



Office of the County Executive

Monroe County, New York

Adam J. Bello
County Executive

August 6, 2021

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Committee Assignment
ENV. & PUB. WORKS - I
WAYS & MEANS

To The Honorable
Monroe County Legislature
407 County Office Building
Rochester, New York 14614

Subject: Authorize a Contract with Causewave Community Partners, Inc. for the Implementation of a Stormwater Community Education Program

Honorable Legislators:

I recommend that Your Honorable Body authorize a contract with Causewave Community Partners, Inc. ("Causewave") in the amount of \$60,000 for implementation of the Stormwater Community Education Program for the period of January 1, 2021 through December 31, 2021, with the option to renew for four (4) additional one-year terms in an amount not to exceed \$60,000 per year.

The contract with Causewave will allow work to continue on the Stormwater Community Education Program that is commonly referred to as the H2O Hero Program. Causewave's services will involve the continuation of the H2O Hero Program including technical assistance with implementing the H2O Hero public education campaign, and strategic planning; audit of current creative materials; website review and editing; development of new educational pieces; public survey and assistance with new outreach strategies such as digital and outdoor advertising and public engagement and outreach.

It has been determined that Causewave is a sole source provider for these services because it owns the intellectual property rights to the H2O Hero brand. Causewave's marketing expertise and knowledge, commitment to capacity building for their nonprofit clients, and the existing working relationship with the Monroe County Stormwater Program, provide added value to the program.

The specific legislative action required is to authorize the County Executive, or his designee, to execute a contract, and any amendments thereto, with Causewave Community Partners, Inc., 274 N. Goodman Street, Suite B269, Rochester, New York 14607, for implementation of the Stormwater Community Education Program in the amount of \$60,000 for the period of January 1, 2021 through December 31, 2021, with the option to renew for four (4) additional one-year terms in an amount not to exceed \$60,000 per year.

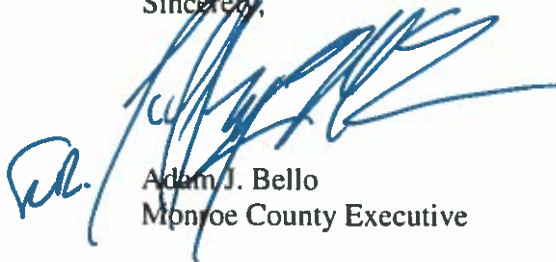
This action is a Type II Action pursuant to 6 NYCRR § 617.5(c)(26) (“routine or continuing agency administration and management, not including new programs or major reordering of priorities that may affect the environment”) and is not subject to further review under the State Environmental Quality Review Act.

Funding for this contract is included in trust fund 9626, Stormwater Coalition Dues. No additional net County support is required in the current Monroe County budget.

Causewave Community Partners, Inc. is a not-for-profit agency, and the records in the Office of the Monroe County Treasury have indicated that it does not owe any delinquent Monroe County property taxes.

I recommend that this matter be referred to the appropriate committee(s) for favorable action by Your Honorable Body.

Sincerely,

A handwritten signature in blue ink, appearing to read 'A. Bello', is written over the typed name and title.

Adam J. Bello
Monroe County Executive

AJB:db