

Memorandum for the Board

At the January Communications Committee meeting the Board requested the following information relative to the RFP for continued WR 2020 Outreach support:*

- A. What has been done to date by Katz and Assoc. on the current WR 2020 outreach contract that expires 31 March 2009.
- B. What has not been accomplished by Katz and Assoc. to date from the current WR 2020 contract.
- C. What is planned to be accomplished in the second year of WR 2020 contract with a new RFP.

A. The following work has been done to date with Katz on the WR 2020 outreach:

Held a free planning workshop in May 2008 to begin the planning process which led to the Outreach Plan

Developed bookmark as a leave behind from talks, currently being updated.

Helped develop the WR 2020 page on the West Basin web page

Helped develop and refine 2008 focus groups survey and focus group documents on desal and water supplies, and managed survey sub-consultant

Developed the WR 2020 look and logo

Developed a WR 2020 Outreach Plan

Helped develop key messages on desal, recycling, education and conservation

Helped develop, edit and design nine fact sheets on WR 2020, desal, recycling, education, conservation, West Basin, Water Headlines, Awards, and Expert Quotes (more than was planned)

Helped develop WR 2020 power point presentation.

Established a Speakers Bureau with personnel to find, book and follow up on WR 2020 group talks and day-to-day management of Speakers Bureau

Scheduled 30 speaking engagements with organizations throughout West Basin's service area.

Drafted two template news articles for placement in Chamber newsletters

Spanish translation of WR 2020 Fact Sheet requested by the Board

Developed a data base to record support card information including of differing categories of commitments

Designed 3 versions of WR 2020 Support Cards

Helped draft a standard letter of support letter

Started multi-cultural outreach program

Developed WR 2020 booth banner

Strategic council 36 hours

Assisted in the development of one WR 2020 campaign launch news release

Developed multicultural media list

Drafted on opinion editorial article for Inglewood papers

Helped identify participants for VIP interviews, developed interview questionnaire and began conducting interviews. Completed 12 interviews.

Developed a comprehensive list of potential supporters and supporting data base (ongoing task)

B. The following work has to be accomplished by Katz on the remainder of their contract (some work is in progress):

Complete conducting VIP Interviews research and compile final report

Revision of Communications Plan based on survey data (Not required based on research results done to date)

Revise messages after research (Not required based on research results done to date)

Finishing WR 2020 Brochure with pocket in back to hold Fact Sheets

Media training for Board and Staff (3 sessions)

DVD - 3 to 5 minute and 28 minute WR 2020 video with Huell Howser

White Paper on WR 2020 (in draft)

Draft, design and print a semi-annual, two-color WR 2020 Program newsletter (electronic too)

Develop crisis management plan

Hours (18) set aside for regulatory work

Develop master calendar of events/activities

Draft one additional template article (long version)

Conduct 3 community events, open houses, invites, planning, & invite printing (may not do this task)

Research and reserve booth space at up to 10 community events or fairs (may not do this task).

Electronic support card for online support (not in current contract)

Three letters to editor and three oped pieces

Strategic council hours unused

B. Scope of work for second year of outreach for next RFP**

- The Selected Consultant will, in conjunction with West Basin staff, develop an ongoing public outreach plan to carry the project forward after one-year of launch and execution. Plan will build upon current WR 2020 and West Basin outreach plans, that will result in all significant community leaders and community organizations, and all appropriate elected officials (city, state, county and federal) providing written support for WR 2020, as well as ensuring 200 citizens/community leaders committed to testifying in support of the WR 2020 and ocean-water desalination project at all regulatory meetings.
- Development of external media relations plan to promote Water Reliability 2020. In addition to providing a media plan, firm will assist in executing the plan including local, regional and national media research, media placement, press releases, story idea generation, media training and assistance in appearances on talk shows, local cable TV placement, op ed pieces, letters to the editor and public service advertisements, and industry media research and placement.