

# **CRESCENTA VALLEY WATER DISTRICT**

2700 FOOTHILL BOULEVARD  
LA CRESCENTA, CALIFORNIA

Agenda for the  
Meeting of the Community Relations and Water Conservation Committee  
of the Crescenta Valley Water District  
To be held on Tuesday, August 24, 2018 at 9:00 A.M.

## **Call to Order**

## **Adoption of Agenda**

## **Public Comments**

At this time, members of the public shall have an opportunity to address the committee on items of interest that are within the subject matter jurisdiction of the Committee. This opportunity is non-transferable and speakers are limited to three (3) minutes each.

## **Action Calendar**

1. Retain C V Strategies to develop and implement an Outreach Plan with District customers and stakeholders.

## **Committee Member's Request for Future Agenda Items**

## **Adjournment**

# CRESCENTA VALLEY WATER DISTRICT

## BOARD OF DIRECTORS - STAFF REPORT

Agenda Item No. 1  
August 28, 2018

**To:** Community Relations and Water Conservation Committee  
**From:** Christy Scott  
**Subject:** CV Strategies to assist CVWD in communication efforts

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### **INFORMATIONAL ITEM:**

**Retain CV Strategies** - The General Manager has retained the services of CV Strategies to assist the District in developing and implementing an Outreach Plan to best communicate with District stakeholders, particularly its customers. CV Strategies will provide the services outlined in Attachment 1 for the not-to-exceed amount of \$10,000.

### **BACKGROUND:**

In the regular board meeting on August 14, 2018, the CVWD Board of Directors discussed strategic goals for the General Manager to accomplish within one year. Among those goals is to develop and implement a cost-effective public outreach plan that will improve customer relations, awareness, and overall service. One of the priorities in the plan is to develop strategies to leverage readily available technology (e.g. social media, internet, telephony) to inform customers of important events regarding their water or sewer service in a timely manner, particular on critical matters such as loss of service, scheduled and unscheduled maintenance, and emergency events.

CV Strategies is a communications and community engagement firm that leverages expertise, influence and instincts to enhance the ways public agencies tell their stories. Founded in 2007 by former television news director Erin Gilhuly, CV Strategies helps clients blend media, messaging and audiences to connect with communities and drive support on the issues that matter. The firm is currently involved in active, ongoing communications initiatives with more than 70 public agencies throughout California including more than four dozen water and wastewater agencies.

Based on their qualifications and proven track record, CV Strategies was chosen to assist CVWD in developing and implementing the strategic goal set forth by the Board of Directors.

### **DISCUSSION:**

CV Strategies proposal includes the following scope of work:

1. Facilitated Kickoff Workshop and Goal Setting
2. Outreach Analysis and Digital Outreach Assessment
3. Identification of Organizational Needs
4. Media Analysis
5. Brand and Image Consideration
6. Initial Collateral and Messaging Development
7. General Outreach Services


### **RECOMMENDATION:**

Solicit from the Community Relations and Water Conservation Committee specific goals and objectives for the outreach plan, including priorities and milestones.

### **ENVIRONMENTAL REVIEW:**

N/A

Prepared by:

  
Christy Scott

Submitted by:

  
Nem Ochoa  
General Manager

August 23, 2018

Mr. Nem Ochoa  
Crescenta Valley Water District  
2700 Foothill Blvd.  
La Crescenta, CA 91214

Dear Nem:

Thank you for considering CV Strategies to assist Crescenta Valley Water District's communications efforts. We appreciate the opportunity to analyze the District's outreach needs, methods, and audiences, and to provide recommendations to enhance the way the District connects with its community. We believe our agency's strengths dovetail well with your objectives.

CV Strategies has an understanding of community engagement and public-sector communications that is well-recognized across the state. We are currently engaged in active, ongoing communications initiatives with numerous public agencies, and have supported many organizations with communications analysis and strategic planning. We also have a keen respect for the sensitivity with which outreach for any public agency must be treated in light of an ever-growing cost consciousness among ratepayers.

Please accept this document as our formal proposal to Crescenta Valley Water District for services beginning in July 2018, or as is deemed appropriate. We recommend the scope of work detailed below on the following pages.

CV Strategies looks forward to your review of this proposal. Thank you again for your consideration.

Best regards,



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Erin Gilhuly  
Founder, President  
CV Strategies

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erin@cvstrat.com | ph: 760.641.0739

## *Scope of Work*

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### *Communications Analysis & Outreach Development*

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#### **1. Facilitated Kickoff Workshop and Goal Setting**

Through this internal review process, our team will work with staff to determine what needs to be gathered to best assess Crescenta Valley Water District's communications programs, activities and engagement methods. Throughout this assessment, the final deliverable will always be top of mind – to provide thorough research and implementable recommendations for the most effective practices for communicating Crescenta Valley Water District's goals and priorities to all stakeholders.

#### **2. Outreach Analysis and Digital Outreach Assessment**

This includes the evaluation of printed material and consideration of the outreach methods used for each. We will also assess the District's electronic outreach including its website, email blasts, and newsletters, social media engagement, and more to evaluate their strengths and weaknesses.

#### **3. Identification of Organizational Needs**

Through years of communications assessments, we have found that interviews with staff, elected officials, and external stakeholders assist greatly in determining what outreach methods are effective and where opportunities exist. Input from varied departments can also identify the most frequently used and/or needed messaging tools and help expand CVWD's knowledge of its target audiences.

#### **4. Media Analysis**

Reviewing current media coverage and reporting that has had lasting effects helps our analysts gauge public perception and identify openings for improved communications practices.

#### **5. Brand and Image Consideration**

We will gather information related to the awareness and public perception of the District's image. Our team will assess whether messages are consistent and if they effectively and accurately communicate the Board of Directors' approach to governance and sense of community.

#### **6. Initial Collateral and Messaging Development**

Once an analysis is complete, CV Strategies will identify key outreach objectives and optimal communications practices for engaging all identified target audiences. We will propose suggested strategies for the District based on findings from the assessment as well as known best practices for effective municipal outreach. The final document will include initial workable, cost-effective recommendations tied to realistic resources and a suggested timeline with performance indicators. Additionally, we will provide a suite of messaging tools, designed collateral and related support that can be implemented immediately.

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### *Ongoing Public Engagement Support*

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#### **General Outreach Services**

On an on-going basis, CV Strategies will provide Crescenta Valley Water District with general communications support designed to increase community education and engagement. Services may include collateral development, document and graphic design, web support, photography and video services, media relations and other strategic communications counsel as needed.

**Date:**

August 23, 2018

**Client:**Crescenta Valley Water District  
2700 Foothill Blvd. La Crescenta, CA 91214*Professional Services*

OUTREACH STRATEGY	DESCRIPTION	NOT TO EXCEED COST
Communications Analysis & Outreach Development	Assess all relevant policies, plans and materials to provide background for a workshop with staff. Utilize this planning meeting to define the organization's goals and verify that they align with the overarching mission and vision. Based on the information gathered, implement the initial plan deliverables, taking into account resources available.	\$5,000
Outreach services	General Outreach Services as needed.	\$5,000
<b>Subtotal</b>		<b>\$10,000</b>
<b>Total Not to Exceed Estimate</b>		<b>\$10,000</b>

*Rates for Communications Services*

- » President - \$225/hour
- » Vice-President - \$185/hour
- » Account Manager/Specialist - \$175/hour
- » Graphics/Design/Video - \$150/hour
- » Photographer - \$125/hour
- » Translator - \$125/hour
- » Support Staff - \$100/hour

*Terms & Compensation*

Either party may end this agreement by providing written notice to the other party. In the event of termination, CV Strategies shall be paid for all hours and expenses accrued up to the date of termination.

Optional services or any variability in services rendered by CV Strategies will be billed to the client based on the hourly rate for communications services and will be agreed to by providing a signed written notice. Hard costs incurred by CV Strategies will be billed to the client with a nominal service charge of 10% (not to exceed \$250 per item). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate. Travel time is billed at half time.

All services and hard costs will be billed monthly. Invoices should be paid in full upon receipt.

*Acknowledgement & Acceptance*

Please indicate your approval of the terms of this engagement by signing where indicated below. Should you have additional questions, please do not hesitate to call.

Name

Signature

Title

Date