



NOTICE OF ADMINISTRATION COMMITTEE MEETING

Covering Policy, Administration and Community
Relations/Communications

NOTICE IS HEREBY GIVEN that the San Lorenzo Valley Water District has called a meeting of the Administration Committee to be held on **Wednesday, March 4, 2020 9:15 am**, at the Operations Building, 13057 Highway 9, Boulder Creek, California.

AGENDA

1. Convene Meeting/Roll Call
2. Oral Communications
This portion of the agenda is reserved for Oral Communications by the public for items which are not on the Agenda. Please understand that California law (The Brown Act) limits what the Board can do regarding issues raised during Oral Communication. No action or discussion may occur on issues outside of those already listed on today's agenda. Any person may address the Committee at this time, on any subject that lies within the jurisdiction of the District. Normally, presentations must not exceed five (5) minutes in length, and individuals may only speak once during Oral Communications. Any Director may request that the matter be placed on a future agenda or staff may be directed to provide a brief response.
3. Old Business:
Members of the public will be given the opportunity to address each scheduled item prior to Committee action. The Chairperson of the Committee may establish a time limit for members of the public to address the Committee on agenda items.
 - A. WEBSITE REVIEW
Discussion and possible action by the Committee regarding the roll out of the new District website.
 - B. UPDATE COMMITTEE ON THE UTILITY BILLING POLICY - SB998 COMPLIANT
Discussion and possible action by the Committee regarding an update on the SB998 Compliance.
 - C. PUBLIC OUTREACH REVIEW
Discussion and possible action regarding the updated proposal from Chatterbox.
4. New Business: None
Members of the public will be given the opportunity to address each scheduled item prior to Committee action. The Chairperson of the Committee may establish a time limit for members of the public to address the Committee on agenda items.
5. Informational Material: None.
6. Adjournment

In compliance with the requirements of Title II of the American Disabilities Act of 1990, the San Lorenzo Valley Water District requires that any person in need of any type of special equipment, assistance or accommodation(s) in order to communicate at the District's Public Meeting can contact the District Office at (831) 338-2153 a minimum of 72 hours prior to the scheduled meeting.

Agenda documents, including materials related to an item on this agenda submitted to the Committee after distribution of the agenda packet, are available for public inspection and may be reviewed at the office of the District Secretary, 13060 Highway 9, Boulder Creek, CA 95006 during normal business hours. Such documents may also be available on the District website at www.slvwd.com subject to staff's ability to post the documents before the meeting.

Certification of Posting

I hereby certify that on February 28, 2020 I posted a copy of the foregoing agenda in the outside display case at the District Office, 13060 Highway 9, Boulder Creek, California, said time being at least 72 hours in advance of the meeting of the Admin Committee of the San Lorenzo Valley Water District in compliance with California Government Code Section 54956.

Executed at Boulder Creek, California, on February 28, 2020.

Holly B. Hossack, District Secretary
San Lorenzo Valley Water District

Communication and Outreach Services

San Lorenzo Valley Water District

Proposal Updated 2.8.2020

Chatterbox PR Executive Summary

Chatterbox focuses on the unique qualities of your organization and the characteristics of your defined audience. We specialize in building and creating brands. Our team focuses on differentiating you from your competitors and developing a distinct brand identity. Combining proven creative excellence with solid marketing and strategic public relations plans, we help clients succeed in a competitive - and often crowded - marketplace. For over eight years, Chatterbox has been serving clients in fields as diverse as: art, health care, agriculture, writing, food and wine, legal, nonprofit, professional services, real estate, retail, tourism and more.

Service areas include:

1. Strategic Planning
2. Brand Experience
3. Consumer Marketing
4. Marketing Plan Development and Execution
5. Public Relations
6. Event Planning
7. Copywriting
8. Graphic Design
9. Social Media

Theory of Practice:

Chatterbox tells your story through a wide variety of traditional and nontraditional media channels to obtain results you want. You know what you want to achieve with your practice and what success means to you. We create integrated solutions that deliver that success with meaningful, positive and measurable impact on the performance of your organization. At Chatterbox, we think a little more deeply and respond more inventively than your average marketing agency. That's because we know people - not just from a marketing standpoint, but from a human one. Our capabilities reflect our understanding of what works for whom—and when and where. Let Chatterbox help you put a plan in place to achieve your desired outcomes.

Management Process:

We believe strongly that client communication is critical to the success of any campaign. We will provide you

with weekly updates including progress reports on what has taken place over the past week and plans for the upcoming week. We also present a monthly recap and timeline for the next month's projects. We will schedule meetings based on your needs.

Methodology and Resources:

We own all of the resource directories necessary to execute a successful media outreach campaign and have cultivated relationships for over 20 years with local and national media.

Social Media Expertise:

Chatterbox has extensive experience managing a wide variety of social media accounts through various outlets. We are well versed in management tools and track analytics to achieve the goals of an organization. We take a strategy-oriented approach to isolate the outlets most beneficial to our objectives and focus on maximizing those efforts.

Non-Profit Experience:

The firm's principals, Marci Bracco Cain and Andria Cambridge, draw on their expertise and extensive network of contacts to deliver customized programs for nonprofits that help clients reach their business goals and objectives. While taking a hands-on approach with – and providing senior counsel on – all accounts, they employ a network of trusted and experienced communications professionals who can assist with projects when the need arises. Chatterbox PR's network includes writers, publicists, designers, video producers, advertising specialists, among others that help build a non-profits campaign. In addition, Chatterbox PR has taught classes through the Community Foundation for local nonprofits on marketing, public relations and social media.

The Giving Hour:

The Greek poet Homer once said, "The charity that is a trifle to us can be precious to others."

Chatterbox PR believes in giving back to the community, but that doesn't have to involve just monetary donations. We believe that giving of your time, energy, talents and expertise is just as important and has as much impact. And it doesn't have to be a lot of your time, it can be an hour a day, an hour a week or even an hour a month. Every little bit helps.

That's why we take to heart the concept of "The Giving Hour." Chatterbox has donated more than \$300,000 in the past five years, including time, energy and talents to the community and various charities we feel make a difference in people's lives. And we will continue to do so. "The Giving Hour" is not just a concept, but an everyday reality at Chatterbox.

Identification of Prime Consultant



Marci Bracco Cain, Owner/Managing Partner

Marci Bracco Cain is a W9 Contractor (doing business as Chatterbox PR)

23 Orange Drive, Salinas CA 93901

marci@chatterboxpublicrelations.com (831) 747-7455

Anyone who has met Marci Bracco for more than a few minutes knows she wears her passions on her sleeve - an undeniable zest for life, animal welfare and a fierce dedication to her clients and their brand. Ask any of the clients who have enlisted her services. They always know she and her staff are in their corner and will champion them every step of the way. Passion. Commitment. Creativity. These are the directives for the Chatterbox team.

Marci, who grew up in Morgan Hill and has a Bachelor' in journalism with an emphasis in public relations from CSU Long Beach, has in eight short years built Chatterbox into the premier public relations, brand management and marketing firm on the Central Coast. After a stint with prominent national advertising agency Chiat-Day-Mojo and a few boutique advertising agencies in Southern California, where she honed her PR skills, Marci came to Monterey County to handle public relations for the Mills Family Farms and Monterra.

Marci specializes in building and creating brands, focusing on the unique qualities of a company, an organization, a product or service and the characteristics of their audience, to help them succeed in a competitive and often-crowded marketplace. Marci brings over 25 years of public relations and marketing experience to the table, of which she applies to all projects.

Identification of Sub Consultant



Andria Cambridge, Creative Director/Partner

All billing and contractual details go through Marci Bracco Cain (see details above)

3410 Merrill Road, Aptos, CA 95003

andria@chatterboxpublicrelations.com | (619) 888-5520

Marci and Andria are two sides of the same coin. While Marci is the public, sociable face of Chatterbox, Andria likes to work her magic behind the scenes. In this way they perfectly complement each other to fulfill the needs of the client. Andria, who has a Bachelor's degree in business, is passionate about finding creative ways to achieve cohesive branding. Very detailed-oriented, Andria likes to focus in on a business' strengths, maximize their unique vision and come up with progressive solutions to engage their audience and develop their brand. She has extensive experience in hospitality, consumer and business-to-business marketing, and has developed and implemented marketing programs and events for a diverse range of clients. Andria has been working in a

PR/Marketing capacity for the past 6+ years. She also owns a small tech company that works in conjunction with Chatterbox PR.

Identification of Additional Sub Consultants

Chatterbox PR Overview:

Company Founded: 9 Years Ago

Team Members: 7 (In addition to Marci Bracco Cain and Andria Cambridge)
Mac McDonald/Lead Copywriter; Charlotte Web/Social Marketing; Alethea Cusimano/Account Executive; Jerrold Simon/Lead Designer; Chris Carothers/Team Designer; Paulette Tardio/Hospitality Outreach Coordinator; and Stephen Carrillo/Intern

Office: 23 Orange Drive Salinas CA 93901

Key Personnel: Bios/Resumes Above

Primary Contact: Marci Bracco Cain Owner | Managing Partner
Marci@ChatterboxPublicRelations.com
(831) 747-7455

Company Details: Chatterbox PR
23 Orange Drive Salinas, CA 93901
Marci@ChatterboxPublicRelations.com
Phone: (831) 747-7455
There is no Fax Number

Assignment Organization and Experience of the Team

Chatterbox is known for going above and beyond in terms of client communication. This is preformed regularly in email communication, reports sent in the form of PDF's, DropBox, Microsoft Office programs etc. Our references above can comment on our responsiveness and additional references may be provided upon request. For the management approach on this project, Marci would be the primary point of contact to streamline tasks; attend all meetings and coordinate all communications between the Chatterbox team and the District. Andria would be the secondary point of contact.

Marci would coordinate the projects needs with the internal team and present all final work to the District for edits and or approval. We have fond in the past this streamlines communications and helps strategically complete projects. Work will be done at Chatterbox PR Salinas office and or the District as needed.

This is the manner out team works on all projects. There is always a lead Team Manager that takes responsibility for client communication and strategy as well as keeping the timeline on task. That Team Manager handles communication to all Chatterbox Team Members and presents final products back to the client.

Deliverables

An initial branding session, an audit of all assets will be conducted. At that time, Chatterbox will take all findings, samples of past work and current needs listed below to develop a strategic marketing plan with a detailed 12-month timeline. The timeline will offer a proposed action items on how Chatterbox feels the District can achieve the desired goals for each Target Audience. We do not feel we can present a detailed timeline until a branding session has taken place.

The District desires social outreach to the following key audiences:

- District Customers
- Residences, Businesses and Organizations within the SLV Watersheds
- Individuals and Groups with connections to the SLV Watersheds

The District desires social outreach utilizing the following tools, as a minimum:

- **District Website**
 - **The District will maintain the website but Chatterbox PR will offer recommendations as appropriate for website content and updates.**
- District Facebook Page
- Quarterly Newsletter
- Timely Press Releases; Press Conferences; Media Tours as needed
- Guest Articles in local publications
- Billing Inserts
- Participation in or support of local and regional events
- Public surveys or opinion polls
- Other media as agreed

The District desires to increase awareness about the challenges and complexities of water management through the following objectives:

- Elevate the public's awareness about water issues in the San Lorenzo Valley
- Advance the public's understanding of SLVWD's role in bringing reliable and sustainable water to valley residence
- Engage the public on the challenges and complexities of delivering reliable water to the Valley
- Regularly update the public regarding District activities
- Discuss District efforts regarding capital replacement projects
- Discuss District efforts with Santa Margarita Groundwater JPA
- Engage in constructive public conversations about water
- Promote the efficient use of water throughout the Valley and surrounding areas (water conservation)

The firm has the experience, resources and capacity to take on this project and feels it fits within our firms 18 – 24 month plans for growth. Our team is ready to take on this project effective March 1, 2020.

Proposed 12-Month Schedule and Cost Schedule

Note: This is a sample timeline of phases. Once we have an audit and develop all needs we would present a final timeline.

Phase 1:

- Months 1-2 (February kick off meeting February 11th. Gather all items to start March 1)
 - This includes putting together the outreach plan but is not limited to:
 - Branding Session
 - Collateral Audit
 - Market Analysis
 - Survey Monkey
 - Print Survey
 - Focus Groups; Phone interviews; Skype interviews as needed
 - Press release schedule
 - Social Media Outreach Plan
 - Collateral Schedule for the Year
 - Enewsletter and Print Newsletter Schedule
 - Develop a billing insert template and schedule
 - Public relations plan including guest articles in newspapers
 - Press conference schedule
 - Audit of local and regional events to support
 - Website audit – Removed from bid as website is completed.
 - Market research in each area after the main interview is completed with the key stakeholder or team of stakeholders
 - Gather up information
 - Put together initial fact finding data
 - Deliverables for this time period include:
 - Task 1- Review existing outreach efforts and provide written report identifying areas of weakness and strengths. Develop first draft of timeline for the year after audit and branding session.
 - Approx. Hours: 75

Phase 2:

- Months 2-4(May and June 2020)
 - Market Research
 - Launch Survey's; Focus Group; Questionnaires as needed
 - Gather Data
 - Finalize timeline
 - Launch all marketing per timeline
 - Deliverables for this time period include:
 - Task 2- Develop written outreach plan with specific goals, including recommendations of best management practices and opportunities to enhance efforts.
 - Approx. Hours: 120

Phase 3:

- Month 5- 12 (July 2020 – January 2021)
 - Present Survey Results and Data Chart
 - Deliverables: Task: 3 Execute marketing plan; follow timeline; launch all marketing elements; 2 meetings per month; weekly communications/reporting for marketing; monthly reporting for social media. This phase would include the development an RFP for the Districts website to enhance outreach and usability including the option for American with Disabilities (ADA) legal requirements. This has been removed and hours reduced.
 - Approx. Hours: 265 spread over 8 months 30 - 33 hours per month

Budget Updated 2.8.2020

Phase 1:

- Months 1-2
 - Approx. Hours: 75
 - Budget: \$7,125
 - Billing date: February 25th and March 25th \$3,562.50 per payment (Payments Net 15)

Phase 2:

- Months 2-4
 - Approx. Hours: 120
 - Budget: \$11,400
 - Billing date: April 25th and May 25th \$5,700.00 per payment (Payments Net 15)

Phase 3:

- **Month 5- 12.**
 - **Approx. Hours: 265 spread over 8 months 30 - 33 hours per month**
 - **Budget: \$25,080 (Approx monthly fee \$3,135.00)**
 - **Billing date: Beginning June 25th and the 25th of each month thereafter for \$3562.50 per payment (Payments Net 15)**

NOTE: Until we can review the project with the client it is difficult to estimate:

- **Design Needs**
- **Internal Needs**
- **What tools does San Lorenzo Valley Water District use in addition to letterhead and business cards?**
- **How many languages do the rebranded items need to be translated into?**
- **Note: Translation costs are not included in this proposal**
- **Note: This proposal can be reduced in fee once we learn the scope of work. Additionally, depending on actual design needs the proposal could also increase.**

Budget:

- **459 hours for a total of \$43,605.00 (not to exceed based off of the RFP)**
- **This estimate does not include the cost of printing, postage, ad buys or any out of pocket costs. Client will approve all costs prior to each phase.**