

**Proposed Scope of Work  
For Public Outreach &  
Communication Services  
FY15-16**

**Prepared for:**

Monterey Peninsula Water Management District

**Submitted by:**

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## **Introduction to the Proposed Scope of Work**

Over the past year, the Water Management District has continued to position itself as a true resource in the eyes of the public and the media. Facing a number of highly controversial and problematic issues including the drought, developing alternative water sources, impending CDO and misguided lawsuits, the district has laid the groundwork to continue this positive trend, but the momentum must be sustained for it to continue.

TBC is a full service agency with expertise in multiple disciplines; because we examine a company or organization from a brand perspective, we are able to implement a strategic plan that takes into account many different aspects of current and future messaging. Laying the groundwork in this manner, will ultimately lead a more streamlined and cohesive voice and ensure that the district's key messages are consistent across all platforms.

By bringing this unique skill-set, an unwavering commitment to excellence and a true belief, both personally and professionally, in the goals of the District and this ongoing project, the TBC team is uniquely positioned to effectively manage and facilitate the needs of the MPWMD .

## **Scope of Work**

Upon approval, Thomas Brand Consulting will continue to represent the MPWMD across several areas. These areas, as listed below, constitute the scope and type the work proposed. While there are no changes in the type of work being performed, the individual deliverables will be listed in detail. This list, will be also be presented with the associated "hard costs" of these activities for individual approval as needed.

- **Ongoing Internal Communications Representation**
  - Including Internal community outreach integration facilitated through communications with staff, board of directors, relevant partners and stakeholders to determine the need for publication and/or distribution
- **Ongoing Brand Management & Key Message Development**
  - Regular ongoing meetings with the Monterey Peninsula Water Management District(MPWMD) Board of Directors, its staff and relevant stakeholders to ensure approval of any new, revised or ongoing key message development, as well as branding issues

▪ **Public Relations Tactics**

- Including but not limited to:
  - Press Release Development
  - Media Kit Development
  - Ongoing message-specific campaign to targeted media outlets
  - Updating of any relevant listings in trade, community and other member-based organizations, in which the MPWMD is active or represented
  - Targeted regions: additional local and regional outreach with a focus on areas of significance in relation to current resident or stakeholder base
  - Distribution of press releases to trade publications, trade/business organizations, community groups/advocates and general news outlets
  - Vetting of media inquiries, as well as facilitation and coordination of valuable media opportunities, interviews and FAM tours
  - Tracking, review and clipping of media coverage

▪ **Community Relations & Public Events**

- Outreach and relationship building with current user base, targeted community groups/advocates, stakeholders, relevant local businesses, educational institutions and other potential partners
- Outreach, introductions and relationship building with local, state and federal agencies
- Coordination of regular and special events and promotions geared towards locals and partners as a vehicle to garner increased exposure of your services, programs and projects.
- Regular communication and dissemination of news and promotions to targeted locals, as well as District support groups/committees via email blast capabilities, advertising and in-person contact
- Continued, regular communication, meetings and brainstorming with the MPWMD, its current partners, targeted stakeholders and the community at large
- Identification and facilitation of new community, business and agency partnerships designed to further the goals of the District and support existing projects and programs
- Facilitation of community workshops held in each district to establish an open line of communication between Directors and their constituents

▪ **Social Media**

- Ongoing implementation of the social media communications strategy
- Refreshed and additional content development and postings of relevant material and coverage from and of events, the media and the MPWMD
- Management of your current Social Media presence to ensure consistent messaging and relevant content
- Identification of new and viable platforms to utilize and integrate into the plan including Yelp, You Tube, Twitter, Pinterest, Instagram, etc.
- Outreach to, and integration with, industry blogs and information sources

- **Advertising**
  - Review existing advertising commitments, as well as research and provide strategic counsel as relevant advertising opportunities arise in alignment with agreed upon MPWMD based outreach.
  - Upon receipt from graphic designer/artist/producer, provide appropriate artwork and related materials/information to advertising outlets
  - Manage an advertising schedule to ensure proper placement, per agreed upon contracts
  - Post-buy analysis to ensure agreed upon audience composition, reach and frequency
  
- **Data/Contact Information Collection System**
  - Management of current Data Collection System, MailChimp
  - Continued creation of tactics and themes for future email marketing efforts and the outreach of the MPWMD
  - Continued creation and implementation of data collecting initiatives to increase database totals and targeted reach
  - Creation of industry partnerships to ensure widespread reach of public outreach initiatives
  
- **Coordination of Annual Newsletter/Copywriting**
  - Utilizing agreed upon messaging and information, TBC will oversee the creation of the MPWMD newsletter including creative direction and copywriting as needed.
  - If desired TBC can also design the newsletter or work with your current graphic artist
  - TBC also recommends the coordination of key messages, language and style of the newsletter and your other publications or collateral material
  
- **Specific Initiatives Continued From FY: 14-15**
  - Conservation & Drought Outreach
    - a. Ongoing meetings with CAW regarding joint conservation efforts
    - b. Outreach to Hospitality Industry regarding best management practices
    - c. Postcard to non-CAW users regarding conservation
    - d. Public Outreach to CAW and non-CAW customers
    - e. Continued outreach to multi-family homes and developments
    - f. Email Blasts through Chambers and business associations
    - g. Continued Guest Commentary Series
    - h. Continued Speakers Bureau Series
  
  - Website
    - a. Content creation and updates for both websites
  
  - Ongoing Rebate Program
    - a. Commercial Customer:
    - b. Residential: Development of in-store rebate point of purchase display
    - c. Residential: additional outreach for rebates available to district residents

- **Regular attendance at Board of Directors Meetings & Relevant Events**
- **General Strategic Counsel & Regular Meetings/Communication with MPWMD Board of Directors, Staff, Shareholders, and Project Partners.**

### **Disclosure**

*Thomas Brand Consulting is not party to any former or current ongoing civil or criminal investigation or litigation. At no time has our company defaulted or failed to perform our duties leading to a legal termination of contract.*

### **Specific Deliverables**

Upon the agreement of both parties to the Scope of Work, a schedule of deliverables will be determined based upon an agreed to communications strategy and outreach plan. The tenants of which follow on a separate document

### **Budget**

Per the above outlined Scope of Work, Thomas Brand Consulting, LLC proposes a contractual retainer for 12 months with a range of 30 to 32 hours per month. A \$4100 retainer is proposed for July 1, 2015 through June 30, 2016 totaling \$49,200. All out of scope work unless otherwise agreed upon in writing by both parties shall be billed at \$150 per hour. The costs of any associated media buys or collateral production that would fall under the proposed Scope of Work will be determined upon examination of current programs.

The proposed contract does not include creative expenses such as graphic design, web development, photography, video production, any and all media buys and out of pocket expenses including travel/mileage, printing, postage and items associated with the production of events. Thomas Brand Consulting requires client approval for outside expenses greater than \$150.00.

Upon the approval of the of the agreed upon contract and any additional budget stipulations, work will start on an agreed upon date with the first month's or portion of the first month's payment due. From that point forward, the client will be invoices on the 1<sup>st</sup> of each month, payable within 30 days unless otherwise agreed to by both parties. TBC will work within your established accounting practices to ensure a smooth process.

Additional contractual stipulations to include:

1. Monthly reporting of specific hours utilized per individual project.



**District Wide Outreach Assistance**

- Prepare individual cost budgets and plans for 2015-16 outreach activities
- Establish formal "Style Guide" for staff to reference prior to updating webpages, preparing memos/papers, etc.
- Order stationary, folders, and logo wear
- Establish a "Media Kit"
- Develop "About the District" brochure
- Maintain website/facebook/twitter
- Implement Outreach Committee priorities/direction
- Ensure regular op-ed pieces are written and published in newspaper
  - Assist with development of press releases as needed
- Manage regular news articles for local HOA/clubs/organizations newsletter/epapers
  - Includes chambers, CVA, city newsletters, etc.
- Prepare and place advertisements for District workshops in month prior to class
- Attend meetings/events as requested. Provide schedule for approval at beginning of month. (Photograph, feedback, participate, etc.)
- MPC Farmers market information table quarterly or semi-annually
- Award applications and identification of deadlines
- District calendar with regular updates
- Maintain District outreach event participation

**Fisheries/River Mitigation Program**

- Signage/wrap for steelhead rescue truck
- Fisheries specific handout

**Water Demand Program**

- Gardener contacts at Pebble Beach gates
- Ads in local special event publications
  - Prominent visitor information regarding water use during Concour, AT&T, Film Festival, etc.
- Shopping carts, dividers
- Develop print material
  - Rationing
  - Water softeners
  - Pressure regulators
  - Cooling towers
  - Permit process

## EXHIBIT 5-A

- Water saving posters for restaurants, hospitality, etc.
- Plant tags (and distribution)
- Signage for nonpotable water supplies
- Interpretive sign for cistern installations
- *Water efficient business* certification sticker/sign
- Shrink wraps for buckets
- Develop and oversee mailing of restaurant enforcement effort
  - MCHA mailing list and chambers
  - District/CAW list
- Oversee cling distribution (This might be a job for an intern/student)
- Assist with implementation of pressure regulator program outreach