

Communication and Graphic Design Services Renewals

Board of Water Commissioners

April 14, 2022



Long Beach Water
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Background

2019 Request for Qualifications (RFQ)

- Graphic design services
- Marketing campaigns
- Social media content
- Strategic communications
- Digital platforms maintenance and support

Five selected from 20 Statement of Qualifications (SOQ)

- Circlepoint
- JPW Communications
- TLG Marketing
- DeGrave Communications
- We The Creative



Where We Are

- Current agreements expire in May 2022
- Board approved option for three one-year renewals
- Staff requesting final renewal for all five contracts
 - **Item 4** Circlepoint
 - **Item 5** JPW Communications
 - **Item 6** TLG Marketing
 - **Item 7** DeGrave Communications
 - **Item 8** We The Creative



Circlepoint

One year renewal, not to exceed \$125,000

- Social media calendar, monitoring, ad campaigns
 - Healthy Sewers video campaign reached 67,079, 30% improvement
 - Campaign on Long Beach Water employees, behind the scenes
- LiveH2OLB campaign; new branding, website design, content
- Partner toolkits and storyboards for CSULB partnership
- Conservin' Mervyn update, new characters

JPW Communications

One year renewal, not to exceed \$40,000

- Strategic communications research, development and implementation (multi-year project)
 - Conducted research to inform strategies
 - Board workshop to collect goals and key messages direction
 - Completed Strategic Communications Master Plan
- **Next steps:** continue implementation



TLG Marketing

One year renewal, not to exceed \$50,000

- Ongoing support, updates for lbwater.org website, microsites
- Videography and photography services
- Event marketing and promotion
- Graphic design services for program materials

DeGrave Communications

One year renewal, not to exceed \$20,000

- Repayment campaign messaging, strategy and graphics
- Strategic communications implementation
- Spanish communications outreach services

We The Creative

One year renewal, not to exceed \$15,000

- Smaller project creative services
- Annual Consumer Confidence Report
- Brochures, flyers, program manuals



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