



CITY COUNCIL STAFF REPORT

ITEM NO. 6.5

DATE: June 22, 2026

TO: Honorable Mayor and City Council

FROM: Carl Brown, Public Works Director

SUBJECT: Resolution awarding and authorizing the execution of a professional services agreement with Gigantic Idea Studio, Inc. to develop and carry out professional outreach campaign services for the City of Livermore’s recycling and organics diversion outreach campaign in an amount not-to-exceed \$680,000 for a 5-year term ending June 30, 2031.

RECOMMENDED ACTION

Staff recommends the City Council adopt a resolution awarding and authorizing the execution of a professional services agreement with Gigantic Idea Studio, Inc. to develop and carry out professional outreach campaign services for the City of Livermore’s recycling and organics diversion outreach campaign in an amount not-to-exceed \$680,000 for a 5-year term ending June 30, 2031.

SUMMARY

The Environmental Services Division of the Public Works Department oversees outreach to Livermore residents to increase recycling and organics diversion from landfills and comply with state and county laws. The outreach begins with lid flips of residential carts bi-annually to help shape effective messaging. An outreach toolkit is created based on results from the lid flips and includes digital and printed outreach, public service announcements, the LivermoreRecycles.org website, and outreach featuring Binny, the City’s organics mascot. The goal is to increase residential participation in the recycling and food scrap collection program to maintain the City Council’s goal of 75% waste diversion and promote proper sorting of materials. It also facilitates compliance with outreach and education requirements of Senate Bill 1383.

On April 7, 2026, City staff issued a Request for Proposals (RFP) to develop and carry out the professional outreach campaign for the City’s recycling and organics diversion programs. Six proposals were received. Staff has completed our review of the proposals received and recommends awarding the agreement to Gigantic Idea Studio, Inc. (GIS).

DISCUSSION

The Environmental Services Division of the Public Works Department has contracted with consultants to develop and create a professional outreach toolkit to educate Livermore residents on the City’s recycling and organics diversion programs. The outreach begins with lid flips of residential carts bi-annually to

observe and record cart contents. The results are provided in a detailed report and help shape messaging that keep outreach materials relevant and effective. The outreach toolkit includes creation and promotion of digital and printed outreach such as newsletter content, social media posts, public service announcements, maintaining and updating the LivermoreRecycles.org website, and creating a variety of outreach featuring Binny, the City’s organics mascot which also includes in person Binny appearances at community events.

The goal of the outreach is to inform residents about recycling and organics diversion programs, increase participation in the programs, and promote proper sorting of materials. Increased participation maintains the City Council’s goal of 75% waste diversion from the landfill. The outreach helps the City meet the requirements of state and county laws including Senate Bill 1383 which requires programs to divert organics from the landfill and provide education on the organics diversion program to customers.

On April 7, 2026, the City issued an RFP for consultant services to develop and carry out a professional outreach campaign for the City’s recycling and organics programs. The City received six proposals. Four proposals provided hourly rates for staff, not a full cost of service as requested in the RFP. Pricing for the two responsive proposals is summarized in the table below

Consultant	Total Cost of Services
Blue Strike Environmental	\$636,556
Gigantic Idea Studio	\$677,250

The selection process included a review of the proposals and reference checks. The criteria used for evaluation included:

- The proposers understanding of the requested services;
- Qualifications of the proposing firm in providing the requested services; and,
- The value of services proposed.

The total cost of services proposed by Blue Strike Environmental did not include costs for media placements, which would include a 15% markup fee, and annual increases to hourly rates of 5% for future years. Gigantic Idea Studio, Inc. was determined to be the best value based on total cost of service, expertise, and its depth of knowledge of Livermore’s recycling and organics diversion outreach programs.

Staff recommends the City Council adopt a resolution awarding and authorizing the execution of a professional services agreement with Gigantic Idea Studio, Inc. to develop and carry out a professional outreach campaign services for the City of Livermore’s recycling and organics diversion outreach campaign in an amount not-to-exceed \$680,000 for a 5-year term ending June 30, 2031.

FISCAL AND ADMINISTRATIVE IMPACTS

Funding for this agreement is paid by non-General Fund resources for Fiscal Year 2026-27 and will not impact the General Fund in future fiscal years. Additional funding from the ongoing revenue funds will be budgeted for in future fiscal years.

COMMUNITY PILLAR

3: Environmental Stewardship

GOAL

2: Manage the City's Recycling Program

ATTACHMENTS

1. Resolution
2. Exhibit A - Gigantic Idea Studio Agreement

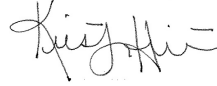
Prepared by: Anna Zamboanga
Recycling Specialist

Approved by:



Marianna A. Burch
City Manager

Fiscal Review by:



Kristen Hilton
Acting Administrative Services Director