

AGENDA


**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

July 5, 2016 – 9:30 a.m.
1960 La Costa Avenue, Carlsbad, CA 92009

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
 - A. Authorize the General Manager to execute Task Order No. 2 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$49,950. (Pages)
5. **Information Items**
 - A. Facebook Update (verbal)
 - B. Customer comment on “Wet Wipes Don’t Belong in the Toilet” article in the Spring newsletter. (verbal)
6. **Directors’ Comments**
7. **General Manager’s Comments**
8. **Adjournment**

MEMORANDUM

DATE: June 30, 2016
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager
SUBJECT: Public Information Services Task Order No. 2



RECOMMENDATION:

Staff requests that the Community Affairs Committee recommend that the Board of Directors:

1. Authorize the General Manager to execute Task Order No. 2 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$49,950.
2. Discuss and take action, as appropriate.

DISCUSSION:

LWD entered into an agreement with RTP on March 9, 2016 to provide public information services to the District for an initial 3 year period. Task Order #1 of this agreement was effective March 9, 2016 - June 30, 2016.

Staff has negotiated the scope of work and fee for Task Order No. 2 with RTP and it includes services that are most important to LWD's public information program. Specific tasks include:

- project management services;
- drafting and designing of newsletter(s);
- assisting staff in maintaining and updating LWD's website as required;
- assisting staff in maintaining and updating LWD's Facebook as required;
- developing project outreach and construction relations media, as required; and
- assisting with industry outreach and speakers' bureau program.

As can be seen, many of the services to be provided are part of LWD's ongoing outreach efforts. Staff believes these items are important for keeping LWD's public information efforts current, as well as enhancing LWD's ability to provide timely information to the media and the public. The total proposed fee for Task Order No. 2 is \$49,950. Sufficient funds have been included in the FY17 budget to cover these expenses.

Proposed Task Order No. 2 which includes the Scope of Work and a budget detailing anticipated expenses is attached for the CAC's review.

th:PJB

Attachment

**TASK ORDER NO. 2
TO THE AGREEMENT BETWEEN
THE LEUCADIA WASTEWATER DISTRICT
AND RISING TIDE PARTNERS (RTP)
FOR PROVIDING PUBLIC INFORMATION SERVICES**

Ref: 16-5061

This Task Order No. 2 to the AGREEMENT is made and entered into this 13th day of July, 2016 by and between the LEUCADIA WASTEWATER DISTRICT, hereinafter referred to as DISTRICT, and RISING TIDE PARTNERS, hereinafter referred to as CONSULTANT.

WHEREAS, the DISTRICT and CONSULTANT entered into an initial three year AGREEMENT on March 9, 2016 for Public Information Services; and

WHEREAS, the DISTRICT has determined it would be most efficient to amend the AGREEMENT to allow CONSULTANT to provide specific public information services critical to the DISTRICT.

NOW THEREFORE, in consideration of their mutual promises, obligations and covenants hereinafter contained, the DISTRICT and CONSULTANT agree to amend the AGREEMENT as follows:

ARTICLE 2: SERVICES TO BE PERFORMED BY CONSULTANT

The Scope of Work is for the period July 1, 2016 to June 30, 2017 shall include the services described in Attachment A.

ARTICLE 4: COMPENSATION

Compensation for all work performed under Task Order No. 2 shall be calculated on a time and material basis. Compensation for the services described in Attachment A shall not exceed Forty-nine Thousand Nine Hundred Fifty Dollars (\$49,950). This amount shall not be exceeded unless there is a change in the scope of work and/or additional authorization by the DISTRICT, in writing and agreed to by both parties.

All other provisions of the original AGREEMENT shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties hereto caused this Task Order to be executed the day and year first written above.

RISING TIDE PARTNERS

LEUCADIA WASTEWATER DISTRICT

By: _____
Jared Criscuolo
President

By: _____
Paul J. Bushee
General Manager

ATTACHMENT A

SCOPE OF WORK FOR PUBLIC INFORMATION SERVICES

July 1, 2016

DESCRIPTION OF SERVICES

The services included within this scope of work consist of the design and development of certain public information elements important to Leucadia Wastewater District. These services include a focus on LWD's commitment to environmental protection, financial stability, and excellent customer services, staying abreast of technology, low sewer service rates, and efficiencies in operations. The services included are those specifically required by the District.

I. SCOPE OF SERVICES

Based on our experience with similar public information projects, the following scope of services describes the tasks anticipated for LWD's Public information Program in Fiscal Year 2017:

TASK 1 – Review Existing Public Information Program

1. As-needed/periodic review of effectiveness of LWD public outreach efforts.
2. Review the Communications Plan every 6 months for improving and realigning the effectiveness of task items.

TASK 2 - NEWSLETTER

1. Draft and manage the design, printing and mailing of up to two District newsletter(s).
2. Meet with Community Affairs Committee up to two times for each newsletter.

TASK 3 – MAINTAIN WEBSITE AND UPDATE FACEBOOK

1. Build Facebook Audience
2. Develop creative taglines for Facebook ads; generate content/posts and schedule posts to ensure communications reflect current and relevant information.
3. Provide monthly operations updates on Facebook and website
4. Update website with new photos
5. Script and develop video(s) for LWD's website or Facebook.
 - ❖ Potentially engaging maintenance and operational work, blog posts, personalities, first person "Vlog" (video blog) productions, and development of small-scale "hands on" assets about the plant.
 - ❖ Vlog/videos would focus on the individuals/staff members, their knowledge base, and commitment to the local environment.
6. Copyedit the website and create visual assets to help streamline existing website text.

TASK 4 – PROJECT OUTREACH

1. Draft and outreach for press releases and media alerts, mailers to residents adjacent to major construction projects and other pipeline installations.
2. Create generic road signs to notify commuters of upcoming work.
3. Create portable signs for the vector trucks/cleaning crews in order to alert motorists to work being done and help contribute to a safer work environment in the field.

TASK 5 – DEVELOP SPEAKERS BUREAU

1. Outreach to local and state level agencies, industry groups, environmental or public interest organizations, trade groups and other interested and relevant organizations.

TASK 6 – INDUSTRY OUTREACH

1. Draft award applications for various local industry, regulatory, and community awards, and releasing information to relevant organizations about awards won by LWD.
2. Announcing partnerships, special initiatives, investments and efforts undertaken by LWD to improve operations and local water quality.

II. FEES AND CONDITIONS

The Services described in Section I. above, will be provided on an hourly rate basis in accordance with the current RISING TIDE PARTNERS Standard Rate Schedule with a not to exceed upper limit of \$49,950.

RISEING TIDE
PARTNERS

Task Order	Task Subcategories	Rate	Overhead	Hourly Rate	Annual Hours	Budget Total
Task 1 Review Existing Public Information Program						\$900.00
	Public Outreach Strategist	\$75.00	20%	\$90.00	10.00	\$900.00
Task 2 Newsletters						\$7,380.00
	Public Outreach Strategist	\$75.00	20%	\$90.00	22.00	\$1,980.00
	Copy Editor	\$125.00	20%	\$150.00	20.00	\$3,000.00
	Graphic Design	\$100.00	20%	\$120.00	20.00	\$2,400.00
Facebook						\$23,280.00
	Public Outreach Strategist	\$75.00	20%	\$90.00	52.00	\$4,680.00
	Content Research, Generation and Scheduling	\$50.00	20%	\$60.00	260.00	\$15,600.00
	Web Developer (Drupal)	\$50.00	20%	\$60.00	50.00	\$3,000.00
Task 4 LWD Project Outreach						\$11,100.00
	Public Outreach Strategist	\$75.00	20%	\$90.00	10.00	\$900.00
	Research	\$50.00	20%	\$60.00	80.00	\$4,800.00
	Copy Editor	\$125.00	20%	\$150.00	20.00	\$3,000.00
	Graphic Design/Layout	\$100.00	20%	\$120.00	20.00	\$2,400.00
Task 5 Develop Speakers Bureau						\$2,700.00
	Public Outreach Strategist	\$75.00	20%	\$90.00	30.00	\$2,700.00
Task 6 Industry Outreach						\$4,590.00
	Public Outreach Strategist	\$75.00	20%	\$90.00	51.00	\$4,590.00
Total RTP Task Orders Budget						\$49,950.00