Long Beach Water
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Board of Water Commissioners
May 14, 2020 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Authorize the General Manager to execute the first-year renewal option and issue a Purchase Order with JPW Communications for an amount not to exceed $50,000, for strategic communications services for one year with the option to renew two additional one (1) year periods at the same annual rate.

Executive Summary:

The Long Beach Water Department desires to issue a Purchase Order agreement to JPW Communications as a result of being chosen under a Request for Qualifications (RFQ) for communications and graphic design services.

JPW Communications assists the department with its strategic communications needs, including research, analysis and implementation of any strategic communications planning.

In 2019, staff issued a Request for Qualifications (RFQ) soliciting Statements of Qualifications (SOQ) for five predominant categories, including graphic design services, marketing campaigns, social media creative content, strategic communications planning and digital platforms maintenance and support, whereby five vendors have been selected to provide public affairs services for various on-call projects based upon their specialty and expertise.

This RFQ was issued with a goal to engage multiple vendors in Purchase Order agreements who can assist with the department's many communications projects and strategies. The total contract term, including renewals, would not exceed 48 months.

Staff Recommendation:

Authorize the General Manager to execute the first-year renewal option and issue a Purchase Order with JPW Communications for an amount not to exceed $50,000, for strategic communications services for one year with the option to renew two additional one (1) year periods at the same annual rate.

Fiscal Impact: Expenditures for this contract will occur during FY 20 and FY 21. FY 20 expenditures are subject to fiscal availability and will be issued on a task-order basis. Funds are available in FY 21 Budget for these services.

B. Anatole Falagan — 5/5/2020
B. Anatole Falagan — Date
Assistant General Manager

Christopher J. Garner — 5/6/20
Christopher J. Garner — Date
General Manager

Attachment

Attachment – Summary of Communications Consultants Tasks

Circlepoint

- Monthly social media development and management
- Data-driven social media advertising campaigns
    - Healthy Sewers – reached 76,204 social media users within targeted boundaries
    - Follower campaign – resulted in more than 500 followers to LBWD social accounts
- Digital and social education and behavior change strategy; developing a culture of water use efficiency

JPW Communications

Strategic Communications Research, Development and Implementation

Research Conducted:

- Communications Audit
- Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis
- One-on-One Stakeholder Interviews – 11
- Focus Groups – 3
- Customer Survey – 250 responses

Next Steps: Key Findings Presentation with Board, Development and Implementation

TLG Marketing

Digital and Graphic Services

- Redevelopment of lbwater.org website and ongoing support
- Redevelopment and ongoing support of program microsites
- Event marketing and promotion – CBR Crawls, L2G Tours, Hotels Roundtable
- Program graphic and digital assets – DIME, AMI

We The Creative

Smaller Project Creative Services

- Annual Consumer Confidence Report
- Brochures/flyers

DeGrave PR

No task-order issue needed this year

Future work: strategic communications implementation and multicultural (Spanish) communications outreach services