



Long Beach Water

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Board of Water Commissioners

September 17, 2020 Board Meeting

1800 E. Wardlow Road, Long Beach, CA 90807-4931
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CHRISTOPHER J. GARNER, General Manager

Subject:

Authorize the General Manager to revise the scope of work for the Agreement with the Historical Society of Long Beach "Water Changes Everything" Education Program Payment 3.

Executive Summary:

On May 16, 2019 the Board entered into a partnership with the Historical Society of Long Beach (HSLB) regarding its "Water Changes Everything" exhibit and water education and engagement for a total of \$15,000.

The agreement outlined a scope of work and deliverables at different points in the contract and payments upon the completion of delivery. HSLB has completed the first set of deliverables and have been paid \$10,000.

As staff and HSLB were working towards the second set of deliverables that were dependent on public, in-person participation, COVID-19 hit and the program was halted. The last part of the contract outlined items that are no longer able to be completed due to COVID-19; such as the community panel event, an accompanying video and "pledges" of water-saving behaviors after visiting the HSLB exhibit, which has now been closed due to public health and safety guidelines.

The Agreement was set to be a year-long partnership starting on June 1, 2019 and ending on June 1, 2020 upon specified delivery of content. However, there is still one remaining payment of \$5,000 to be paid upon completion of deliverables.

In lieu of the in-person, public participation deliverables, staff and HSLB have worked together to propose a 3-part email marketing series that captures the goals of the original deliverables, while still reaching out to a large audience digitally instead of in-person.

The content of the e-blast series presents a past, present and future outlook about water, while also adding some timely and current messages about public health and safety and how water quality and water use efficiency play into this. LBWD staff will work with HSLB on content, and HSLB will fact-check historical content and provide photo archive support from the exhibit into the e-mail marketing series.

The Attachment specifies revised deliverables and scope of work.

Staff Recommendation:

Authorize the General Manager to revise the scope of work for the Agreement with the Historical Society of Long Beach "Water Changes Everything" Education Program Payment 3.

Fiscal Impact: The total FY 20-21 cost of the remaining payment will be \$5,000 to the Water Fund.



B. Anatole Falagan
Assistant General Manager

9/8/2020
Date


Christopher J. Garner
General Manager

9/8/20
Date

Attachment

Historical Society of Long Beach (HSLB) “Water Changes Everything” Education Program

Revised

Payment Schedule & Deliverables:

Payment 1 (Completed) - June 1, 2019: \$5,000 (start of contract)

Payment 2 (Completed) - January 15, 2020: \$5,000

Deliverables:

- One (1) :60 social media video produced and delivered to LBWD on a brief history of water use in the city
- Report containing survey responses for July – December and pledges for water use efficiency actions
- Three (3) 20x30 inch portable display panels representing LBWD key messages and imagery from the exhibition, cobranded with LBWD and HSLB logos
- One (1) community panel discussion regarding history of water and water use efficiency

Payment 3 (Not Completed) - June 1, 2020: \$5,000

Original Deliverables:

- One (1) :60 social media video produced and delivered to LBWD on water supply reliability and importance of water use efficiency for our futures
- Report containing survey responses from December – June and pledges of water use efficiency actions
- One (1) community panel discussion regarding history of water and water use efficiency
- Email addresses of those who have signed up to take a pledge/survey throughout the length of the exhibit for Long Beach Water’s future marketing of programs

Revised Deliverables:

- 3-part e-mail marketing series to support the Water Changes Everything exhibit and LBWD key messages. HSLB will send out one part of the series each week for a total of 3 weeks via their e-blast platform.

Past Key Messages:

- History of pandemics/health crises or events
- Early health initiatives (water safety)
- How public health and water safety has evolved

Present Key Messages:

- High-quality and reliable drinking water
- Your drinking water is safe
- Sustainability lifestyles

Future Key Messages:

- Future of water supply
- Bridging history, present and future together
- Responsibility