta Communications, Compa Creative, and VI Marketing. Each of the firms contacted for quotes have experience working with local stormwater programs in Oklahoma on related advertising campaigns, including the Cities of Moore and Oklahoma City as well as the Central Oklahoma Stormwater Alliance. Compa Creative was selected as the lowest bidder. Compa Creative is based in Norman and has worked on a number of local initiatives including local business rebranding processes and civic club fundraisers. The Principal for Compa Creative, Dane Heins, is a member of Environmental Control Advisory Board and has received ADDY Awards for Graphic Design and Video Production.

Staff has negotiated a contract with Compa Creative to develop a unified brand to be used to satisfy the public education efforts required by each City's Compliance Plan. This Council action is to approve Contract No. K-1718-86 with Compa Creative for the creation of a logo, theme, color scheme, a website, and other related marketing items to assist in creating a cohesive branding scheme.

If approved, funds for these services will be paid from the FYE 2018 General Fund, Public Information (account 010-5025-431.30-15). The Cities of Oklahoma City and Moore will reimburse the City of Norman for one-third of the contract amount as part of a Memorandum of Understanding, Contract K-1718-85, which allows each party to share the costs associated with the Compa Creative contract and use all elements of the branding scheme for its own TMDL-related public education and outreach efforts.

RECOMMENDATION: Staff recommends approval of Contract K-1718-86 with Compa Creative for the creation of a logo, theme, color scheme, a website, and other related marketing items to assist in creating a cohesive branding scheme for Lake Thunderbird Watershed TMDL public education initiatives in the amount of \$3,000.