



NOTICE OF ADMINISTRATION COMMITTEE MEETING JUNE 14, 2022

Covering Policy, Administration and Community
Relations/Communications

NOTICE IS HEREBY GIVEN that the San Lorenzo Valley Water District has called a special meeting of the Administration Committee to be held on **Tuesday, April 12, 2022, 1:00 p.m.**, via video/teleconference.

There will not be any physical location for this meeting. Pursuant to AB 361 and San Lorenzo Valley Water District Resolution No. 4 (21-22) this meeting will be conducted by video/teleconference. Any person in need of any reasonable modification or accommodation in order to participate in the meeting may contact the District Secretary's Office at (831) 430-4636 a minimum of 72 hours prior to the scheduled meeting. The meeting access information is as follows:

<https://global.gotomeeting.com/join/269830453>

You can also dial in using your phone.
(For supported devices, tap a one-touch number below to join instantly.)

United States (Toll Free): 1 877 309 2073
- One-touch: <tel:+18773092073,,269830453#>

United States: +1 (571) 317-3129
- One-touch: <tel:+15713173129,,269830453#>

Access Code: 269-830-453

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. 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.

4. Unfinished 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. OUTREACH DIRECTION DISCUSSION

Discussion by the Committee regarding the District's outreach to review and authorize the RFP for a comprehensive outreach consultant.

5. Informational Material:

Here is a link <https://www.slvwd.com/node/286/minutes> to previous Admin Committee meeting minutes.

6. Adjournment

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 June 10, 2022, 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 June 10, 2022.

Holly B. Hossack, District Secretary

To: Administrative Committee
From: District Manager
Prepared by: Environmental Programs Manager
Subject: Outreach Direction Discussion
Date: June 14, 2022

RECOMMENDATION

It is recommended that the Administrative Committee review and authorize staff to release the attached Request for Proposal (RFP) for a comprehensive outreach consultant.

BACKGROUND

At the February 2022 Administrative Committee meeting staff presented an update on the District's current outreach performance and planning. Follow-up discussions were had at the March and April Administrative Committee meetings resulting in a committee recommendation to the Board of Directors (BoD). The Committee discussed the importance of finding a consultant that would be capable of the following: Polishing in-house written communications, technical writing, event planning, social media posting and BMPs, determining best ways to engage customers, support staff in development of content, and represent the District professionally in both written and in-person communications, as well as meet the objectives listed below:

Outreach objectives include:

- Technical writing
- Engage and educate customers on complex/serious issues
- Avoid communications focused only on positive events/activities
- Event and workshop planning (both Zoom & in-person)
- Editing, wordsmithing, and polishing communications
- Achieving transparency and fact sharing (not selling)

The Committee recommendation included releasing an RFP for a comprehensive outreach consultant and increasing the outreach budget to \$50,000.

At the May 19th BoD meeting the Board voted to move ahead staff preparing a RFP for an outreach consultant but did not approve increasing the budget.

Staff have developed the attached RFP (attachment 1) and it is recommended the Administrative Committee review and approve for release. Also included is a list of consultants the District plans to send the RFP to directly (attachment 2)

ATTACHMENT 1



REQUEST FOR QUALIFICATIONS

TO PROVIDE:

**ON-GOING & ON-CALL CONSULTING
SERVICES TO THE SAN LORENZO
VALLEY WATER DISTRICT**

PROJECT TITLE:

COMMUNICATIONS AND COMMUNITY UTREACH SERVICES

RESPONSE DUE BEFORE 3:00 P.M.

ON

JULY X, 2022

**San Lorenzo Valley Water District
13060 Highway 9
Boulder Creek, CA 95006
(831) 338-2153**

I. INTRODUCTION

The San Lorenzo Valley Water District (SLVWD or District) is soliciting a Request for Proposal (RFP) from qualified consulting firms or individuals (Consultant) to provide communication strategy and outreach services. The selected consultant will work directly with District staff to coordinate and develop outreach.

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

- Technical writing
- District Website
- District Social Media Pages (Facebook, Instagram, and Twitter)
- Monthly Newsletter
- Press Releases
- Annual reports (Customer Confidence Report, State of the District and others as needed)
- Guest Articles in local publications
- Billing Inserts
- Participation in or support of local and regional events
- Public surveys or opinion polls
- Media events
- Event & workshop planning (both Zoom & in-person)
- Other media as agreed

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

- Editing, wordsmithing, and polishing communications
- Engage and educate customers on complex/serious issues (not only positive events/activities)
- Achieve transparency and fact sharing (not selling)
- Elevate the public's awareness about water issues in the San Lorenzo Valley
- Engage the public on the challenges and complexities of delivering reliable water to the Valley
- Regularly update the public on District activities (capital improvement projects, grant funding, and etc.)
- Discuss District efforts with partner agencies such as the Santa Margarita Groundwater Agency
- Promote the efficient use of water (water conservation)

II. GENERAL INFORMATION

San Lorenzo Valley Water District is a water supplier established in 1941 and serves several communities within the 136 square-mile San Lorenzo River Watershed. The District provides water to two separate drinking water systems: The San Lorenzo Valley Water District and The San Lorenzo Valley Water District-Felton. Each of these two drinking water systems have their own separate source of drinking water supply. The SLVWD and SLVWD-Felton systems have an interconnection, which allows for the transfer of water between the two systems on an emergency basis.

The District's legal boundaries encompass approximately 62 square miles. Land uses include timber, State and regional parks, water supply watersheds, rural residential, low-density urban residential and commercial, quarries, agriculture, and other open space. The District owns one contiguous piece of land of approximately 1,620 acres for water supply and watershed protection on Ben Lomond Mountain, 252 acres in the Felton/Fall Creek watershed, and another 325 acres in the Zayante Creek area.

The District relies on both surface water and groundwater resources, including nine stream diversions, one groundwater spring, eight active groundwater wells, and operates two surface water treatment plants. These sources are derived solely from rainfall within the San Lorenzo River watershed.

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The scale and complexity of SLVWD's water distribution system reflect the San Lorenzo Valley's rugged topography, dispersed pattern of development, and widely distributed raw water sources. The District's three systems have limited above-ground storage capacity equal to a few days' average use and rely on groundwater for seasonal and year-to-year storage. The District produces and treats water based on relatively immediate water demand.

In the past few years the District has also experienced many new challenges including natural disasters; fire & drought, and changes in the agency's financial outlook.

On August 16, 2020, the CZU Lightning Complex (CZU Complex) began burning in Santa Cruz County. The wildfire spread eventually burning over 86,000 acres, destroying hundreds of structures, and damaging the majority of SLVWD lands west of the Highway 9 corridor. The CZU Complex destroyed or damaged 50 percent of the critical water infrastructure with an estimated replacement cost of approximately \$60 million and resulted in interrupted supply of water to customers. The District is working to recover from these damages and communicating these issues to customers is of utmost importance.

The District is also entering into another drought year which will require communications to customers. Especially considering the already low water usage within its jurisdiction and upcoming state requirements.

Learn more on the District's website: SLVWD.COM

III. PROPOSED SCOPE OF SERVICES TO BE COMPLETED UNDER CONTRACT

ON-GOING

- Task 1: Analyze existing outreach efforts and provide written report identifying areas of weakness and strengths. Provide progress reports of outreach efforts monthly to District staff.
- Task 2: Develop public workshops format to seek community feedback on a series of key issues currently facing the Water District, which will require community input. Workshop events should include an outreach plan to market event dates and drive attendance.
- Task 3: Develop District approved outreach materials, supporting templates and branding enhancements for social media sites & website. Develop monthly newsletter based on staff recommendations and feedback. Consultant will be expected to prepare the majority of draft outreach material and communication content, including appropriate artwork and graphics. (8-15 hours monthly)
- Task 4: Working with staff and committee, execute approved Task 2 and Task 3 outreach plan. Consultant shall prepare monthly committee memo and attend monthly Admin Committee meeting to provide updates and receive feedback from committee. Consultant shall work with staff through regular meetings, telephone calls and email to coordinate execution of Task 2 outreach plan. (5-10 hours monthly)
- Task 5: Consultant will coordinate any media inquiries or responses with District Staff. Coordination and execution of press conferences and media tours is expected. Consultant will be expected to conduct media outreach to accomplish goals of Task 3, execution of outreach plan. (2-4 hours monthly)

ON-CALL

- Task 1: Technical writing. Consultant should be prepared to produce professional technical writing on complex water topics and construction upon request. Technical writing pieces typically consist of approximately 2000 words.
- Task 2: Public workshops. Workshop should be offered in both an in-person and zoom format. Workshop events should include an outreach plan to market event dates and drive attendance.

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- Task 3: Press releases. Consultant should be prepared to write press releases and circulate to media contacts upon request.

IV. PROJECT MANAGEMENT AND INFORMATION COLLECTION

Consultant shall provide overall project management. Consultant shall assume at least two meetings per month (24 total) at the Districts main Office or through an online meeting service, as well as regular telephone and email communications.

Consultant shall provide internal quality control and quality assurance procedures.

V. SUBMITAL REQUIREMENTS

The submittal shall not exceed 16 pages excluding resumes, work and experience examples, cover letter, dividers, front and back covers. Responses to this RFQ shall be in the following order and shall include:

1. Executive Summary (2 pages maximum)

Summarize the contents of your firm's qualifications in a clear and concise manner. Include a description on what makes your firm uniquely qualified.

2. Identification of Prime Consultant (1 page maximum)

- i. Legal name and address of the company.
- ii. Legal form of company (partnership, corporation).
- iii. If company is wholly owned subsidiary of a "parent company," identify the "parent company."
- iv. Name, title, address and telephone number of person to contact concerning the Response Submittal.
- v. Number of staff and the discipline/job title of each.

3. Identification of Sub Consultants, if any (1 page per sub-consultant maximum)

- i. Legal name and address of the company.
- ii. Name, title, address and telephone number of prime contact
- iii. Number of staff and the discipline/job title of each.

4. Assignment Organization and Experience of the Team (5 pages maximum, not including resumes or examples)

- i. Describe proposed team organization, including identification and responsibilities of key personnel, including sub-consultants. Include only one-page resumes.
- ii. Describe the experience of the Team Manager and the experience that the proposed personnel have working on past efforts as a team.
- iii. Describe management approach to the assignment, locations where work will be done, responsibilities for coordination with the District, lines of communication necessary to maintain assignment on schedule.
- iv. Describe a proposed 12-month schedule showing all facets of work that will meet the District's objectives and goals in a timely manor.
- v. Describe the Firm's capacity to perform the work, considering the firm's current and planned workload and the firm's current and planned work force.

5. Experience and Past Performance, Including Cost and Schedule Control (5 pages max not including examples/ 5 projects max)

- i. Include a summary of the past experience and performance of the Team Manager and Team on similar assignments. Include the following information:
 1. Owner, contact name and phone number
 2. Assignment description
 3. Budget and total dollar value of completed assignment
 4. Budgeted schedule and total time to completion

6. Firm's Local Experience (1 page maximum)

Describe the firm's experience and knowledge of District and local issues.

7. Creative Alternatives (1 pages maximum)

Discuss any creative solutions to meet the assignment’s objectives.

8. ATTACHMENTS - Examples of work product/experience, if desired (8 pages max)

Provide professional writing, technical writing, contributed articles, press releases or similar work product.

9. Proposed Total Professional Fee and Fee Schedules Submitted Under Separate Sealed Cover

- i. Proposed fee shall be organized with appropriate breakdown into tasks.
- ii. Proposed Fee Schedule shall include an estimated timeline for completion of tasks 1, 2, 3 and 6.
- iii. Proposed fee shall not be the basis of award but will be used to evaluate the Consultant’s understanding of the proposed assignment.
- iv. Include the hourly rates of all staff that will charge directly to the project in FY22/23.
- v. Commit to a maximum 3% inflationary adjustment per year for FY23/24 and FY 24/25.

10. Exceptions to this RFQ

The Consultant shall certify that it has fully read the RFQ and takes no exceptions to this RFQ including, but not limited to the Consultant Services Agreement (attached). If the Consultant does take exception(s) to any portion of the RFQ, the specific portion of the RFQ to which exception is taken shall be identified and explained.

EVALUATION CRITERIA

The evaluation criteria and the respective weights that will be given to each criterion are as follows:

1. Executive Summary	20%
2. Identification of Prime Consultant	5%
3. Identification of Sub Consultants.....	5%
4. Project Organization and Experience	20%
5. Past Performance, Including Cost and Schedule Control	10%
6. Firm’s Local Experience	10%
7. Creative Alternatives	10%
8. Sample Attachments	10%
9. Proposed Fee	10%

IV. SELECTION PROCESS

The District intends to enter into negotiations with the top ranked firm. At this time, the District contemplates the use of a ONE-YEAR Time and Material Not to Exceed contract for the services requested. Contract may include a two-year extension, at District’s discretion. Negotiations will cover: scope of work, contract terms and conditions, office arrangements, attendance requirements and appropriateness of the proposed fee schedule.

After negotiating a proposed agreement that is fair and reasonable the District Manager will present a contract to the District’s Board for authorization to execute a contract with the responsive firm.

V. SELECTION SCHEDULE

The District anticipates that the process for selection of firms and awarding of the contract will be according to the following tentative schedule:

Proposal Due Date	July x, 2022
Interview (TBD-If Necessary)	TBD
Board of Directors Approval	August x, 2022
Final Selection and Notification	August x, 2022

VI. SPECIAL CONDITIONS / ATTACHMENTS

None

VII. SUBMITTAL REQUIREMENTS

1. Submit one electronic copy of the Proposal in PDF format by email or on CD, DVD or Thumb Drive. The Proposal shall be signed by an individual, partner, officer or officers authorized to execute legal documents on behalf of the Consultant.
2. The Proposal must be received no later than **3:00 p.m.** local time, on or before **July xx, 2022** at the office of or emailed to:

**San Lorenzo Valley Water District
13060 Highway 9
Boulder Creek, CA 95006**

Or

cblanchard@slvwd.com

Attn: Carly Blanchard, Environmental Programs Manager

Failure to comply with the requirements of this RFP may result in disqualification. Questions regarding this RFQ shall be submitted in writing to cblanchard@slvwd.com by July xx, 2022. The District will not respond to questions submitted after July xx, 2022.

ATTACHMENT 2

Outreach Consultant Contact List

Net Reputation

The Buzz PR

Walk & Company

Miller Maxfield, Inc.

Nadel Phelan Agency