

**EXHIBIT 1-A**

**Proposed Scope of Work  
For Public Outreach &  
Communication Services  
FY14-15**

**Prepared for:**

Monterey Peninsula Water Management District

**Submitted by:**

Thomas Brand Consulting, LLC

183 Forest Avenue, Suite 4 • Pacific Grove, CA 93950  
Tel: 831.920.1693 • Fax: 831.920.1729  
[www.thomasbrandconsulting.com](http://www.thomasbrandconsulting.com)  
Attn: Stephen Thomas  
[steve@thomasbrandconsulting.com](mailto:steve@thomasbrandconsulting.com)

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

Water is, without a doubt, the most important issue facing the residents and businesses of the Monterey Peninsula. Whether it is the protection of our oceans or the protection of our drinking water, everyone has an opinion. With so much interest in this life-giving element, the number of elected, appointed, ad hoc and citizen's groups currently commenting on the process is almost overwhelming. Establishing a clear and consistent voice, that can rise above the fray, is critical to ensuring that your message is not only heard, but understood. Additionally, establishing your voice as one of information and not manipulation, can allow the Monterey Peninsula Water Management District to be branded as the local authority on the complex water issues facing the Monterey Peninsula.

Over the past year, the Water Management District has begun 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, finding alternative water sources, state legislation and funding and Measure O, 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 .

## **Deliverables**

Upon the agreement of both parties to the Scope of Work, a schedule of deliverables will be determined based upon the agreed to communications strategy and outreach plan. Project specifics can be discussed at the discretion of the MPWMD.

## Scope of Work

- **Ongoing Communications Audit**
  - Extensive review of MPWMD's current communications plan and practices
  - Internal community outreach evaluation, through interviews of staff, board of directors, relevant partners and stakeholders to determine the current actual and current perceived status of MPWMD
  - Creation and implementation of a customized internal survey with analytical results to be tabulated and presented as part of the audit
  - Facilitation, as needed, of division/department focus groups to establish group based findings and community outreach desires
  
- **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
  - Creation of ongoing timeline and calendar for public outreach and marketing action plan
  - Due diligence and research of all relevant organizational information, past and present media coverage, collateral materials (print and web), and any current organizational publications and outreach materials to ensure consistent brand and messaging
  - Integrated key and brand messaging (talking points) for entire organization, hot button issues, events and promotion.
  
- **Public Relations Tactics**
  - **Media/Information Kit Development**
    - Creation of, or update to, media/information kit components
      - Additional components of the kit may include, but are not limited to:
        - Awards & Accolades
        - District Affiliated Project Updates
        - Overview of District Services, Activities & Programs
        - Educational Information
        - Organizational Information/Background
        - Staff & Board Member Biographies
        - Community Testimonials
        - Community Events, Outreach & Sponsorships
        - CD of Outreach & Project Images, Videos and/or Maps

- **Media Relations**
  - 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
    - Topics may include, but are not limited to the following:
      - District News or Activities
      - New Services & Programs
      - Educational Outreach
      - Facility Improvements
      - District/Employee Milestones
      - Awards/Recognition
      - Community Involvement & Volunteer Opportunities
      - Localized Promotions or Events
      - District Sponsored Project Updates
  - 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/Relationship Building**
  - 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. (see Event Management & Coordination Section for further detail)
  - 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**
  - Review of your current and implementation of a revised 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 annual 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: 13-14**
  - 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
  - i. Review of CAW customer surveys
- Ongoing Website Redesign
    - a. Continued development of redesigned District Website
    - b. Update to montereywaterinfo.com website
    - c. Content creation and updates for both websites
  - Ongoing Rebate Program
    - a. Commercial Customer: Postcard with ongoing rebate offers
    - b. Residential: Development of in-store rebate point of purchase display
    - c. Residential: additional outreach for rebates available to district residents
  - Measure O Follow Up

Regardless of the outcome of Measure O, the Water Management District will need to reestablish the public trust eroded due to the tenants of the No on O campaign. A strategic outreach initiative will need to be undertaken to specifically correct the misinformation and misconstrued facts that were utilized.
- **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.*

### **Budget**

Per the above outlined Scope of Work, Thomas Brand Consulting, LLC proposes a contractual retainer for 12 months. This contract would be tiered to allow cost savings for the District, while maintaining the high level of service already experienced. A \$4600 retainer is proposed for July 1, 2014 through December 31, 2014 and a \$4100 retainer is proposed for January 1, 2015 through June 30, 2015 totaling \$52,200. 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 \$50.00.

Upon the approval 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 invoiced on the 1<sup>st</sup> of each month, payable within 15 days unless otherwise agreed to by both parties. TBC will work within your established accounting practices to ensure a smooth process.

**Addendum:**

INSURANCE

- A. Consultant shall obtain and keep insurance policies in full force and effect for the following forms of coverage:
  - 1. Automobile liability including property damage and bodily injury with a combined single limit of \$300,000.
  - 2. Comprehensive General Liability (CGL) with a combined single limit of \$1,000,000
  - 3. Consultant shall add to his/her Comprehensive General Liability insurance policy a severability or interest clause or such similar wording if his/her policy does not automatically have this clause already written into it. Such language shall be similar to: "The insurance afforded applies separately to each insured against whom claim is made or suit is brought, including claims made or suits brought by any person included within the persons insured provision of this insurance against any other such person or organization."
- B. Consultant shall provide photocopies of its current Automobile insurance policy [or policies], including endorsements thereto, or current certificates of insurance in lieu thereof, to MPWMD.
- C. Consultant shall provide notice to MPWMD of any cancellation or material change in insurance coverage where MPWMD has been named as an insured, such notice to be delivered to the MPWMD in accord with Section XV of this Agreement at least sixty (60) days before the effective date of such change or cancellation of insurance.
- D. Evidence acceptable to MPWMD that Consultant has complied with the provisions of this Section VII shall be provided to the MPWMD, prior to commencement of work under this Agreement.

- E. All policies carried by Consultant shall provide primary coverage instead of any and all other policies that may be in force. MPWMD shall not be responsible for any premium due for the insurance coverage specified in this Agreement.

**Acceptance of Proposal:**

\_\_\_\_\_  
*David J. Stoldt or Suresh Prasad*  
*Monterey Peninsula Water Management District*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Stephen C. Thomas*  
*Thomas Brand Consulting, LLC*

\_\_\_\_\_  
*Date*

U:\staff\Board\_Committees\PublicOutreach\2014\20140605\01\item1\_exh1a.docx