

Item #:	
Fiscal Impact:	<u>\$71,500</u>
Funding Source:	<u>Storm Water Utility</u>
Account #:	<u>36-7532-40310</u>
Budget Opening Required:	<u>No</u>

ISSUE:

A resolution approving an agreement with J-U-B Engineers, Inc. to develop a customized storm water community education and outreach plan for West Valley City residents and businesses.

SYNOPSIS:

West Valley City is required by the Utah Department of Environmental Quality to have a Public Education and Outreach element in its Storm Water Management Program, one that is targeted to specific residential and business audiences. The objective is to increase community engagement and change public behavior to reduce storm water pollution.

BACKGROUND:

J-U-B Engineers was the only firm to respond to the City’s Request for Proposals to develop a Storm Water Public Education and Business Training Incentive Program. Nevertheless, J-U-B Engineers and their sister company The Langdon Group have a unique combination of storm water expertise and public information ability that makes them well-suited for this work.

Under this contract, J-U-B will develop a customized community education and outreach plan specifically for West Valley City’s residential and business demographics. To understand what stakeholders know about the causes of storm water pollution, what they need to know to make behavioral changes, and what communication and outreach channels will be most effective, J-U-B will conduct individual interviews (22) with representative stakeholders, and phone surveys of both residents (400) and businesses (100).

After approval of the community education and outreach plan by the City, a second agreement with J-U-B is anticipated for plan implementation.

RECOMMENDATION:

City staff recommends approval of the resolution.

SUBMITTED BY:

Russell B. Willardson, P.E., Public Works Director