



# Communications Consultants

May 13, 2021



# Background

- 2019: Staff issued RFQ to solicit bids from qualified vendors for 5 categories:
  - Graphic design services
  - Marketing campaigns
  - Social media creative content
  - Strategic communications planning
  - Digital platforms maintenance and support
- Goal for staff to have a menu of vendors to choose from for various services needed for the public affairs functions





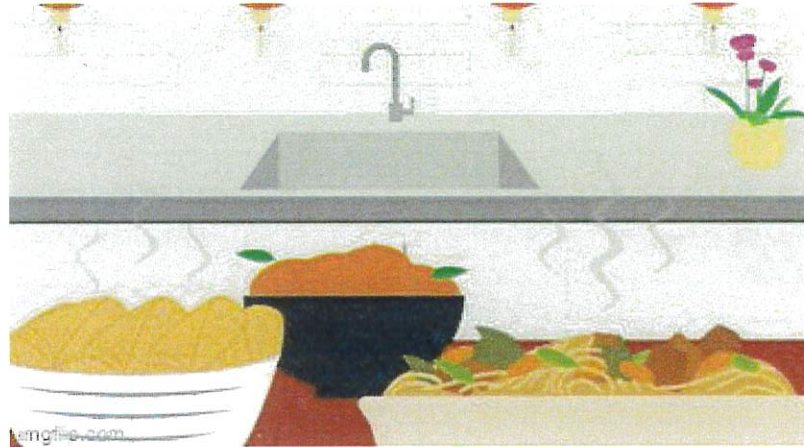
# Chosen Consultants

- Circlepoint
  - Daily communications needs, social media creative content and marketing campaigns
- JPW Communications
  - Strategic communications needs, including research, analysis and implementation
- TLG Marketing
  - Digital communications needs and website maintenance
- DeGrave Communications
  - Creative content development, smaller campaigns and multicultural outreach
- We The Creative
  - Graphic design services (brochures, reports, mailers)



## Past Year's Efforts: Circlepoint

- Monthly social media calendar development and management
- Data-driven social media advertising campaigns
- Strategic social media approach
- Social education and behavior change strategy
- COVID-19 crisis communication



# Past Year's Efforts: JPW Communications

- Strategic Communications Master Planning
  - Research
  - Development
  - Implementation
  - Evaluation
- Conducted most recent Board workshop
- Next steps: Development and Implementation





## Past Year's Efforts: TLG Marketing

- Digital and graphic services
- Support of lbwater.org website and program microsites (L2G)
- Videography and photography services



# Past Year's Efforts: DeGrave Communications

- Repayment campaign
- Future work: multicultural outreach





# Past Year's Efforts: We The Creative

## • Annual Water Quality Report

## • Brochures/L2G program manuals


**2019 ANNUAL WATER QUALITY REPORT**
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**Consumer Confident Report 2019**

The Long Beach Water Department is pleased to inform you that your tap water meets all United States Environmental Protection Agency and state of California drinking water standards for 2019.

**A Message From The General Manager**

Dear Customer:

We know there's been a lot of things to worry about lately, just assured that the safety and availability of your tap water is not one of them. The Coronavirus disease 2019 (COVID-19) has no impact on the quality or supply of Long Beach's tap water. LBWD takes our responsibilities to our community very seriously.

To safeguard our continued exceptional water quality for nearly half a million customers, our skilled staff ensure that the water we serve meets or exceeds all federal and state water quality standards. In Long Beach, your water undergoes a multi-stage treatment process and rigorous testing to that your tap water is safe and delicious.

We care about the safety and health of our customers and our community.

To aid residents and businesses financially during the COVID-19 pandemic, Long Beach Water temporarily suspended water shutoffs for nonpayment. The shutoff suspension assured that all residents could continue washing their hands as a necessary precaution to protect themselves against the disease.

While kids and families were staying Safer at Home, Long Beach Water and our partners at Energy Resources and Environmental Services Bureau made our 800 environmental education online resources available for students to learn about water and energy conservation and water reductions from the comfort of their living rooms.

We are proud to provide our customers with reliable, affordable, and exceptional quality drinking water as well as exceptional customer service.

Should you have any questions or concerns, please feel free to call our Water Quality Laboratory at 562.570.2482 for more information. In addition, we always welcome your comments and suggestions at our Board of Water Commissioners meetings. Please visit [lbwater.org](http://lbwater.org) to view the upcoming meeting schedule. We appreciate your reading the annual water quality report.

Thank you for your time and interest.

Sincerely,



Chris Games



**CONSUMER CONFIDENT REPORT**

The Consumer Confident Report, or CCR, is an annual drinking water quality report that the Safe Drinking Water Act (SDWA) requires public water systems to provide each customer. The purpose of the CCR is to inform customers about the quality of their drinking water, where their drinking water comes from, what it takes to deliver water to businesses and homes and the importance of protecting drinking water sources.


LBWD will publish the 2019 CCR electronically at [lbwater.org/annual-water-quality-report](http://lbwater.org/annual-water-quality-report). If you would prefer to receive a hard copy of the CCR, please contact us at 562.570.2482 to request a copy or visit [www.lbwater.org](http://www.lbwater.org) to request a copy.

El Reporte de Confianza de los Consumidores, o CCR, es un informe anual de la calidad del agua potable que la Ley de Agua Potable Segura (SDWA) requiere LBWD para entregar a cada cliente. El propósito de la CCR es para aumentar la conciencia de los consumidores acerca de la calidad de su agua potable, de donde proviene, lo que se necesita para suministrar agua a las empresas y los hogares y la importancia de proteger fuentes de agua potable.

El LBWD publicará el CCR del 2019 electrónicamente en [lbwater.org/annual-water-quality-report](http://lbwater.org/annual-water-quality-report). Si prefiere recibir una copia impresa del reporte CCR, póngase en contacto con LBWD por teléfono al 562.570.2482 para solicitar una copia o visite a una biblioteca de Long Beach en su vecindario.

Consumer Confident Report 2019

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**2019 ANNUAL WATER QUALITY REPORT**
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**Sampling Results**

During the past year, we have tested over 70,000 water samples in order to determine the presence of any radioactive, biological, inorganic, volatile organic, or synthetic organic contaminants. Even though all the substances as these fall into one under the maximum contaminant level (MCL), it is important to include in this report the test of drinking water contaminants detected during the 2019 calendar year. The presence of these substances in the water does not necessarily indicate that the water poses a health risk, unless otherwise noted. The data is reported in this table as from the testing performed from January 1 to December 31, 2019. The State requires us to monitor for certain substances less than once per year because the concentrations of these substances do not change frequently. In these cases, the most recent sample data are included, along with the year in which the sample was taken.

**REGULATED PRIMARY HEALTH STANDARDS, 2019**

PARAMETER (UNIT OF MEASURE)	GOALS	REGULATORY LEVELS				MWD ZONE (114)			BLENDED ZONE (225)			TYPICAL SOURCES OF CONTAMINATION
		PHG (MCL)	MCL	2 <sup>nd</sup> MCL	1 <sup>st</sup> MCL	AVE	MAX	RANGE	AVE	MAX	RANGE	
<b>CLARITY</b>												
Turbidity (NTU)	NA	1.0	1.0	1.0	1.0	0.17	1.01	0.17	0.88	0.17	0.88	Soil Runoff
Subtotal: Annual monthly percent of samples meeting limits = 100%												
<b>MICROBIOLOGY (% POSITIVE)</b>												
Total Coliform Bacteria	0	5%	N/A	N/A	N/A	City Water: Highest Monthly 0.47%, Range 0.0-1.0%	N/A					
<b>INORGANIC CHEMICALS</b>												
Aluminum (ppb)	0.05	100	200	N/A	0.42	100	21	100	2.1	21	0.21	Excess of natural deposits, natural drinking water treatment
Antimony (ppb)	0.004	10	10	10	0.4	2	1.0	2	1.0	1	0.1	Excess of natural deposits, runoff from agricultural and industrial practices
Copper (ppb)	1.3	1.3	1.3	1.3	0.00	1.3	0.00	1.3	0.00	1.3	0.00	Excess of natural deposits, corrosion of pipes
Fluoride (ppm)	1	1	1	1	0.7	0.8	0.7	0.8	0.7	0.8	0.7	Excess of natural deposits, industrial practices
Lead (ppb)	0.01	0.01	0.01	0.01	0.00	0.01	0.00	0.01	0.00	0.01	0.00	Excess of natural deposits, corrosion of pipes
Nitrate (ppm)	10	10	10	10	0.47	10	0.47	10	0.47	10	0.47	Excess of natural deposits, runoff from fertilizers and animal waste

**DISINFECTION BYPRODUCTS AND MAXIMUM RESIDUAL DISINFECTANTS, 2019**

PARAMETER (UNIT OF MEASURE)	GOALS	REGULATORY LEVELS				MWD ZONE (114)			BLENDED ZONE (225)			TYPICAL SOURCES OF CONTAMINATION
		PHG (MCL)	MCL	2 <sup>nd</sup> MCL	1 <sup>st</sup> MCL	AVE	MAX	RANGE	AVE	MAX	RANGE	
Bromate (ppb)	0.1	10	10	10	0.00	10	0.00	10	0.00	10	0.00	Byproduct of drinking water disinfection
Chlorate (ppb)	1.0	10	10	10	0.00	10	0.00	10	0.00	10	0.00	Byproduct of drinking water disinfection
Total Trihalomethanes (TTHM) (ppm)	0.1	0.1	0.1	0.1	0.00	0.1	0.00	0.1	0.00	0.1	0.00	Byproduct of drinking water disinfection
Chlorine (ppm)	4.0	4.0	4.0	4.0	0.47	4.0	0.47	4.0	0.47	4.0	0.47	Drinking water disinfection added during treatment



## Second, One-Year Renewals

- The contracts, as originally approved, allows for three (3) one-year renewals in total.
- These are the second renewals with one more renewal left in the contracts, not to exceed 48 months each contract.
- Services on a task-order basis.
- Costs are included in the Water Fund FY 21 Budget and will be included in the FY 22 Budget.





Long Beach Water  
Exceptional Water - Exceptional Service

