


AGENDA
COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT

June 2, 2015 – 9:30 AM
1960 La Costa Avenue, Carlsbad, CA

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
 - A. Authorize the General Manager to execute Task Order No. 5 to the TRG & Associates Public Information Services Agreement in an amount not to exceed \$34,090. (Pages 2-5)
 - B. Flushable Wipes Issue. (verbal)
5. **Information Items**

None.
6. **Directors' Comments**
7. **General Manager's Comments**
8. **Adjournment**

MEMORANDUM

DATE: June 4, 2015
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Public Information Services Task Order No. 5

RECOMMENDATION:

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

1. Authorize the General Manager to execute Task Order No. 5 to the TRG & Associates Public Information Services Agreement in an amount not to exceed \$34,090.
2. Discuss and take action, as appropriate.

DISCUSSION:

LWD entered into an agreement with TRG & Associates on March 9, 2011 to provide public information services to the District for an initial 3 year period. Task Order #1 of this agreement was effective March 9, 2011 - June 30, 2012; Task Order #2 was effective July 1, 2012 – June 30, 2013 and Task Order #3 was effective July 1, 2013 – June 30, 2014.

On March 12, 2014, the Board of Directors extended the TRG & Associates contract for an additional 2 year period to March 8, 2016.

In June, 2014, Task Order #4 was approved for the period July 1, 2014 – June 30, 2015. The purpose of this agenda item is to consider Task Order #5 for the period July 1, 2015 – March 8, 2016.

Staff has negotiated the scope of fee for Task Order No. 5 with TRG & Associates and it includes services that are most important to LWD's public information program. Specific tasks include:

- project management services;
- drafting and designing of two newsletters;
- assisting staff in maintaining and updating LWD's website as required;
- drafting and designing one fact sheet, as required;
- developing project outreach and construction relations media, as required; and
- assisting with industry outreach.

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. 5 is \$34,090. Sufficient funds have been included in the FY 2016 budget to cover these expenses.

Proposed Task Order No. 5 which includes the Scope of Work and a budget detailing anticipated expenses is attached for the CAC's review.

cal:PJB

Attachment

**TASK ORDER #5
SCOPE OF WORK FOR
PUBLIC INFORMATION SERVICES
July 1, 2015 – March 8, 2016**

Ref: 15-4469

DESCRIPTION OF SERVICES

The services included within this scope of work consist of the design and construction of certain public information elements critical to Leucadia Wastewater District. The services included are those specifically required by the District.

I. SCOPE OF SERVICES

The following scope of services describes the tasks anticipated for this phase of LWD's Public information Program.

TASK A – PROJECT MANAGEMENT

1. Meet with LWD staff/Community Affairs Committee, as required
2. Attend LWD Board meetings as needed (to take photos or do presentations).
3. Ongoing communications with LWD staff and monthly activity reports and any other administrative activities.

TASK B - NEWSLETTERS

1. Draft and manage the design, printing and mailing of one newsletter.
2. Meet with Community Affairs Committee up to two times to coordinate newsletter production.

TASK C – MAINTAIN AND UPDATE WEBSITE

1. Review website, recommend new website content and organization
2. Oversee new graphics for redesigned website
3. Meet with staff and selected website contractor as needed.

TASK D – FACT SHEETS AND MATERIALS

1. Review existing fact sheets and recommend changes and/or additions
2. Draft and manage the design and printing of one fact sheet, as required.
3. Review media kit folders and update, as required
4. Develop new materials (such as newspaper advertisements) as needed

TASK E – PROJECT OUTREACH

1. Draft, print and distribute construction notices, as required.
2. Draft and distribute news releases, as required.
3. Draft text and design road construction signs, as required.
4. Plan, coordinate and staff one small event as directed by LWD staff
5. Assist staff with marketing and promotion of School Grant Program and publicize and research other outreach avenues with local schools
6. Develop recommendations for other community outreach activities.

TASK F – SPEAKERS BUREAU

1. Review and update Speakers Bureau presentation and other presentation materials as needed.
2. Research community groups, draft and distribute presentation request letters for LWD staff or board members.
3. Provide speaker training for staff or Board members as needed.

TASK G – INDUSTRY OUTREACH

1. Assist LWD staff in drafting and submitting award nominations to industry organizations.
2. Assist LWD staff in drafting and submitting industry conference presentations and papers.

II. FEES AND CONDITIONS

The Services described in Section I. above, will be provided on an hourly rate basis in accordance with the current TRG & ASSOCIATES Standard Rate Schedule with a not to exceed upper limit of \$34,090.

	A	B	C	D	E	F	G
1		TRG & Associates Public Outreach Budget					
2		Draft 2016 Budget through March 2016.					
3			TRG Principal	TRG Staff	Envall Des.	Expenses	Total
4			\$150	\$105	\$80		
5	Task A.	Project Management	30	15	0	\$200.00	\$ 6,275.00
6							
7	Task B.	Newsletters (Twice Yearly)	36	16	36	\$100.00	\$ 10,060.00
8							
9	Task C.	Maintain and Update Website	16	18	0	\$100.00	\$ 4,390.00
10							
11	Task D.	Fact Sheets and Materials	12	12	10	\$100.00	\$ 3,960.00
12							
13	Task E.	Community Outreach	24	18	0	\$100.00	\$ 5,590.00
14							
15	Task F.	Speaker's Bureau	6	4	0	\$65.00	\$ 1,385.00
16							
17	Task G.	Industry Outreach	12	6	0	\$0.00	\$ 2,430.00
18							
19						Total	\$ 34,090.00
20							