

Meeting Date: 4/17/2014

Report Type: Consent

Report ID: 2014-00224

Title: Supplemental Agreement: InCommunications for Water Conservation Education and Public Outreach

Location: Citywide

Recommendation: Pass a Motion authorizing the City Manager or the City Manager's designee to sign a supplemental agreement to Agreement No. 2013-1037 with InCommunications, increasing the budget \$149,975 to a new contract total of \$199,975, to provide additional water conservation outreach and education activities to encourage water savings during the drought.

Contact: Dave Brent, Director, (916) 808-1400; Jessica Hess, Media & Communications Specialist, (916) 808-8260, Department of Utilities

Presenter: None

Department: Department Of Utilities

Division: Public Affairs

Dept ID: 14001061

Attachments:

1-Description/Analysis

2-Background

3-InCommunications Supplemental Agreement form for PSA 9-17-12

City Attorney Review

Approved as to Form

Joe Robinson

4/2/2014 9:08:38 AM

Approvals/Acknowledgements

Department Director or Designee: Dave Brent - 4/1/2014 11:02:46 AM

Description/Analysis

Issue Detail: In the face of an historic drought, the City of Sacramento Department of Utilities is conducting a large scale outreach and education effort to communicate to the community the rules regarding water conservation, the importance of water conservation at this time, and the programs the Department has available to help property owners conserve water.

The Department of Utilities has an existing contract with InCommunications for public outreach and education pertaining to water conservation. The Department requests approval of a supplemental agreement to add additional services, bringing the total of the contract amount to \$199,975, to continue its outreach and education efforts.

Policy Considerations: On January 14, 2014, the Sacramento City Council adopted a Stage 2 Water Shortage Contingency Plan and authorized the Department of Utilities to spend up to an additional \$200,000 on water conservation outreach and education pertaining to the drought and water supply conditions.

Economic Impacts: None.

Environmental Considerations: The Community Development Department, Environmental Planning Services has reviewed the project and has determined that it is not considered a “project” under the California Environmental Quality Act (CEQA) Guidelines. The approval of an agreement for water conservation education and outreach is an organizational or administrative activity that will not result in direct or indirect physical changes in the environment [CEQA Guidelines section 15378(b)].

Sustainability: The City of Sacramento’s water conservation efforts will not only impact the immediate water needs of the community, but will help in the City’s efforts to continue meeting its’ water conservation goal of 20% per capita water use reduction by 2020.

Commission/Committee Action: None.

Rationale for Recommendation: The City of Sacramento’s Stage 2 Water Shortage Contingency Plan put in place a water use reduction goal of at least 20%, which the Department measures based on water production. The Department is educating customers about the need to use less water and the rules in place regarding water conservation in landscapes, so they will begin to use less water and create less demand for water, reducing the City’s water production.

Financial Considerations: On January 14, 2014, the Sacramento City Council adopted a Stage 2 Water Shortage Contingency Plan and provided permission for the Department of Utilities to spend up to an additional \$200,000 on water conservation outreach and education pertaining to the drought and water supply conditions. There is sufficient funding in the operation’s budget for this agreement with InCommunications.

Local Business Enterprise (LBE): InCommunications is a Local Business Enterprise, located in the unincorporated area of Sacramento County.

Background

The City of Sacramento Department of Utilities (DOU) provides outreach to the community regarding water conservation and the City's watering rules and ordinances pertaining to water and water conservation.

On January 14, 2014, the Sacramento City Council adopted Stage 2 of the Water Shortage Contingency Plan (WSCP) which requires a mandatory 20 percent reduction in water use and modifies the outdoor watering schedule. In addition, City Council authorized an additional \$200,000 in funding for water conservation education regarding the drought and the need to conserve water.

On November 2013, DOU executed an agreement with InCommunications (Agreement #2013-1037) for \$50,000 to conduct community outreach and education regarding water conservation in the spring and summer of 2014. Using those funds, DOU and InCommunications launched a water conservation education effort in March 2014. DOU is now requesting that the City Council authorize the City Manager to supplement the agreement with InCommunications up to a new contract amount of \$199,975.00 to continue this effort through summer 2014. The increased scope of work will continue and increase outdoor advertising to include garbage trucks, add a partnership with Sacramento Republic (soccer team), increase public-private partnerships, launch social media contests and an internet advertising campaign, and increase signage for City facilities to encourage water efficiency and compliance with the City's declared water shortage contingency plans.

InCommunications was selected from the DOU On-Call list for communications and community outreach and education assistance. This list was created through a Request for Qualifications selection process (RFQ #Q13141011004).

SUPPLEMENTAL AGREEMENT

Project Title and Job Number: Water Conservation

Date: March 11, 2014

Purchase Order #: PO#0000022877

Supplemental Agreement No.:1

The City of Sacramento ("City") and InCommunications ("Contractor"), as parties to that certain Professional Services Agreement designated as Agreement Number 2013-1037, including any and all prior supplemental agreements modifying the agreement (the agreement and supplemental agreements are hereafter collectively referred to as the "Agreement"), hereby supplement and modify the Agreement as follows:

1. The scope of Services specified in Exhibit A of the Agreement is amended as follows:

See Attachment 1 to Exhibit A

2. In consideration of the additional and/or revised services described in section 1, above, the maximum not-to-exceed amount that is specified in Exhibit B of the Agreement for payment of Contractor's fees and expenses, is **increased/decreased** by \$149,975.00, and the Agreement's maximum not-to-exceed amount is amended as follows:

Agreement's original not-to-exceed amount:	<u>\$50,000.00</u>
Net change by previous supplemental agreements:	\$.00
Not-to-exceed amount prior to this supplemental agreement:	<u>\$50,000.00</u>
Increase/decrease by this supplemental agreement:	\$149,975
New not-to exceed amount including all supplemental agreements:	\$199,975

3. Contractor agrees that the amount of increase or decrease in the not-to-exceed amount specified in section 2, above, shall constitute full compensation for the additional and/or revised services specified in section 1, above, and shall fully compensate Contractor for any and all direct and indirect costs that may be incurred by Contractor in connection with such additional and/or revised services, including costs associated with any changes and/or delays in work schedules or in the performance of other services or work by Contractor.
4. Contractor warrants and represents that the person or persons executing this supplemental agreement on behalf of Contractor has or have been duly authorized by Contractor to sign this supplemental agreement and bind Contractor to the terms hereof.
5. Except as specifically revised herein, all terms and conditions of the Agreement shall remain in full force and effect, and Contractor shall perform all of the services, duties, obligations, and conditions required under the Agreement, as supplemented and modified by this supplemental agreement.

Approval Recommended By:

Approved As To Form By:

 Project Manager
Approved By:

 City Attorney

 Contractor
Approved By:

Attested To By:

 City of Sacramento

 City Clerk

SUPPLEMENTAL AGREEMENT

ATTACHMENT 1 TO EXHIBIT A

PROFESSIONAL SERVICES AGREEMENT

SCOPE OF SERVICES

InCommunications scope of work for agreement # **CA2013-1037** is now include the following activities. This scope of work replaces the existing scope of work. Work will be completed by August 31, 2014.

Telephone Survey/Poll

Develop and implement a telephone survey of residents within the City of Sacramento area to help inform the program and measure results. The focused, five-minute poll of 300 residents will test knowledge and attitudes regarding existing water supply conditions and inform the program about potential actions residents are most willing to take to use less water. Respondents will include those with both land lines and cell phones.

Creative Theme Development

The InCommunications team will develop a unique theme to convey the campaign's key messages. This element, which will be consistent with City of Sacramento Department of Utilities branding, will be used throughout printed campaign materials, including truck magnets, tip card, bill insert and other elements.

Outdoor Advertising (Spring/Summer)

Billboards and digital boards (including City-owned billboards)

The InCommunications team will place a high-profile outdoor advertising campaign in the City of Sacramento with Clear Channel Outdoor beginning in March and running through the end of August. City of Sacramento ads will appear on approximately 15 posters (10' x 22') located throughout the City and the locations will change every four to six weeks, allowing us to swap out the creative at no extra charge.

Clear Channel will also run ads for the City of Sacramento on their digital boards at no extra charge on a space-available basis. They have promised to provide the City up to eight weeks of outdoor digital support at the start of the campaign.

Transit

The InCommunications Team will run Supertails with Extensions ads on 25 buses over three months. (Please see PDF for examples of the Supertails with Extensions.) Lamar noted that they will provide two additional months at no cost on a space-available basis. The Supertails would generate 7,637,963 impressions every four weeks.

City Solid Waste Trucks

The InCommunications Team will place messaging on 45 city trucks beginning in April and running through June and/or July. The single-side ads would stay up on the trucks for between three and four months.

City Utility Trucks

Design and produce new magnets for City pick-up trucks. Estimate includes costs for printing 200, 12 x 36', full-color magnets.

Regional Transit Banners

As an RT member agency, the City of Sacramento will be sponsoring banners on three RT bridges located within the city for one month.

Online and Social Media

The InCommunications Team will hold a series of online contests to promote water conservation among city residents. The contests will offer participants a variety of water efficient appliances/devices and "fun" items they can enter to win (such as winning a WaterSense-labeled toilet for Fix a Leak Week).

The contest page will feature a list of actions people can take to gain additional entries and increase their odds of winning. These actions will range from "liking" the Department of Utilities page to replacing water-wasting appliances, setting up a Water Wise house call and everything in between.

Participants will confirm their activities by posting images and videos of completed activities to Facebook, Twitter, YouTube and/or submitting other required paperwork, such as a receipt from purchase of water efficient appliances.

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They could even earn extra points for submitting a selfie with their new high-efficiency appliance AND a member of the Sac Conservation Team.

The contests will be promoted via outreach to traditional media, social media and online advertising on popular local sites such as local NBC and CBS stations, the Sacramento Bee and Google. The promotion will be hosted by Woobox, an online sweepstakes service that has arranged promotions for major film studios and Fortune 500 companies.

Partnership with the Sacramento Republic FC (April-September)

The Sacramento Republic is the region's newest minor league sports team with major league dreams. Soccer participation is huge in Sacramento with more than 90,000 registered soccer players in the metropolitan area, 60,000 of them youth. The team is scheduled to launch its inaugural schedule in April at a temporary stadium at Cal Expo. The team expects to fill the stadium's nearly 8,000 seats at each of its 17 games through the end of the season in September. Based upon an analysis of demographics for 3,500 fans that have already purchased season tickets and other data, the team estimates that roughly 50 to 55 percent of attendees will come from the City of Sacramento. The team is also expected to draw a large multicultural audience, providing an opportunity for the City to message to non-English speaking residents.

Sacramento Republic IFC is willing to work with the City to design a custom partnership. Options include promoting messaging via videos at games, as well as through their social media channels (the team already has 17,000 facebook fans).

Media Outreach

Media outreach tasks for the program will include:

- Identifying primary key messages for use by City spokespeople and in communication materials.
- Creating a menu of pitching angles for use when discussing the story with reporters.
- Writing, pitching and following up five news releases to Sacramento print, radio and television news media, as well as Access Sacramento.
- Coordinating interviews with reporters and creating/updating talking points.
- Compiling positive case studies to share with media such as businesses, individuals and even city departments that go the extra mile to conserve water.
- Delivering a 60-minute talking points briefing for spokespeople

This task will also include writing periodic updates for the City Express electronic newsletter.

Bill Insert

Write, design and print a bill stuffer to promote water saving tips, programs and key messages for distribution by partners, community groups, community centers and other avenues. It will be able to fit into a standard-sized business envelope or rack card holder and will be full color on one side; black and white on the other. Translate tip card into Spanish, Russian and Chinese. Estimate includes time or postage to deliver/post flyer to partners. Flyer design will be consistent with existing City of Sacramento Department of Utilities branding. Estimate includes two design options with one round of major and one round of minor revisions, as well as the cost to purchase up to three I Stock photos.

Brochure on Rebates

Write, design and print new brochure to promote rebates available to residential and business customers for offsetting costs to replace water-wasting toilets and clothes washers with high-efficiency models. The brochure will be available for distribution by partners, community groups, community centers and other avenues. It will be able to fit into a standard-sized business envelope or rack card holder and will be full color. Estimate includes time or postage to deliver/post flyer to partners. Brochure design will be consistent with existing City of Sacramento Department of Utilities branding. Estimate includes two design options with one round of major and one round of minor revisions, as well as the cost to purchase up to three I Stock photos.

Community Outreach and Partnerships

Community outreach and partnerships will be particularly important to educating audiences and building support for water efficiency. The goal of this outreach is to encourage partners to distribute information about the campaign's key messages via the tools outlined above. The primary focus will begin with those who are most likely to reach target audiences while they are most receptive to messaging. Organizations/individuals may include:

- Local nurseries, hardware stores, home improvement and businesses that sell plants
- Plumbers

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- Car washes
- Influential business and commercial customers
- Chambers of commerce and business improvement districts

This activity will use as a starting point text and templates under development by the Regional Water Authority such as: signage/window clings for businesses to demonstrate their commitment to conserving water; bathroom signage for businesses that provide tips to employees for saving water; table tent for restaurants to serve water only upon request; tip cards; and a poster. Our team will customize these with the City's selected creative and distribute them to partners as appropriate. In addition, we will create other needed materials such as template hotel signs regarding linens and towels; template text for newsletters/ Web sites partners can use in their existing outreach; template social media posts for partners to use; creating a target partner list for client review, pitching partners via phone and/or e-mail, providing information or materials, setting meetings (if needed) and other necessary follow up.

Strategic Advice, Program Coordination and Team Meetings (January-August)

The IN Communications team will be available to provide ongoing strategic advice and participate in conference calls and in-person meetings, as needed.

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ATTACHMENT 1 TO EXHIBIT B PROFESSIONAL SERVICES AGREEMENT

Budget

InCommunications budget for agreement #_ **CA2013-1037** _ is replaced with the new budget for the expanded outreach and education program:

Phone Survey	
Project manager/principal(s)	\$1,400
Researcher/call center	\$4,950
TOTAL TASK AMOUNT	\$6,350
Creative Theme Development	
Project manager/principal(s)	\$2,240
TOTAL TASK AMOUNT	\$2,240
Outdoor Advertising	
Project manager/principal(s)	\$7,700
Graphic designer	\$3,610
Advertising buy direct costs: Bus advertising	\$36,000
Advertising buy direct costs: Billboards	\$54,000
Advertising buy direct costs: Garbage trucks	\$6,900
Advertising buy direct costs: Utility trucks (200 magnets)	\$3,900
Advertising buy direct costs: Regional transit banners (3)	\$2,000
TOTAL TASK AMOUNT	\$114,110
Online/Social Media	
Project manager/principal(s)	\$7,840
Graphic designer	\$1,140
Advertising buy direct costs: Facebook	\$9,000
Advertising buy direct costs: Google	\$5,000
Advertising buy direct costs: Local sites (KCRA, CBS, Sac Bee, etc.)	\$5,000
Contest prizes	\$3,000
TOTAL TASK AMOUNT	\$30,980
Partnership with Sacramento Republic	
Project manager/principal(s)	\$2,100
Graphic designer	\$950
Sponsorship direct cost	\$18,455
TOTAL TASK AMOUNT	\$21,505
Media Outreach	

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Project manager/principal(s)	\$5,320
TOTAL TASK AMOUNT	\$5,320
Bill Stuffer	
Project manager/principal(s)	\$1,400
Graphic designer	\$1,235
Printing direct costs <ul style="list-style-type: none"> • 150,000 in English • Limited run of non-English messages (50-100 each in Spanish, Russian and Chinese) 	\$2,000
Translation	\$150
TOTAL TASK AMOUNT	\$4,785
Rebate Brochure	
Project manager/principal(s)	\$1,400
Graphic designer	\$855
Printing direct costs <ul style="list-style-type: none"> • 25,000, full-color, 8.5 x 11 tri-folded 	\$2,000
TOTAL TASK AMOUNT	\$4,255
Community Relations/Partnerships	
Project manager/principal(s)	\$2,520
Graphic designer	\$950
Project coordinator	\$1,500
TOTAL TASK AMOUNT	\$4,970
Strategic Advice, Program Coordination and Team Meetings	
Project Manager/Principal(s)	\$5,460
TOTAL TASK AMOUNT	\$5,460
TOTAL (NOT TO EXCEED)	\$199,975