



Long Beach Water

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Board of Water Commissioners

April 14, 2022

CHRISTOPHER J. GARNER, General Manager

Subject

Authorize the General Manager to execute the third and final renewal option and issue a Purchase Order with We The Creative for an amount not to exceed \$15,000, for graphic design services for one year.

Executive Summary

The Long Beach Water Department desires to execute the third and final renewal option and issue a Purchase Order agreement to We The Creative as a result of being selected under a Request for Qualifications (RFQ) for communications and graphic design services.

We The Creative assists the department with its graphic design needs for smaller projects such as flyers, brochures, and reports.

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.

Attached is a summary of key tasks/efforts provided by the consultant in coordination with LBWD staff.

Recommendation

Authorize the General Manager to execute the third and final renewal option and issue a Purchase Order with We The Creative for an amount not to exceed \$15,000, for graphic design services for one year.

Fiscal Impact: The cost to the Water Fund will be incurred during FY 22 and FY 23 with the actual annual amounts unknown at this time, but the total amount will not exceed the contract total of \$15,000. These costs are included in the Water Fund FY 22 Budget and will be included in the FY 23 Budget.

B. Anatole Falagan
Assistant General Manager

Christopher J. Garner
General Manager

Attachment

CIRCLEPOINT

- Monthly social media calendar development and management; tracking and monitoring metrics
- Data-driven social media advertising campaigns
 - Healthy Sewers Campaign – reached 67,079 social media users within targeted boundaries with new video campaign, a 30% improvement in reach compared to last year
- Revitalized LiveH2OLB campaign with new branding, website design and content, making it easier for users to access water-saving tips, programs, and resources
- Developed partner toolkits and created storyboards for CSULB partnership to expand outreach efforts beyond social media
- Updated LBWD mascot Conservin’ Mervyn and created additional water-wise characters to promote different LBWD water-saving programs
- Revised LBWD’s social media approach to include more features of LBWD employees, programs and engaging videos, maintaining consistent engagement and follower numbers across accounts

JPW COMMUNICATIONS

Strategic communications research, development and implementation (multi-year project)

- Conducted research to inform strategies
- Conducted Board workshop to collect goals and key messages direction
- Completed Strategic Communications Master Plan development

Next Steps: Continue implementation

TLG MARKETING

Digital and graphic services

- Ongoing support of lbwater.org website
- Videography and photography services – community engagement videos have helped us inform and educate community members during the pandemic while in-person engagement has been suspended
- Redevelopment and ongoing support of program microsites; currently updating Certified Blue Restaurant site
- Event marketing and promotion – CBR Crawls, L2G Tours, Hotels Roundtable
- Graphic design services for program materials and utility bill newsletter

DEGRAVE COMMUNICATIONS, INC.

- Repayment campaign messaging, strategy and graphics for residential and business audiences
- Future work: strategic communications implementation and multicultural (Spanish) communications outreach services

WE THE CREATIVE

Smaller Project Creative Services

- Annual Consumer Confidence Report
- Brochures/flyers/L2G program manuals