



June 25, 2020

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Subject: Request for Qualifications for Public Outreach/Relations Consultant

Dear XXXXXXXXX:

The Monterey Peninsula Water Management District (District) is requesting qualifications for the provision of Public Outreach or Public Relations Services for fiscal year 2020-21. Your firm is invited to submit qualifications and a fee proposal.

Background

The District was formed on June 6, 1978, under the enabling legislation found in West's California Water Code, Appendix Chapters 118-1 to 118-901. The District's functions include:

- Augmenting the water supply through integrated management of ground and surface water
- Promote water conservation
- Promote water reuse and reclamation of storm and wastewater
- Foster the scenic values, environmental qualities, native vegetation, fish and wildlife, and recreation on the Monterey Peninsula and in the Carmel River Basin.

The District serves approximately 112,000 people within the cities of Carmel-by-the-Sea, Del Rey Oaks, Monterey, Pacific Grove, Seaside, Sand City, Monterey Peninsula Airport District and portions of unincorporated Monterey County including Pebble Beach, Carmel Highlands and Carmel Valley. District sources of revenue include but are not limited to; property tax, user fees, water connection charges, investments, grants, permit fees and project reimbursements.

The District has five main goals:

- Increase the water supply to meet community and environmental needs
- Assist California American Water in developing a legal water supply
- Protect the quality of surface and groundwater resources and continue the restoration of the Carmel River environment
- Instill public trust and confidence
- Manage and allocate available water supplies and promote water conservation

EXHIBIT 2-A

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Scope of Services

The District will provide a monthly retainer for an outreach and public relations person/company, with additional resources available for advertising, printing, mailing, etc. We invite your proposal for a monthly retainer and your proposed scope of services and qualifications for work under the retainer. The following types of activities are anticipated as part of this contract:

- Develop key messages, including print advertising and other products
- Coordinate with media outlets to place advertising
- Manage the District's mailing lists
- Prepare and produce newsletters, marketing materials, brochures, press releases
- Develop opinion/editorials in consultation with staff/board
- Manage event coordination
- Manage/maintain websites & social media
- Attends key meetings and provides feedback

The ideal candidate/company will need to have an understanding of the District's issues and values. Experience with public agencies is desirable, as is the ability to communicate to broad audiences.

Schedule and Point of Contact

The District will be reviewing responses to this RFQ at its July 27 Public Outreach Committee meeting. A contract is expected to be approved by the Board of Directors at its August 17, 2020, meeting. Submittals should be emailed to Locke@mpwmd.net or mailed to my attention at MPWMD, 5 Harris Court, Bldg. G, Monterey, CA 93940. **The deadline for submittal of your proposal is 5:00 p.m., July 17, 2020.** If you have questions, you may contact me at the email above or call me at 831-601-3227.

Sincerely,

Stephanie Locke
Water Demand Manager