

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

Thursday, March 7, 2019 – 10:00 a.m.
1960 La Costa Avenue, Carlsbad, CA 92009

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
 - A. Contract Amendment No. 2 to Rising Tide Partners for Public Information Services.
(Pages 2-5)
5. **Information Items**

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

MEMORANDUM

DATE: February 28, 2019
TO: Community Affairs Committee (CAC)
FROM: Paul J. Bushee, General Manager 
SUBJECT: **Contract Amendment No. 2 to Rising Tide Partners for Public Information Services**

RECOMMENDATION:

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

1. Authorize the General Manager to execute a one year contract Amendment with Rising Tide Partners (RTP) for Public Information Services Agreement in an amount not to exceed \$44,910.00.
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 and the agreement includes language to extend the contract. Staff believes that executing the contract for additional year is in the best interest of the District.

Staff has negotiated the scope of work and fee with RTP. It includes similar services as the prior task orders that are most important to LWD's public information program. These specific tasks are:

- ❖ Draft newsletter ideas and graphic design work for the District newsletter(s);
- ❖ Assist staff with maintaining and updating LWD's website *as required*;
- ❖ Assist staff with maintaining and updating LWD's Facebook *as required*;
- ❖ Develop project outreach and construction relations media, *as required*; and
- ❖ Develop, create, and edit video content for LWD's use on social media/website.

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 Amendment No. 2 is \$44,910.00. Sufficient funds have been included in the FY19 budget to initiate this project and additional funds will be budgeted in the FY20 budget to complete it.

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

th:PJB

Attachment

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

Ref: 19-6570

This Amendment No. 2 to the AGREEMENT is made and entered into this 9th day of March, 2019 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 March 9, 2019 to March 8, 2020 shall include the services described in Attachment A.

ARTICLE 4: COMPENSATION

Compensation for all work performed under Amendment No. 2 shall be calculated on a time and material basis. Compensation for the services described in Attachment A shall not exceed Forty-Four Thousand Nine Hundred Ten Dollars (\$44,910). 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 Amendment No. 2 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

March 9, 2019 – March 8, 2020

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 2019 and a portion in Fiscal Year 2020:

TASK 1 - NEWSLETTER

1. Draft Newsletter ideas and manage the graphic 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 2 – UPDATE FACEBOOK AND MAINTAIN WEBSITE

1. Continue to Build Facebook Audience and Focus on Engaging Community Members
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

TASK 3 – PROJECT OUTREACH

1. Draft and outreach for media alerts to residents adjacent to major construction projects and other pipeline installations.
2. Assist with the Teacher Grant Program.
3. Develop written and visual components to creative assets including but not limited to maps, fliers, door hangers, signs, or other as needed media for print and digital publication.

TASK 4 – VIDEO OUTREACH

1. Script and develop video(s) for LWD's website, Facebook, and other outreach channels.
 - i. Short videos to cover a variety of issues including but not limited to blockages, improper disposal, maintenance and field services work,

capital improvement projects, personalities, and development of small-scale "hands on" assets about the plant.

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 \$44,910.00.