



PIMA COUNTY

FLOOD CONTROL

MEMORANDUM

DATE: January 27, 2015

TO: C. H. Huckelberry  
County Administrator

FROM:   
Bill Zimmerman  
Deputy Director

SUBJECT: High School Wash Project – Direct Selection Renewal for Public Relations Services

The Regional Flood Control District (District) is requesting approval to utilize the Board of Supervisors' Direct Selection Policy (D29.6.111.C) to renew the public relations services of Kaneen Advertising and Public Relations, Inc. The original contract expired on December 31, 2014. A request for a contract extension was submitted electronically in November 3, 2014, but the final paperwork (hard copy) was not submitted to Procurement. Kaneen has been advised that we do not have a contract and that a new contract will not be retro-active. The original contract was for \$99,715, with \$65,479.97 expended and \$34,235.03 remaining. Based on the anticipated completion date of June 2015, we are requesting a new contract in the amount of \$34,235.03.

The District and the U.S. Army Corps of Engineers (Corps) are constructing the last increment of the Tucson Drainage Project on High School Wash at 8<sup>th</sup> Street from 4<sup>th</sup> Avenue to Tucson High School. This project requires direct and continual communication with adjacent neighborhoods, the Fourth Avenue Merchants, Tucson High School, the parents and students from Tucson High, and City of Tucson public services such as police, fire, parking, trash and others due to the closure of 8<sup>th</sup> Street and the intersecting streets of Hoff, 3<sup>rd</sup> Avenue and Bean Avenue. The original March 2014 start date was delayed due to construction modifications, negotiations, and the manufacturing of the 48" waterline; the project did not begin until June 3, 2014. Rain and re-sequencing of the construction schedule due to the late start in order to accommodate Tucson Water's requirements has created additional delays.

Kaneen has been extremely helpful in disseminating information to all of the affected parties and minimizing impacts and confusion during construction while maintaining a rapport with the neighborhoods, businesses, and the various City of Tucson departments.

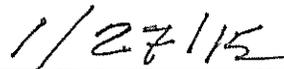
If you have any questions, please let me know.

SS/tj

- c: John Bernal, Deputy County Administrator – Public Works
- Suzanne Shields, P.E., Director – Regional Flood Control District
- Larry Robison, Division Manager – Regional Flood Control District

APPROVED / DENIED

  
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Chuck Huckelberry, County Administrator

  
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Date

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