



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Carl W. Mosher

SUBJECT: SEE BELOW

DATE: 6-7-04

Approved

Date

SUBJECT: FIFTH AMENDMENT TO CONSULTANT AGREEMENT WITH GLS RESEARCH

RECOMMENDATION

It is recommended that the City Council approve the fifth amendment to the consultant agreement with GLS Research to revise the scope of services and to extend the term of service by six months from June 30, 2004 to December 31, 2004, at no additional cost to the City.

BACKGROUND

The Marketing Communications Unit (MarCom) of the Environmental Services Department (ESD) is responsible for implementing public outreach campaigns that promote recycling and waste reduction, watershed protection, water recycling and wastewater flow reduction. Market research services are used to evaluate outreach effectiveness and customer satisfaction or to provide data as the basis for making program service improvements. This amendment to the agreement with GLS Research will enable MarCom to obtain market research consulting services designed to develop a database information system to support outreach to multi-family dwelling (MFD) property managers and residents.

ANALYSIS

This amendment to the agreement with GLS Research will enable ESD to continue to contact property managers of condominiums and apartment complexes and gather information on demographic composition of the complex, residents' language preferences, property manager e-mail address, facility manager phone and e-mail address, and the individual unit numbers at the complex.

GLS will compile this information in a database that can be used to track recycling performance at each of the 3,400 MFD complexes in San José. With access to mailing addresses for all MFD residents, the City and GreenTeam of San Jose, provider of garbage and recycling services to all MFDs, will, for the first time, be able to contact MFD residents directly about program services on a par with the level of outreach service provided to residents of single-family homes.

The initial compilation of data from GreenTeam's service list, the City's MFD ratepayers list, and the City's property owner list as well as database design has taken one month. In the meantime, GLS Research is developing the phone script for contacting property managers as well as the questionnaire packet that will be mailed to the property manager of each complex. Telephone contacts will begin in June. Since several rounds of phone contacts are anticipated to reach property managers, the database project will need several months to complete. Therefore, an extension of time is requested through the end of December.

PUBLIC OUTREACH

Public outreach is not necessary for this recommendation.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, City Manager's Budget Office, Risk Management, and Planning, Building and Code Enforcement Department.

COST IMPLICATIONS

This is a time extension only to an existing agreement with no additional cost. Funding for this contract is included in the adopted 2003-2004 Operating Budget and has already been encumbered.

The tasks performed under this consultant contract protect the vital core service of managing recycling and garbage services that are part of the Environmental and Utility Services CSA.

BUDGET REFERENCE

| Fund # | Appn # | Appn. Name | RC # | Total Appn. | Amount for Contract | 2003-2004 Adopted Operating Budget Page | Last Budget Action |
|--------|--------|------------------------|----------------------------|-------------|---------------------|---|--------------------------|
| 423 | 0762 | Non-Personal/Equipment | 100184 | 4,256,111 | 208,643.75 | 195 | 10/14/03, Ord. No. 26997 |
| 513 | 0762 | Non-Personal/Equipment | 100165 100181 100184 | 30,185,706 | 10,181.25 | 195 | 2/17/04, Ord. No. 27074 |
| | | Total | | | 218,825.00 | | |

CEQA

Not a project.

CARL W. MOSHER
Director, Environmental Services Department