



**Proposed Scope of Work  
For Public Outreach &  
Communication Services  
FY19-20**

**Prepared for:**

Monterey Peninsula Water Management District

**Submitted by:**

TBC Communications & Media

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

## **EXHIBIT 2-A**

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

In 2018, the Monterey Peninsula Water Management District began to be widely regarded as the region's authority on matters of water supply, demand and conservation. This newly gained level of public trust, was a contributing factor to the passage of Measure J. In 2019-20, there will be an ongoing need to continue the promotion of the District's accomplishments and messaging to the public for informative purposes and to help combat any negative messaging that may arise in the process of the measure's completion. This also offers an opportunity to increase its top of mind position with the general public and local, state and federal elected officials and organizations.

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 .

## EXHIBIT 2-A

### **Scope of Work**

Upon approval, TBC Communications & Media 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.

- **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

## **EXHIBIT 2-A**

- 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 YouTube, 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

## EXHIBIT 2-A

- 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 work with MPWMD staff to provide 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: 18-19\***
- **Specific Initiatives Initiated for FY: 19-20\***
- **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. That draft schedule is included on a separate sheet

## EXHIBIT 2-A

### **Budget**

Per the above outlined Scope of Work, TBC Communications & Media proposes a contractual retainer for 12 months with a range of 30 to 32 hours per month. A \$3500 retainer is proposed for July 1, 2019 through June 30, 2020 totaling \$42,000. All out of scope work unless otherwise agreed upon in writing by both parties shall be billed at \$175 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.

**EXHIBIT 2-A**

**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*  
*TBC Communications & Media*

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

## **EXHIBIT 2-A**



### **Monterey Peninsula Water Management District Draft Public Outreach Items and Deliverables July 1, 2019 – June 30, 2020**

#### **Fiscal Year 2019-20**

- Monthly Deliverables
  - a. District Branding
    - Content Creation
    - Graphic Design
    - Placement
    - Specific Social Media
    - Eblast
    - Blog Post
  - b. Generic Outreach
    - Blog Posts on District & Monterey Water Info websites
    - Social Media Posts
    - District Update Eblast

#### **Current District Initiatives:**

- Water Compliant Business Recognition
- Updates to collateral pieces
- Conservation Vignettes – Rain Barrel Installation, Leaks, Faucets Etc.

#### **New Initiatives:**

- BOD Public Outreach
- Multi-Family Unit or HEART Program
- Vacation/STR Outreach & Table Tent
- Measure J Assistance
- MCCVB Sustainable Moments Campaign

#### **General Ongoing Non-Date Specific Deliverables**

- Award & Abstract Submission
- Rebate Outreach
- Conservation Event Outreach
- Website Updates
- Collateral Updates
- Editorials
- Letters to the Editor – District Support
- Press Releases & Media Relations