



Long Beach Water

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Board of Water Commissioners
May 13, 2021 Board Meeting

CHRISTOPHER J. GARNER, General Manager

Subject:

Authorize the General Manager to execute the second, one-year, renewal option and issue a Purchase Order with JPW Communications for an amount not to exceed \$40,000 for strategic communications services for one year.

Executive Summary:

The Long Beach Water Department desires to issue a Purchase Order agreement to JPW Communications as a result of a current contract in place with the existing firm. The contract, as originally approved, allows for three (3) one-year renewals in total. This is the second renewal with one more renewal left in the total contract, not to exceed 48 months in full.

JPW Communications assists the department with its strategic communications needs, including research, analysis and implementation of any strategic communications planning, as a result of being chosen under a Request for Qualifications (RFQ) for communications and graphic design services.

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 were selected to provide public affairs services for various on-call projects based upon their specialty and expertise.

Please refer to the Attachment to view a summary of key tasks/efforts the consultant has been engaged on with LBWD staff.

Recommendation/Fiscal Impacts:

Authorize the General Manager to execute the second, one-year, renewal option and issue a Purchase Order with JPW Communications for an amount not to exceed \$40,000 for strategic communications services for one year.

Fiscal Impact: The cost to the Water Fund will be incurred during FY 21 and FY 22 with the actual annual amounts unknown at this time, but the total amount will not exceed the contract total of \$40,000. These costs are included in the Water Fund FY 21 Budget and will be included in the FY 22 Budget.



B. Anatole Falagan
Assistant General Manager

5/6/21

Date



Christopher J. Garner
General Manager

5/6/21

Date

Attachment

Attachment – Summary of Communications Consultants Key Tasks/Efforts

Circlepoint

- Monthly social media calendar development and management; tracking and monitoring metrics
- Data-driven social media advertising campaigns
 - Healthy Sewers – reached 51,689 social media users within targeted boundaries
- Revised LBWD's social media approach to include more engaging, video content that increased 800 more followers to LBWD's platforms
- Digital and social education and behavior change strategy; developing a culture of water use efficiency with LiveH2OLB campaign; refresh coming summer 2021
- COVID-19 crisis communication; messaging strategy and graphics support

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

Next Steps: Development and 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
- Event marketing and promotion – CBR Crawls, L2G Tours, Hotels Roundtable (in normal years)
- Graphic design services for program materials and utility bill newsletter

We The Creative

Smaller Project Creative Services

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

DeGrave PR

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