



SAN GORGONIO PASS
WATER AGENCY
Established 1961

Steve Lehtonen	<i>President, Division 3</i>
Larry Smith	<i>Vice President, Division 5</i>
Mickey Valdivia	<i>Treasurer, At Large No. 1</i>
Robert Ybarra	<i>Director, At Large No. 2</i>
Ron Duncan	<i>Director, Division 1</i>
Chander Letulle	<i>Director, Division 2</i>
Dr. Blair Ball	<i>Director, Division 4</i>

DATE: April 14, 2021
TO: Water Conservation and Education Committee
FROM: Chander Letulle; *Director, Division 2*
BY:
SUBJECT: Pass Area Citizen's Water Academy

RECOMMENDATION

It is recommended that the Water Conservation and Education Committee forward a recommendation to the Board of Directors to approve the following:

1. Establish the Pass Area Citizen's Water Academy;
2. Authorize the General Manager to sign a two-year Professional Services Agreement with DeGrave Communications for a not to exceed amount of \$50,000, subject to non-substantive changes.

BACKGROUND

The Agency's Water Conservation and Education Committee provides oversight for several programs. Current programming includes the landscape demonstration garden, Solar Cup, and K-12 water education program.

The Landscape Demonstration Garden located at the Agency's headquarters office is intended to provide a space to explore beautiful, sustainable, climate-appropriate, drought-tolerant, and locally available landscaping options. Plans are being developed to revitalize the Landscape Demonstration Garden. This program will be discussed at a future committee meeting.

Solar Cup is an education program in which high school teams learn about water conservation and renewable energy by building and racing a solar-powered boat during a seven-month period. The teams compete against each other in both sprint and endurance races at Lake Skinner, located in Temecula. As part of the program, the teams also research and complete various technical reports and create a water-related public service announcement. Due to COVID restrictions, the 2020 and 2021 Solar Cup program was modified to a virtual STEM program.

The K-12 Water Education program is delivered in partnership with the Inland Empire Resource Conservation District. This program provides various educational opportunities that has traditionally been focused on basic scientific concepts and has traditionally been geared for elementary and middle school students.



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A new program within the Water Conservation and Education Committee prevue is being proposed. The suggested name for this program is the “Pass Area Citizens Water Academy” (Academy). The purpose of the Academy is to inform, educate and engage with the Pass Area citizens, and community leaders in partnership with our local water retailers.

The Academy will provide an opportunity for San Gorgonio Pass Water Agency to take a regional leadership role. Working in partnership with each of its local water retailers, the Academy will develop a series of water education presentations. The presentations will span the full spectrum of water education topics as determined by the Agency and the local water retailers.

It is envisioned that the Academy presentations will be presented by Agency and local water retailer Executive staff and Board members depending on interest and availability.

PREVIOUS CONSIDERATIONS

- NONE

ANALYSIS

- A proposal for the development of the Pass Area Citizen’s Water Academy was received from DeGrave Communication.
- The proposal provides professional services for the development of the Pass Area Citizen’s Water Academy, including:
 - **Research**
 - Review of existing surveys and development and deployment of new surveys
 - Communications analysis and audit of existing materials, website, and previously hosted events
 - Current state and federal water policy, surveys and outreach, and similar programs by other agencies
 - Meetings with the Agency leadership
 - **Planning**
 - Develop the overall communications and marketing strategies for the Agency’s academy program.



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- **Implementation**

- PPT – Develop academy template
- Messaging – Ensure consistency between all presenting agencies
- Video - Develop videos explaining various topics
- Media Relations – Develop news release/alerts on the program
- Create and update, as needed, invitations, academy nomination/application forms, fact sheets, social media, and other collateral pieces to educate stakeholders on the Academy and how the Agency is providing clean water availability in the region
- Develop invite list, send invitations, manage RSVPs, order food, organize room logistics, coordinate speakers.
- Develop a list of key stakeholders for the event.

- **Evaluation**

- Continually evaluate the process and refine our approach to successfully meet our goals on target and on time.

- The proposed fee is \$30,550 and includes a fee schedule for the hourly rate, estimated cost for video production, and other optional services.

FISCAL IMPACT

- No fiscal impact; funds are available within the approved budget.
- The FY 2020-21 Total Conservation & Education adopted budget is \$46,000.
- Based on actual expenses, funding for the Pass Area Citizens Academy is available within the approved budget.

**FY 2020-21 Budget to Actual Report
For the Seven Months Ending on February 28, 2021
(this total does not include anticipated encumbered expenditures)**

GENERAL FUND - EXPENSES	Total Revised Budget	Actual YTD	Remaining Percent of Budget
TOTAL CONSERVATION & EDUCATION	\$ 46,000.00	\$ 6,810.00	85%



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ACTION

It is recommended that the Water Conservation and Education Committee forward a recommendation of support to the Board of Directors.

IMPLEMENTATION PLAN

The following steps are suggested for implementing this decision:

1. Legal Counsel to review the draft Professional Services Agreement.
2. Present the Pass Area Citizen's Academy presentation and proposal to the Board.
3. Staff to work with DeGrave Communications on the schedule and implementation plan.

ATTACHMENTS

1. DeGrave Proposal

**SAN GORGONIO PASS WATER AGENCY
PROFESSIONAL SERVICES AGREEMENT**

1. PARTIES AND DATE.

This Agreement is made and entered into this 19 day of April, by and between the San Gorgonio Pass Water Agency, an public agency of the State of California with its principal place of business at 1210 Beaumont Avenue, Beaumont, California 92223 (“**Agency**”) and DeGrave Communications Inc. with a place of business at 40575 Cal Oaks Road D2-137, Murrieta, CA 92562 (“**Consultant**”). Agency and Consultant are sometimes individually referred to as “**Party**” and collectively as “**Parties**” in this Agreement.

2. RECITALS.

2.1 Consultant.

Consultant desires to perform and assume responsibility for the provision of certain professional services required by the Agency on the terms and conditions set forth in this Agreement. Consultant represents that it is experienced in providing the professional services described herein, is licensed in the State of California, and is familiar with the plans of the Agency.

2.2 Project

The Agency desires to engage Consultant to render services for the development and implementation of a regional water academy for local citizens and leaders (“**Project**”) as set forth in this Agreement.

3. TERMS.

3.1 Scope of Services and Term.

3.1.1 General Scope of Services. Consultant promises and agrees to furnish to the Agency all labor, materials, tools, equipment, services, and incidental and customary work necessary to fully and adequately perform the services necessary for the Project (“**Services**”). The Services are more particularly described in Exhibit “A” attached hereto and incorporated herein by reference. All Services shall be subject to, and performed in accordance with, this Agreement, the exhibits attached hereto and incorporated herein by reference, and all applicable local, state and federal laws, rules, and regulations.

3.1.2 Term. The term of this Agreement shall be from April 19, 2021 to April 19, 2023, unless earlier terminated as provided herein. Consultant shall complete the Services within the term of this Agreement, and shall meet any other established schedules and deadlines. The Parties may, by mutual, written consent, extend the term of this Agreement if necessary to complete the Services.

3.2 Responsibilities of Consultant.

3.2.1 Control and Payment of Subordinates; Independent Contractor. The Services shall be performed by Consultant or under its supervision. Consultant will determine the means, methods and details of performing the Services subject to the requirements of this Agreement. Agency retains Consultant on an independent contractor basis and not as an employee. Consultant retains the right to perform similar or different services for others during the term of this Agreement. Any additional personnel performing the Services under this Agreement on behalf of Consultant shall also not be employees of Agency and shall at all times be under Consultant's exclusive direction and control. Consultant shall pay all wages, salaries, and other amounts due such personnel in connection with their performance of Services under this Agreement and as required by law. Consultant shall be responsible for all reports and obligations respecting such additional personnel, including, but not limited to: social security taxes, income tax withholding, unemployment insurance, disability insurance, and workers' compensation insurance.

3.2.2 Schedule of Services. Consultant shall perform the Services expeditiously, within the term of this Agreement, and in accordance with the Schedule of Services set forth in Exhibit "B" attached hereto and incorporated herein by reference. Consultant represents that it has the professional and technical personnel required to perform the Services in conformance with such conditions. In order to facilitate Consultant's conformance with the Schedule, Agency shall respond to Consultant's submittals in a timely manner. Upon request of Agency, Consultant shall provide a more detailed schedule of anticipated performance to meet the Schedule of Services.

3.2.3 Conformance to Applicable Requirements. All work prepared by Consultant shall be subject to the approval of Agency.

3.2.4 Substitution of Key Personnel. Consultant has represented to Agency that certain key personnel will perform and coordinate the Services under this Agreement. Should one or more of such personnel become unavailable, Consultant may substitute other personnel of at least equal competence upon written approval of Agency. In the event that Agency and Consultant cannot agree as to the substitution of key personnel, Agency shall be entitled to terminate this Agreement for cause. As discussed below, any personnel who fail or refuse to perform the Services in a manner acceptable to the Agency, or who are determined by the Agency to be uncooperative, incompetent, a threat to the adequate or timely completion of the Project or a threat to the safety of persons or property, shall be promptly removed from the Project by the Consultant at the request of the Agency. Consultant's key personnel for performance of this Agreement are as follows: Liselle DeGrave and Rachel McGuire.

3.2.5 Agency's Representative. The Agency hereby designates Lance Eckhart, or his or her designee, to act as its representative for the performance of this Agreement ("**Agency's Representative**"). Agency's Representative shall have the power to act on behalf of the Agency for all purposes under this Contract. Consultant shall not accept direction or orders from any person other than the Agency's Representative or his or her designee.

3.2.6 Consultant's Representative. Consultant hereby designates Liselle DeGrave, or his or her designee, to act as its representative for the performance of this Agreement (“**Consultant's Representative**”). Consultant's Representative shall have full authority to represent and act on behalf of the Consultant for all purposes under this Agreement. The Consultant's Representative shall supervise and direct the Services, using his best skill and attention, and shall be responsible for all means, methods, techniques, sequences, and procedures and for the satisfactory coordination of all portions of the Services under this Agreement.

3.2.7 Coordination of Services. Consultant agrees to work closely with Agency staff in the performance of Services and shall be available to Agency's staff, consultants and other staff at all reasonable times.

3.2.8 Standard of Care; Performance of Employees. Consultant shall perform all Services under this Agreement in a skillful and competent manner, consistent with the standards generally recognized as being employed by professionals in the same discipline in the State of California. Consultant represents and maintains that it is skilled in the professional calling necessary to perform the Services. Consultant warrants that all employees and subconsultants shall have sufficient skill and experience to perform the Services assigned to them. Finally, Consultant represents that it, its employees and subconsultants have all licenses, permits, qualifications and approvals of whatever nature that are legally required to perform the Services, and that such licenses and approvals shall be maintained throughout the term of this Agreement. As provided for in the indemnification provisions of this Agreement, Consultant shall perform, at its own cost and expense and without reimbursement from the Agency, any services necessary to correct willful or negligent errors or omissions which are caused by the Consultant's failure to comply with the standard of care provided for herein. Any employee of the Consultant or its subconsultants who is determined by the Agency to be uncooperative, incompetent, a threat to the adequate or timely completion of the Project, a threat to the safety of persons or property, or any employee who fails or refuses to perform the Services in a manner acceptable to the Agency, shall be promptly removed from the Project by the Consultant and shall not be re-employed to perform any of the Services or to work on the Project.

3.2.9 Period of Performance and Damages. Consultant shall perform and complete all Services under this Agreement within the term set forth in Section 3.1.2 above (“**Performance Time**”). Consultant shall also perform the Services in strict accordance with any completion schedule or Project milestones described in Exhibits “A” or “B” attached hereto, or which may be separately agreed upon in writing by the Agency and Consultant (“**Performance Milestones**”). Consultant agrees that if the Services are not completed within the aforementioned Performance Time and/or pursuant to any such Project Milestones developed pursuant to provisions of this Agreement due to Consultant's willful behavior or negligence, it is understood, acknowledged and agreed that the Agency will suffer damage.

3.2.10 Laws and Regulations; Employee/Labor Certifications. Consultant shall keep itself fully informed of and in compliance with all local, state and federal laws, rules and regulations in any manner affecting the performance of the Project or the Services, including all Cal/OSHA requirements, and shall give all notices required by law. Consultant shall be liable for all violations of such laws and regulations in connection with Services. If the Consultant performs any work knowing it to be contrary to such laws, rules and regulations and without giving written

notice to the Agency, Consultant shall be solely responsible for all costs arising therefrom. Consultant shall defend, indemnify and hold Agency, its officials, directors, officers, employees, and agents free and harmless, pursuant to the indemnification provisions of this Agreement, from any claim or liability arising out of any failure or alleged failure to comply with such laws, rules or regulations.

3.2.10.1 Employment Eligibility; Consultant. By executing this Agreement, Consultant verifies that it fully complies with all requirements and restrictions of state and federal law respecting the employment of undocumented aliens, including, but not limited to, the Immigration Reform and Control Act of 1986, as may be amended from time to time. Such requirements and restrictions include, but are not limited to, examination and retention of documentation confirming the identity and immigration status of each employee of the Consultant. Consultant also verifies that it has not committed a violation of any such law within the five (5) years immediately preceding the date of execution of this Agreement, and shall not violate any such law at any time during the term of the Agreement. Consultant shall avoid any violation of any such law during the term of this Agreement by participating in an electronic verification of work authorization program operated by the United States Department of Homeland Security, by participating in an equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, or by some other legally acceptable method. Consultant shall maintain records of each such verification, and shall make them available to the Agency or its representatives for inspection and copy at any time during normal business hours. The Agency shall not be responsible for any costs or expenses related to Consultant's compliance with the requirements provided for in Section 3.2.10 or any of its sub-sections.

3.2.10.2 Employment Eligibility; Subcontractors, Consultants, Sub-subcontractors and Subconsultants. To the same extent and under the same conditions as Consultant, Consultant shall require all of its subcontractors, consultants, sub-subcontractors and subconsultants performing any work relating to the Project or this Agreement to make the same verifications and comply with all requirements and restrictions provided for in Section 3.2.10.1.

3.2.10.3 Employment Eligibility; Failure to Comply. The persons executing this Agreement on behalf of Consultant verify that they are duly authorized officers of Consultant, and understand that any of the following shall be grounds for the Agency to terminate the Agreement for cause: (1) failure of Consultant or its subcontractors, consultants, sub-subcontractors or subconsultants to meet any of the requirements provided for in Sections 3.2.10.1 or 3.2.10.2; (2) any misrepresentation or material omission concerning compliance with such requirements (including in those verifications provided to the Consultant under Section 3.2.10.2); or (3) failure to immediately remove from the Project any person found not to be in compliance with such requirements.

3.2.10.4 Labor Certification. By its signature hereunder, Consultant certifies that it is aware of the provisions of Section 3700 of the California Labor Code which require every employer to be insured against liability for Workers' Compensation or to undertake self-insurance in accordance with the provisions of that Code, and agrees to comply with such provisions before commencing the performance of the Services.

3.2.10.5 Equal Opportunity Employment. Consultant represents that it is an equal opportunity employer and it shall not discriminate against any subconsultant, employee or applicant for employment because of race, religion, color, national origin, handicap, ancestry, sex or age. Such non-discrimination shall include, but not be limited to, all activities related to initial employment, upgrading, demotion, transfer, recruitment or recruitment advertising, layoff or termination. Consultant shall also comply with all relevant provisions of Agency's Minority Business Enterprise program, Affirmative Action Plan or other related programs or guidelines currently in effect or hereinafter enacted.

3.2.11 Accounting Records. Consultant shall maintain complete and accurate records with respect to all costs and expenses incurred under this Agreement. All such records shall be clearly identifiable. Consultant shall allow a representative of Agency during normal business hours to examine, audit, and make transcripts or copies of such records and any other documents created pursuant to this Agreement. Consultant shall allow inspection of all work, data, documents, proceedings, and activities related to the Agreement for a period of three (3) years from the date of final payment under this Agreement.

3.2.12 Insurance.

3.2.12.1 Time for Compliance. Consultant shall not commence Work under this Agreement until it has provided evidence satisfactory to the Agency that it has secured all insurance required under this section. In addition, Consultant shall not allow any subconsultant to commence work on any subcontract until it has provided evidence satisfactory to the Agency that the subconsultant has secured all insurance required under this section. Failure to provide and maintain all required insurance shall be grounds for the Agency to terminate this Agreement for cause.

3.2.12.2 Minimum Requirements. Consultant shall, at its expense, procure and maintain for the duration of the Agreement insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the Agreement by the Consultant, its agents, representatives, employees or subconsultants. Consultant shall also require all of its subconsultants to procure and maintain the same insurance for the duration of the Agreement. Such insurance shall meet at least the following minimum levels of coverage:

(A) Minimum Scope of Insurance. Coverage shall be at least as broad as the latest version of the following: (1) *General Liability*: Insurance Services Office Commercial General Liability coverage (occurrence form CG 0001); (2) *Automobile Liability*: Insurance Services Office Business Auto Coverage form number CA 0001, code 1 (any auto); and (3) *Workers' Compensation and Employer's Liability*: Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.

(B) Minimum Limits of Insurance. Consultant shall maintain limits no less than: (1) *General Liability*: \$1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with general aggregate limit is used including, but not limited to, form CG 2503, either the general aggregate limit shall apply separately to this Agreement/location or the general aggregate limit shall be twice

the required occurrence limit; (2) *Automobile Liability*: \$1,000,000 per accident for bodily injury and property damage; and (3) *Workers' Compensation and Employer's Liability*: Workers' Compensation limits as required by the Labor Code of the State of California. Employer's Liability limits of \$1,000,000 per accident for bodily injury or disease.

3.2.12.3 Professional Liability. Errors and omissions coverage with limits of liability no less than \$1 million per occurrence.

3.2.12.4 Insurance Endorsements. The insurance policies shall contain the following provisions, or Consultant shall provide endorsements on forms supplied or approved by the Agency to add the following provisions to the insurance policies:

(A) General Liability. The general liability policy shall include or be endorsed (amended) to state that: (1) the Agency, its directors, officials, officers, employees, agents, and volunteers shall be covered as additional insured with respect to the Work or operations performed by or on behalf of the Consultant, including materials, parts or equipment furnished in connection with such work; and (2) the insurance coverage shall be primary insurance as respects the Agency, its directors, officials, officers, employees, agents, and volunteers, or if excess, shall stand in an unbroken chain of coverage excess of the Consultant's scheduled underlying coverage. Any insurance or self-insurance maintained by the Agency, its directors, officials, officers, employees, agents, and volunteers shall be excess of the Consultant's insurance and shall not be called upon to contribute with it in any way.

(B) Automobile Liability. The automobile liability policy shall include or be endorsed (amended) to state that: (1) the Agency, its directors, officials, officers, employees, agents, and volunteers shall be covered as additional insureds with respect to the ownership, operation, maintenance, use, loading or unloading of any auto owned, leased, hired or borrowed by the Consultant or for which the Consultant is responsible; and (2) the insurance coverage shall be primary insurance as respects the Agency, its directors, officials, officers, employees, agents, and volunteers, or if excess, shall stand in an unbroken chain of coverage excess of the Consultant's scheduled underlying coverage. Any insurance or self-insurance maintained by the Agency, its directors, officials, officers, employees, agents, and volunteers shall be excess of the Consultant's insurance and shall not be called upon to contribute with it in any way.

(C) Workers' Compensation and Employer's Liability Coverage. The insurer shall agree to waive all rights of subrogation against the Agency, its directors, officials, officers, employees, agents, and volunteers for losses paid under the terms of the insurance policy which arise from work performed by the Consultant.

(D) All Coverages. Each insurance policy required by this Agreement shall be endorsed to state that: (A) coverage shall not be suspended, voided, reduced or canceled except after thirty (30) days prior written notice by mail has been given to the Agency; and (B) any failure to comply with reporting or other provisions of the policies, including breaches of warranties, shall not affect coverage provided to the Agency, its directors, officials, officers, employees, agents, and volunteers.

3.2.12.5 Separation of Insureds; No Special Limitations. All insurance required by this Section shall contain standard separation of insureds provisions. In addition, such insurance shall not contain any special limitations on the scope of protection afforded to the Agency, its directors, officials, officers, employees, agents, and volunteers.

3.2.12.6 Deductibles and Self-Insurance Retentions. Any deductibles or self-insured retentions must be declared to and approved by the Agency. Consultant shall guarantee that, at the option of the Agency, either: (1) the insurer shall reduce or eliminate such deductibles or self-insured retentions as respects the Agency, its directors, officials, officers, employees, agents, and volunteers; or (2) the Consultant shall procure a bond guaranteeing payment of losses and related investigation costs, claims, and administrative and defense expenses.

3.2.12.7 Acceptability of Insurers. Insurance is to be placed with insurers with a current A.M. Best's rating no less than A:VIII, licensed to do business in California, and satisfactory to the Agency.

3.2.12.8 Verification of Coverage. Consultant shall furnish Agency with original certificates of insurance and endorsements effecting coverage required by this Agreement on forms satisfactory to the Agency. The certificates and endorsements for each insurance policy shall be signed by a person authorized by that insurer to bind coverage on its behalf, and shall be on forms provided by the Agency if requested. All certificates and endorsements must be received and approved by the Agency before work commences. The Agency reserves the right to require complete, certified copies of all required insurance policies, at any time.

3.2.12.9 Reporting of Claims. Consultant shall report to the Agency, in addition to Consultant's insurer, any and all insurance claims submitted by Consultant in connection with the Services under this Agreement.

3.2.13 Safety. Consultant shall execute and maintain its work so as to avoid injury or damage to any person or property. In carrying out its Services, the Consultant shall at all times be in compliance with all applicable local, state and federal laws, rules and regulations, and shall exercise all necessary precautions for the safety of employees appropriate to the nature of the work and the conditions under which the work is to be performed. Safety precautions as applicable shall include, but shall not be limited to: (A) adequate life protection and life saving equipment and procedures; (B) instructions in accident prevention for all employees and subconsultants, such as safe walkways, scaffolds, fall protection ladders, bridges, gang planks, confined space procedures, trenching and shoring, equipment and other safety devices, equipment and wearing apparel as are necessary or lawfully required to prevent accidents or injuries; and (C) adequate facilities for the proper inspection and maintenance of all safety measures.

3.3 Fees and Payments.

3.3.1 Compensation. Consultant shall receive compensation, including authorized reimbursements, for all Services rendered under this Agreement at the rates set forth in Exhibit "C" attached hereto and incorporated herein by reference. The total compensation shall not exceed fifty thousand dollars (\$50,000) without written approval of Agency. Extra Work may

be authorized, as described below, and if authorized, will be compensated at the rates and manner set forth in this Agreement.

3.3.2 Payment of Compensation. Consultant shall submit to Agency a monthly itemized statement which indicates work completed and hours of Services rendered by Consultant. The statement shall describe the amount of Services and supplies provided since the initial commencement date, or since the start of the subsequent billing periods, as appropriate, through the date of the statement. Agency shall, within 45 days of receiving such statement, review the statement and pay all approved charges thereon.

3.3.3 Reimbursement for Expenses. Consultant shall not be reimbursed for any expenses unless authorized in writing by Agency.

3.3.4 Extra Work. At any time during the term of this Agreement, Agency may request that Consultant perform Extra Work. As used herein, “**Extra Work**” means any work which is determined by Agency to be necessary for the proper completion of the Project, but which the parties did not reasonably anticipate would be necessary at the execution of this Agreement. Consultant shall not perform, nor be compensated for, Extra Work without written authorization from Agency’s Representative.

3.3.5 Prevailing Wages. Consultant is aware of the requirements of California Labor Code Section 1720, et seq., and 1770, et seq., as well as California Code of Regulations, Title 8, Section 16000, et seq., (“**Prevailing Wage Laws**”), which require the payment of prevailing wage rates and the performance of other requirements on “public works” and “maintenance” projects. If the Services are being performed as part of an applicable “public works” or “maintenance” project, as defined by the Prevailing Wage Laws, and if the total compensation is \$1,000 or more, Consultant agrees to fully comply with such Prevailing Wage Laws, including the requirement to be registered with the Department of Industrial Relations and to file certified payroll records electronically with the Department. Agency shall provide Consultant with a copy of the prevailing rates of per diem wages in effect at the commencement of this Agreement. Consultant shall make copies of the prevailing rates of per diem wages for each craft; classification or type of worker needed to execute the Services available to interested parties upon request, and shall post copies at the Consultant’s principal place of business and at the project site. Consultant shall defend, indemnify and hold the Agency, its elected officials, officers, employees and agents free and harmless from any claim or liability arising out of any failure or alleged failure to comply with the Prevailing Wage Laws.

3.4 Termination of Agreement.

3.4.1 Grounds for Termination. Agency may, by written notice to Consultant, terminate the whole or any part of this Agreement at any time and without cause by giving written notice to Consultant of such termination, and specifying the effective date thereof, at least seven (7) days before the effective date of such termination. Upon termination, Consultant shall be compensated only for those services which have been adequately rendered to Agency, and Consultant shall be entitled to no further compensation. Consultant may not terminate this Agreement except for cause.

3.4.2 Effect of Termination. If this Agreement is terminated as provided herein, Agency may require Consultant to provide all finished or unfinished Documents and Data and other information of any kind prepared by Consultant in connection with the performance of Services under this Agreement. Consultant shall be required to provide such document and other information within fifteen (15) days of the request.

3.4.3 Additional Services. In the event this Agreement is terminated in whole or in part as provided herein, Agency may procure, upon such terms and in such manner as it may determine appropriate, services similar to those terminated.

3.5 Ownership of Materials and Confidentiality.

3.5.1 Documents & Data; Licensing of Intellectual Property. This Agreement creates a non-exclusive and perpetual license for Agency to copy, use, modify, reuse, or sublicense any and all copyrights, designs, and other intellectual property embodied in plans, specifications, studies, drawings, estimates, and other documents or works of authorship fixed in any tangible medium of expression, including but not limited to, physical drawings or data magnetically or otherwise recorded on computer diskettes, which are prepared or caused to be prepared by Consultant under this Agreement (“**Documents & Data**”). All Documents & Data shall be and remains the property of Agency, and shall not be used in whole or in substantial part by Consultant on other projects without the Agency's express written permission. Within thirty (30) days following the completion, suspension, abandonment or termination of this Agreement, Consultant shall provide to Agency reproducible copies of all Documents & Data, in a form and amount required by Agency. Agency reserves the right to select the method of document reproduction and to establish where the reproduction will be accomplished. The reproduction expense shall be borne by Agency at the actual cost of duplication. In the event of a dispute regarding the amount of compensation to which the Consultant is entitled under the termination provisions of this Agreement, Consultant shall provide all Documents & Data to Agency upon payment of the undisputed amount. Consultant shall have no right to retain or fail to provide to Agency any such documents pending resolution of the dispute. In addition, Consultant shall retain copies of all Documents & Data on file for a minimum of fifteen (15) years following completion of the Project, and shall make copies available to Agency upon the payment of actual reasonable duplication costs. Before destroying the Documents & Data following this retention period, Consultant shall make a reasonable effort to notify Agency and provide Agency with the opportunity to obtain the documents.

3.5.2 Subconsultants. Consultant shall require all subconsultants to agree in writing that Agency is granted a non-exclusive and perpetual license for any Documents & Data the subconsultant prepares under this Agreement. Consultant represents and warrants that Consultant has the legal right to license any and all Documents & Data. Consultant makes no such representation and warranty in regard to Documents & Data which were prepared by design professionals other than Consultant or its subconsultants, or those provided to Consultant by the Agency.

3.5.3 Right to Use. Agency shall not be limited in any way in its use or reuse of the Documents & Data or any part of them at any time for purposes of this Project or another project, provided that any such use not within the purposes intended by this Agreement or on a

project other than this Project without employing the services of Consultant shall be at Agency's sole risk. If Agency uses or reuses the Documents & Data on any project other than this Project, it shall remove the Consultant's seal from the Documents & Data and indemnify and hold harmless Consultant and its officers, directors, agents and employees from claims arising out of the negligent use or re-use of the Documents & Data on such other project. Consultant shall be responsible and liable for its Documents & Data, pursuant to the terms of this Agreement, only with respect to the condition of the Documents & Data at the time they are provided to the Agency upon completion, suspension, abandonment or termination. Consultant shall not be responsible or liable for any revisions to the Documents & Data made by any party other than Consultant, a party for whom the Consultant is legally responsible or liable, or anyone approved by the Consultant.

3.5.4 Indemnification. Consultant shall defend, indemnify and hold the Agency, its directors, officials, officers, employees, volunteers and agents free and harmless, pursuant to the indemnification provisions of this Agreement, for any alleged infringement of any patent, copyright, trade secret, trade name, trademark, or any other proprietary right of any person or entity in consequence of the use on the Project by Agency of the Documents & Data, including any method, process, product, or concept specified or depicted.

3.5.5 Confidentiality. All Documents & Data, either created by or provided to Consultant in connection with the performance of this Agreement, shall be held confidential by Consultant. All Documents & Data shall not, without the prior written consent of Agency, be used or reproduced by Consultant for any purposes other than the performance of the Services. Consultant shall not disclose, cause or facilitate the disclosure of the Documents & Data to any person or entity not connected with the performance of the Services or the Project. Nothing furnished to Consultant that is otherwise known to Consultant or is generally known, or has become known, to the related industry shall be deemed confidential. Consultant shall not use Agency's name or insignia, photographs of the Project, or any publicity pertaining to the Services or the Project in any magazine, trade paper, newspaper, television or radio production or other similar medium without the prior written consent of Agency.

3.6 General Provisions.

3.6.1 Delivery of Notices. All notices permitted or required under this Agreement shall be given to the respective parties at the following address, or at such other address as the respective parties may provide in writing for this purpose:

Consultant:

DeGrave Communications
40575 Cal Oaks Road D2-137
Murrieta, CA. 92562
Attn: Liselle DeGrave

Agency:

San Gorgonio Pass Water Agency
1210 Beaumont Avenue
Beaumont, CA. 92223
Attn: Lance Eckhart

Such notice shall be deemed made when personally delivered or when mailed, forty-eight (48) hours after deposit in the U.S. Mail, first class postage prepaid and addressed to the party at its applicable address. Actual notice shall be deemed adequate notice on the date actual notice occurred, regardless of the method of service.

3.6.2 Indemnification.

3.6.2.1 Scope of Indemnity. To the fullest extent permitted by law, Consultant shall defend, indemnify and hold the Agency, its directors, officials, officers, employees, volunteers and agents free and harmless from any and all claims, demands, causes of action, costs, expenses, liability, loss, damage or injury of any kind, in law or equity, to property or persons, including wrongful death, to the extent caused by any willful or negligent acts, errors or omissions of Consultant, its officials, officers, employees, subcontractors, consultants or agents in connection with the performance of the Consultant's Services, the Project or this Agreement, including without limitation the payment of expert witness fees and attorneys fees and other related costs and expenses. Notwithstanding the foregoing, to the extent Consultant's Services are subject to Civil Code Section 2782.8, the above indemnity shall be limited, to the extent required by Civil Code Section 2782.8, to claims that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of the Consultant.

3.6.2.2 Indemnity Obligations. Consultant shall defend, with Counsel of Agency's choosing and at Consultant's own cost, expense and risk, any and all claims, suits, actions or other proceedings of every kind covered by Section 3.6.2.1 that may be brought or instituted against Agency or its directors, officials, officers, employees, volunteers and agents to the extent such allegations are caused by Consultant's willful or negligent acts, errors or omissions. Consultant shall pay and satisfy any judgment, award or decree that may be rendered against Agency or its directors, officials, officers, employees, volunteers and agents as part of any such claim, suit, action or other proceeding. Consultant shall also reimburse Agency for the cost of any settlement paid by Agency or its directors, officials, officers, employees, agents or volunteers as part of any such claim, suit, action or other proceeding. In the event the subject action alleges willful behavior or negligence on the part of Consultant and/or the Agency, or any third parties not under contract with Consultant, Consultant's obligations regarding the Agency's defense under this paragraph include only the reimbursement of the Agency's defense costs incurred to the extent of Consultant's negligence. Such reimbursement shall include payment for attorney's fees and costs, including expert witness fees. Consultant shall reimburse Agency and its directors, officials, officers, employees, agents, and/or volunteers, for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided. Consultant's obligation to indemnify shall survive expiration or termination of this Agreement, and shall not be restricted to insurance proceeds, if any, received by the Agency, its directors, officials, officers, employees, agents, or volunteers.

3.6.3 Governing Law; Government Code Claim Compliance. This Agreement shall be governed by the laws of the State of California. Venue shall be in Riverside County. In addition to any and all contract requirements pertaining to notices of and requests for compensation or payment for extra work, disputed work, claims and/or changed conditions, Consultant must comply with the claim procedures set forth in Government Code sections 900 et seq. prior to filing

any lawsuit against the Agency. Such Government Code claims and any subsequent lawsuit based upon the Government Code claims shall be limited to those matters that remain unresolved after all procedures pertaining to extra work, disputed work, claims, and/or changed conditions have been followed by Consultant. If no such Government Code claim is submitted, or if any prerequisite contractual requirements are not otherwise satisfied as specified herein, Consultant shall be barred from bringing and maintaining a valid lawsuit against the Agency.

3.6.4 Time of Essence. Time is of the essence for each and every provision of this Agreement.

3.6.5 Agency's Right to Employ Other Consultants. Agency reserves right to employ other consultants in connection with this Project.

3.6.6 Successors and Assigns. This Agreement shall be binding on the successors and assigns of the parties.

3.6.7 Assignment or Transfer. Consultant shall not assign, hypothecate, or transfer, either directly or by operation of law, this Agreement or any interest herein without the prior written consent of the Agency. Any attempt to do so shall be null and void, and any assignees, hypothecatees or transferees shall acquire no right or interest by reason of such attempted assignment, hypothecation or transfer.

3.6.8 Construction; References; Captions. Since the Parties or their agents have participated fully in the preparation of this Agreement, the language of this Agreement shall be construed simply, according to its fair meaning, and not strictly for or against any Party. Any term referencing time, days or period for performance shall be deemed calendar days and not work days. All references to Consultant include all personnel, employees, agents, and subconsultants of Consultant, except as otherwise specified in this Agreement. All references to Agency include its elected officials, officers, employees, agents, and volunteers except as otherwise specified in this Agreement. The captions of the various articles and paragraphs are for convenience and ease of reference only, and do not define, limit, augment, or describe the scope, content or intent of this Agreement.

3.6.9 Amendment; Modification. No supplement, modification or amendment of this Agreement shall be binding unless executed in writing and signed by both Parties.

3.6.10 Waiver. No waiver of any default shall constitute a waiver of any other default or breach, whether of the same or other covenant or condition. No waiver, benefit, privilege, or service voluntarily given or performed by a Party shall give the other Party any contractual rights by custom, estoppel or otherwise.

3.6.11 No Third Party Beneficiaries. There are no intended third party beneficiaries of any right or obligation assumed by the Parties.

3.6.12 Invalidity; Severability. If any portion of this Agreement is declared invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions shall continue in full force and effect.

3.6.13 Prohibited Interests. Consultant maintains and warrants that it has not employed nor retained any company or person, other than a bona fide employee working solely for Consultant, to solicit or secure this Agreement. Further, Consultant warrants that it has not paid nor has it agreed to pay any company or person, other than a bona fide employee working solely for Consultant, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. Consultant further agrees to file, or shall cause its employees or subconsultants to file, a Statement of Economic Interest with the Agency's Filing Officer as required under state law in the performance of the Services. For breach or violation of this warranty, Agency shall have the right to rescind this Agreement without liability. For the term of this Agreement, no member, officer or employee of Agency, during the term of his or her service with Agency, shall have any direct interest in this Agreement, or obtain any present or anticipated material benefit arising therefrom.

3.6.14 Cooperation; Further Acts. The Parties shall fully cooperate with one another, and shall take any additional acts or sign any additional documents as may be necessary, appropriate or convenient to attain the purposes of this Agreement.

3.6.15 Attorney's Fees. If either party commences an action against the other party, either legal, administrative or otherwise, arising out of or in connection with this Agreement, the prevailing party in such litigation shall be entitled to have and recover from the losing party reasonable attorney's fees and all other costs of such action.

3.6.16 Authority to Enter Agreement. Consultant has all requisite power and authority to conduct its business and to execute, deliver, and perform the Agreement. Each Party warrants that the individuals who have signed this Agreement have the legal power, right, and authority to make this Agreement and bind each respective Party.

3.6.17 Counterparts. This Agreement may be signed in counterparts, each of which shall constitute an original.

3.6.18 Entire Agreement. This Agreement contains the entire Agreement of the parties with respect to the subject matter hereof, and supersedes all prior negotiations, understandings or agreements. This Agreement may only be modified by a writing signed by both parties.

SAN GORGONIO PASS WATER AGENCY

DEGRAVE COMMUNICATIONS INC.

By: _____
Steve Lehtonen
Board President

By: _____
Liselle DeGrave
President

ATTEST:

Lance Echkart
Secretary to the Board of Directors

EXHIBIT “A” SCOPE OF SERVICES

Project Understanding/Approach

PHASE 1: RESEARCH

Effective Communications and Outreach Strategies are Created – Not Copied. Research is the foundation for effective, impactful communication and marketing projects and programs regardless of the project’s size. Upon engagement with DeGrave Communications, our firm will embark upon a research and discovery process for every project. Our team will move forward with using information gathered in the research phase to develop objectives, strategies, tactics, timeline and measure results for each project.

For the Agency’s ongoing academy needs, we will use research to guide our strategies. Ongoing research may include:

- Review of existing surveys and development and deployment of new surveys
- Communications analysis and audit of existing materials, website, and previously hosted events
- Current state and federal water policy, surveys and outreach and similar programs by other agencies
- Meetings with the Agency leadership

PHASE 2: PLANNING

We will continue to use the data and insights uncovered in Phase 1, to develop the overall communications and marketing strategies for the Agency’s academy program.

PHASE 3: IMPLEMENTATION

The academy communications and outreach strategy will be reviewed and updated as needed by the Agency’s communications team and DeGrave Communications. All outreach strategies and tactics will be developed in line with the goals of the Agency.

- Communications and outreach deliverables may include, but are not limited to:
- PPT – Develop academy template
- Messaging – Ensure consistency between all presenting agencies
- Video - Develop videos explaining various topics
- Media Relations – Develop news release/alerts on the
- program
- Collateral Development – Create and update, as needed, invitations, academy nomination and application forms, fact sheets, social media and other collateral pieces to educate stakeholders on the academy and how the Agency is providing clean water availability in the region
- Event Logistics – Develop invite list, send invitations, manage RSVPs, order food, organize room logistics, coordinate speakers. List is not comprehensive and may vary depending on social distancing

- Stakeholder List – Develop list of key stakeholders for the event. List to be used to send out information on how to apply as well as other details on the program
- Optional Virtual Platform - Build an Agency-specific platform to host events, store information and engage with key stakeholders on an ongoing basis
- The virtual platform for the Water Academy would maximize the effectiveness and engagement of attendees by allowing for both in-person and digital engagement by providing a learning hub that could include:
 - Ability to host webinars and virtual events
 - Streamlines Academy program management by housing all information on one platform versus using multiple forms of communication with Academy members
 - Creates a sign up page for every Academy registrant for them to securely login
 - Builds an Academy website with branding, logos and key information for the Academy with a personalized landing page
 - Share documents, videos, presentations in one place
 - Experience virtual 3D tours
 - Capture interactive attendee participation through idea boards, surveys, discussion boards and collaborative comments
 - Increase engagement outside of Academy meetings and events

PHASE 4: EVALUATION

For every project, our team will continually evaluate the process and refine our approach to successfully meet our goals on target and on time. We will provide the Agency with ongoing project reports and evaluation metrics, if requested.

EXHIBIT “B” SCHEDULE OF SERVICES

EXHIBIT "B" Schedule of Services



Project Understanding/Approach

REGULAR CLIENT CHECK-IN

These regular meetings will allow the Agency and DeGrave Communications to share progress updates and next steps to ensure all team members are aligned and that the project continues to move forward and meet all deadlines. Meetings can be held in person (social distance permitting) or will be held via Zoom calls.

WEEKLY DEGRAVE COMMUNICATIONS STRATEGY MEETINGS

These meetings allow the internal DeGrave Communications team to touch base on project deliverables and timelines.

SMARTSHEETS

Our team uses Smartsheets for day-to-day project management, timelines, approvals and follow-ups. We will give the Agency's team access to the project management sheets upon project kick-off.

DROPBOX

Dropbox is used for all digital assets, such as logos, marketing materials and documents throughout the process. DeGrave Communications will set up a stand-alone Dropbox folder and provide the Agency's team access.

APPROACH: PROJECT MANAGEMENT

Effective communications and outreach strategies are made – not copied.

We know public-sector, water and communications:

Working with DeGrave Communications, our clients benefit from the large agency expertise, in-depth capabilities and top-notch advisory services while receiving an unmatched level of personal, hands-on experience.

We understand the unique challenges facing government agencies while also providing results-driven cutting-edge strategies and tactics that resonate with our clients and the communities they serve.

Our top team members have experience working in-house in water districts, cities and other special districts throughout California. In addition, our firm is headed up by award-winning public relations professionals who hold the elite Accreditation in Public Relations to ensure our clients receive the highest level of service focused on multifaceted, precise and measurable communications strategies for our clients. The rest of our carefully curated team for this project has worked with dozens of public sector clients in California, nationally and internationally producing exceptional results.

EXHIBIT "C" COMPENSATION

EXHIBIT "C" COMPENSATION



Estimated Costs

Working with DeGrave Communications, you get the large agency expertise, in-depth capabilities and top-notch advisory services while benefiting from an unmatched level of hands-on personal service. Our lean structure means that veteran, award-winning communicators, who hold the elite Accreditation in Public Relations credentials, handle the bulk of project work and client interaction from start to finish while still maintaining a competitive price point. We look forward to engaging with your team to identify project priorities and adjust resources and budgets for San Gorgonio Pass Water Agency.

PROJECT BUDGETS

Rates are based on time and materials calculated using the following hourly rates by staff classification and estimating staff hours required to complete tasks. We carefully manage our project budget to ensure we stay on budget.

Principal-in-Charge	\$200
Director	\$175
Account Executive	\$150
Research Strategist	\$150
Strategic Visual Designer/ Media Specialist	\$125
Videography est. cost of a 3-to-5 min. video.	\$4,000 - \$6,500
Photography est. cost of a full-day shoot	\$1,500
Translation Services - Varies per project scope	

SCOPE OF WORK CHANGES

In the event our clients need a change to the scope of work that will result in additional work, our team will propose a scope change that will include an itemized breakdown, timeline and costs.

BILLING

Fees will then be invoiced monthly according to the work performed in the month prior.

REIMBURSABLE EXPENSES

Mileage expenses are billed at \$0.56 per mile. A customary 20 percent markup will be added to out-of-pocket expenses (such as advertising buyouts, printing, stock photography purchases) and are not included in this estimate.

SGPWA LEADERSHIP ACADEMY

Develop a Leadership Academy founded on research and strategy to educate local leaders about SGPWA in order to build/maintain relationships, build awareness and influence policy.

Once the scope has been determined, the academy may be in-person, virtual or a hybrid program. Cost noted is for up to two events in a one-year period.

Projected Budget for All-Inclusive Event*

Principal in Charge	15 Hours x \$200 = \$3,000
Director	25 hours x \$175 = \$4,375
Account Executive	60 hours x \$150 = \$9,000
Research Strategist	10 hours x \$150 = \$1,500
Visual Designer	35 hours x \$125 = \$4,375
Video	\$4,000 to \$6,500
Photography	\$1,500
Incidentals	\$300
Virtual (optional)	\$30,000
TOTAL	\$28,050 - \$30,550

**food not included*



Proposal for Water Academy Development and Implementation

San Geronio Pass Water Agency

dc
DEGRAVE
COMMUNICATIONS
PUBLIC RELATIONS

Submitted: March 12, 2021



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Chander Letulle
Director, Division 2
San Gorgonio Pass Water Agency
1210 Beaumont Avenue
Beaumont, CA 92223

Dear Mr. Letulle:

On behalf of DeGrave Communications, I am pleased to present this proposal to support San Gorgonio Pass Water Agency's (SGPWA) efforts to develop and implement a regional water academy for local leaders. Our expertise in educational events for the water community includes projects completed for CAPIO in partnership ACWA, Western Municipal Water District, the Lake Elsinore & San Jacinto Watersheds Authority, Elsinore Valley Municipal Water District, City of Eastvale, Habitat for Humanity, San Bernardino Valley Municipal Water District and SCV Water.

As a Southern California water wholesaler, SGPWA is faced with a key challenge that many local leaders and community members may not fully understand the critical role that the Agency plays in the area. With our in-depth experience developing award-winning communications, marketing and branding strategies for dozens of clients, first-hand knowledge of Riverside and San Bernardino Counties, and water district expertise, we believe we are the perfect fit and will bring a unique understanding to this project.

Our exceptional work is accomplished through a multi-pronged approach:



COLLABORATION: Consider our team a seamless extension of your District from start to finish, our approach makes sure your team is engaged in the process.



STRATEGY: Effective communications, marketing and branding campaigns are created – not copied. We approach each engagement with a fresh perspective in order to meet the project goals.



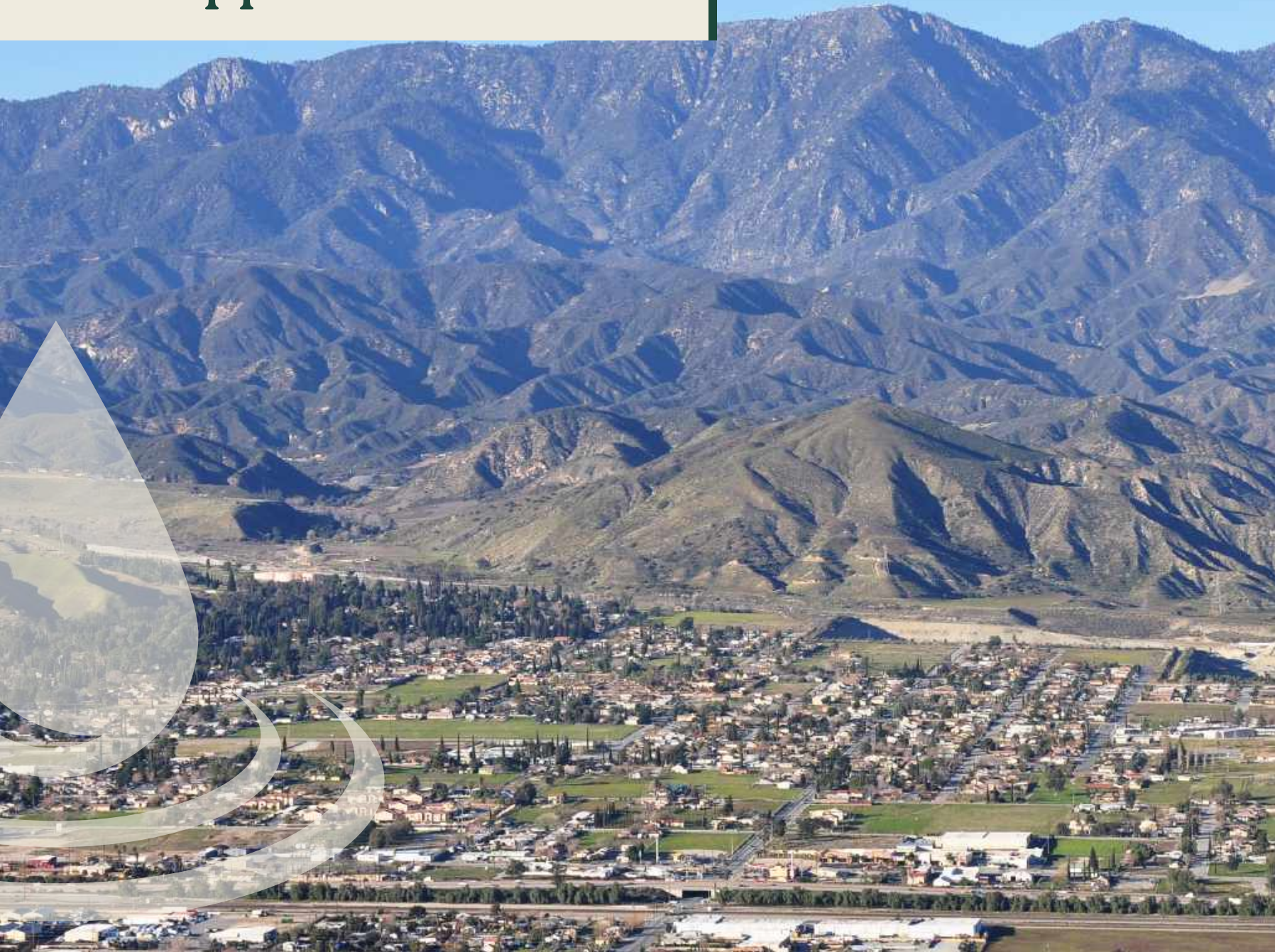
RESULTS: Our strategies are data driven and all projects start with a solid foundation of research to ensure exceptional quantifiable results for our clients.

We thank you for the opportunity to submit our outreach proposal and look forward to working with you to develop collaborative engagement strategies that keep your stakeholders educated about the SGPWA. This cost proposal will remain valid for a period of at least 180 days.

LISELLE REGUIERO DEGRAVE, APR | President, DeGrave Communications, Inc.
40575 Cal Oaks Road D2-137, Murrieta, CA 92562
951.764.0865 | Liselle@DeGravePR.com
DeGravePR.com



Project Understanding and Approach





Project Understanding/Approach

Located in Southern California, in eastern Riverside County, the San Gorgonio Pass Water Agency provides wholesale water to Yucaipa Valley Water District, the Beaumont Cherry Valley Water District and the City of Banning. As a State Water Contractor, the Agency plays an integral part in importing supplemental water to protect and enhance local water supplies in their service area.

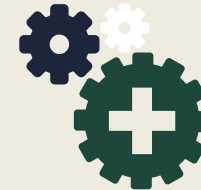
As a water wholesaler, and one of dozens of water districts in the region, there is an opportunity for the Agency to:

- Educate stakeholders on the impact and services that Agency has in the region
- Position the Agency as the trusted source on regional water issues
- Build and maintain connections with key leaders in the area
- Garner a regional understanding of water issues and projects to increase support for future projects and funding

We'll accomplish this through our proven methodology:



COLLABORATION



STRATEGY



RESULTS



Project Understanding/Approach

DeGrave Communications is here to help the San Geronio Pass Water Agency continue to strategically develop and implement a leadership academy. The development of an academy will be based on effective communications and outreach strategies, so that the Agency can maintain a high level of trust and satisfaction with its leaders and key stakeholders.

APPROACH: ACCOUNT MANAGEMENT

DeGrave Communications employs a strategic, multi-pronged approach to our communications, marketing and branding efforts to ensure maximum results.

Providing the San Geronio Pass Water Agency with exceptional customer service from start to finish is DeGrave Communications' goal. Located just 39.9 miles from the Agency and based in Riverside County, our leadership team can be readily available when needed. DeGrave Communications uses the following tools and best practices to support consistent and transparent communications throughout the project.





Project Understanding/Approach

REGULAR CLIENT CHECK-IN

These regular meetings will allow the Agency and DeGrave Communications to share progress updates and next steps to ensure all team members are aligned and that the project continues to move forward and meet all deadlines. Meetings can be held in person (social distance permitting) or will be held via Zoom calls.

WEEKLY DEGRAVE COMMUNICATIONS STRATEGY MEETINGS

These meetings allow the internal DeGrave Communications team to touch base on project deliverables and timelines.

SMARTSHEETS

Our team uses Smartsheets for day-to-day project management, timelines, approvals and follow-ups. We will give the Agency's team access to the project management sheets upon project kick-off.

DROPBOX

Dropbox is used for all digital assets, such as logos, marketing materials and documents throughout the process. DeGrave Communications will set up a stand-alone Dropbox folder and provide the Agency's team access.

APPROACH: PROJECT MANAGEMENT

Effective communications and outreach strategies are made – not copied.

We know public-sector, water and communications:

Working with DeGrave Communications, our clients benefit from the large agency expertise, in-depth capabilities and top-notch advisory services while receiving an unmatched level of personal, hands-on experience.

We understand the unique challenges facing government agencies while also providing results-driven cutting-edge strategies and tactics that resonate with our clients and the communities they serve.

Our top team members have experience working in-house in water districts, cities and other special districts throughout California. In addition, our firm is headed up by award-winning public relations professionals who hold the elite Accreditation in Public Relations to ensure our clients receive the highest level of service focused on multifaceted, precise and measurable communications strategies for our clients. The rest of our carefully curated team for this project has worked with dozens of public sector clients in California, nationally and internationally producing exceptional results.



Project Understanding/Approach

When it comes to crafting impactful communications and marketing strategies, we rely on using our four-pronged approach of research, planning, implementation and evaluation.

APPROACH: PROJECT MANAGEMENT

PHASE 1: RESEARCH

Effective Communications and Outreach Strategies are Created – Not Copied. Research is the foundation for effective, impactful communication and marketing projects and programs – regardless of the project’s size. Upon engagement with DeGrave Communications, our firm will embark upon a research and discovery process for every project. Our team will move forward with using information gathered in the research phase to develop objectives, strategies, tactics, timeline and measure results for each project.

For the Agency’s ongoing academy needs, we will use research to guide our strategies. Ongoing research may include:

- Review of existing surveys and development and deployment of new surveys
- Communications analysis and audit of existing materials, website, and previously hosted events

- Current state and federal water policy, surveys and outreach and similar programs by other agencies
- Meetings with the Agency leadership

PHASE 2: PLANNING

We will continue to use the data and insights uncovered in Phase 1, to develop the overall communications and marketing strategies for the Agency’s academy program.

PHASE 3: IMPLEMENTATION

The academy communications and outreach strategy will be reviewed and updated as needed by the Agency’s communications team and DeGrave Communications. All outreach strategies and tactics will be developed in line with the goals of the Agency.

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- PPT – Develop academy template
- Messaging – Ensure consistency between all presenting agencies
- Video - Develop videos explaining various topics
- Media Relations – Develop news release/alerts on the program

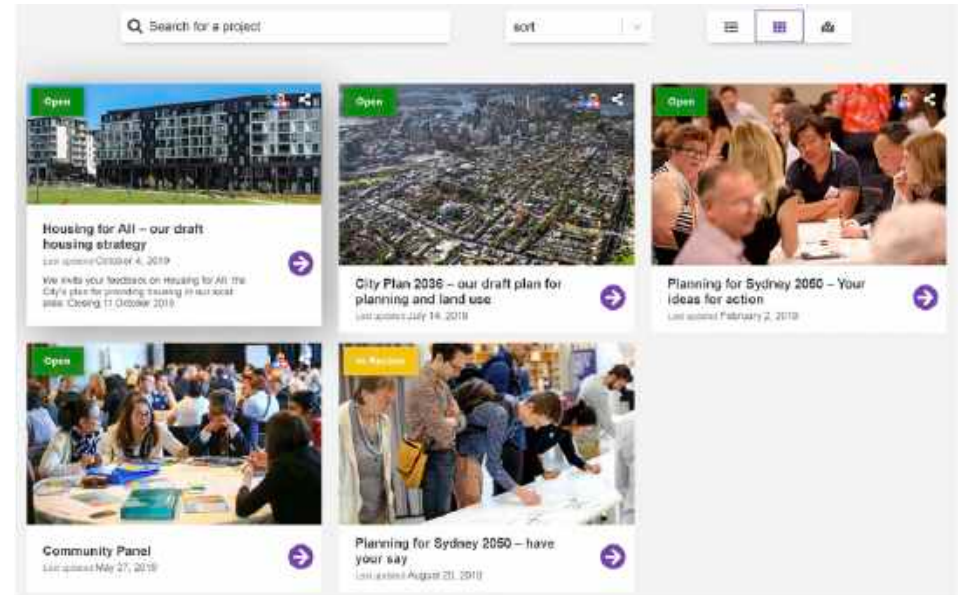


Project Understanding/Approach

- Collateral Development – Create and update, as needed, invitations, academy nomination/application forms, fact sheets, social media and other collateral pieces to educate stakeholders on the academy and how the Agency is providing clean water availability in the region
- Event Logistics – Develop invite list, send invitations, manage RSVPs, order food, organize room logistics, coordinate speakers. List is not comprehensive and may vary depending on social distancing
- Stakeholder List – Develop list of key stakeholders for the event. List to be used to send out information on how to apply as well as other details on the program
- Virtual Platform - Build an Agency-specific platform to host events, store information and engage with key stakeholders on an ongoing basis

The virtual platform for the Water Academy would maximize the effectiveness and engagement of attendees by allowing for both in-person and digital engagement by providing a learning hub that could include:

- Ability to host webinars and virtual events
- Streamlines Academy program management by housing all information on one platform versus using multiple forms of



SAMPLE PERSONALIZED VIRTUAL LANDING PAGE

- communication with Academy members
- Creates a sign up page for every Academy registrant for them to securely login
- Builds an Academy website with branding, logos and key information for the Academy with a personalized landing page
- Share documents, videos, presentations in one place

Personnel





Our Firm

For SGPWA’s leadership academy development and implementation project, DeGrave Communications has assembled a top-notch team of award-winning industry leaders who specialize in communications, marketing and outreach.

Our team is designed to leverage the strengths of our staff within a streamlined structure to provide exceptional results with a high level of customer service and quality.

With over 17 years serving in the public relations field, DeGrave Communications has developed and executed countless client events. Do to the nature of this unique project and the need for a hybrid virtual option, we’ve tapped into our talented extended team members to support our efforts in meeting your objectives. We work quickly and can be ready to start a project with minimal start time.



2004
DeGrave
Founded



Locally Based in
Murrieta, CA

30+
Clients



Multilingual
Capabilities

3

Team Members
with Accreditations
in PR



California Women/minority
Business Enterprise

15+

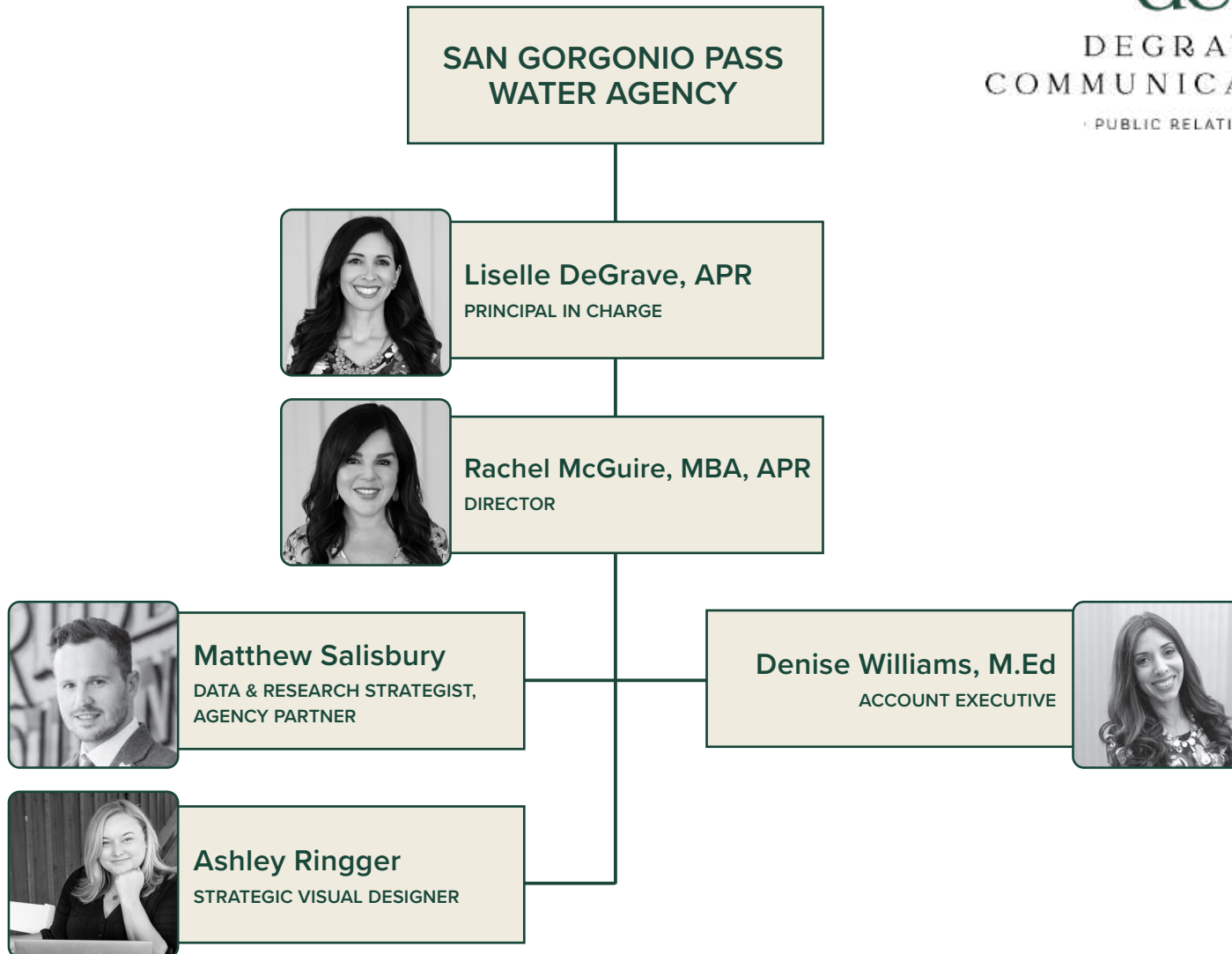
Industry Awards



DBE
Certified



Our Team



Meet Our Team



LISELLE DEGRAVE, APR
Principal in Charge

San Diego State University
B.A., Communications Studies, Emphasis in Public Relations; Minor in Spanish

Universal Accreditation Board
Accreditation in Public Relations

Public Relations Society of America
Member

Past Director-at-Large
Past Assembly Delegate, Board Member
2019 PRSA Spirit of PR Award
2020 PRSA Best in Show Winner

California Association of Public Information Officials, Member

Hispanic Public Relations Association
Member, Director at Large



A veteran communicator, Liselle has nearly 20 years of experience and her expertise includes spearheading communications, marketing and outreach projects for public-sector clients throughout California, including dozens of water purveyors. Her background blends both in-house communications and agency expertise to ensure impactful communications strategies for the clients she serves. She will serve as the project manager and principal in charge, leading DeGrave’s fully integrated team of communications, outreach, marketing and branding professionals.



Communications Strategies



Public Outreach



Community Relations



Multi-cultural Communications and Outreach



Media Relations



Branding



Collateral Development

SELECT PROJECT EXPERIENCE

ELSINORE VALLEY MUNICIPAL WATER DISTRICT

Communications, Outreach, Water Efficiency, Education and Engineering Projects

Since 2015, Liselle has worked on a variety of award-winning communications, marketing and outreach projects for EVMWD. Highlights of Liselle’s ongoing work include:

ENGINEERING AND MAINTENANCE OUTREACH SERVICES | Since 2018, Liselle has provided communications, media and outreach assistance for EVMWD CIP projects. Her work has included creating outreach materials, such as the Dryden Street flyer, Dig Alert door hanger, Flagler Wells Dedication Event, Agricultural Pipeline Conversion and the Pasadena/Collier Manhole Project. She has also provided facilitation services for the Peck/Chestnut sewer repair community Meeting.

FLUSHING OUTREACH | Liselle oversaw outreach for the District’s 2020 flushing efforts, including developing a fact sheet, postcard and news release for the program to educate the community on the project and its timeline.

2019 WATER QUALITY REPORT | Liselle directed the team that created the District’s 2019 water quality report in English and Spanish. The reimagined report included dynamic graphics and photography as well as engaging content to share EVMWD’s important water quality information with its customers.

LISELLE DEGRAVE, APR



Awards and Honors Highlights

PRSA – Inland Empire Chapter – Best in Show
Pressing On in Public Relations | PRessing On in Public Relations Podcast

PRSA – Inland Empire Chapter Polaris Award – Campaign
EVMWD/Rancho Water | Water-wise Living Campaign

CAPIO EPIC Award – Campaign
EVMWD/Rancho Water | Water-wise Living Campaign

PRSA – Inland Empire Chapter Polaris Award – Multi-cultural Communications
SAWPA | Trust the Tap

WATER EFFICIENCY CAMPAIGNS | Serving as the principal in charge, Liselle has developed two water efficiency campaigns for the District. The District's Water-wise Living Campaign highlighted water savings and was part of a regional partnership with Rancho Water and The Storm minor league baseball team. This project included developing engaging communications materials, including a video, social media and direct mail, billboard campaign along I-15 and media relations. Currently, Liselle is directing the District's "There's a Rebate for That!" campaign that spotlights residential rebate programs using eye-catching branding and design. The campaign includes an overall campaign strategy, media buys, news releases, social media, website content and flyers.

LAKE ELSINORE AND SAN JACINTO WATERSHEDS AUTHORITY

Communications, Outreach and Branding Projects

DeGrave Communications serves as the exclusive, long-time communications partner for the LESWA. As the project manager for this account, Liselle oversees LESJWA's communications efforts, including developing communications strategies, managing crisis communications, providing strategic counsel, managing media relations, coordinating social media, video, website and photography, developing collateral and facilitating community meetings and events. Her work on behalf of LESJWA has garnered several industry accolades, media attention and a larger community understanding of the role of LESJWA in the region.

JURUPA COMMUNITY SERVICES DISTRICT

Communications, Outreach and Branding Projects

For JCSD, Liselle has overseen numerous projects including the development of the District's first-ever Communications and Marketing Plan. In her role as principal in charge of this award-winning project, Liselle facilitated community focus groups and one-on-one interviews, oversaw the development of a customer survey and managed the development of the plan, including guiding principles, key messages, audience identification, goals, strategies, objectives and tactics. She also leads the JCSD account, providing ongoing strategic counsel, branding, outreach, writing and marketing services. Recent projects include developing the District's 2019 Consumer Confidence Report and creating outreach collateral for groundwater desalination, flushing and fats, oils and grease.

SANTA ANA WATERSHED PROJECT AUTHORITY

Communications, Outreach and Branding Projects

Liselle oversaw the agency's YourSoCalTapWater blog, social media and community outreach efforts. As part of this effort, she rebranded the blog using research and insights. The newly rebranded blog resulted in year-after-year growth and garnered top industry honors. Also, she developed the award-winning Trust the Tap campaign, which highlighted the safety of tap water throughout Orange, San Bernardino and Riverside Counties in English, Spanish and Vietnamese. As part of this project, she oversaw community needs planning, implemented research and survey methods and facilitated strategic planning sessions. Her successful outreach strategy led to the development of a branded logo and style guide; multi-language tool kits, including brochures, posters, bill stuffers, news releases, videos and photography; and 26 media stories secured in English, Spanish and Vietnamese.



LISELLE DEGRAVE, APR

WESTERN MUNICIPAL WATER DISTRICT

Communications, Outreach and Education Projects

Liselle has more than a decade of experience working with WMWD. She has managed numerous projects, including the District's Consumer Confidence Report, advanced meter program outreach and Earth Night in the Garden event. Currently, she serves as the District's exclusive water education and outreach consultant and oversees the District's Krieger Grant Program, scholarships, art contests, school presentations, media relations, collateral, educational video game focused on the journey of water and social media. Also, she is the education liaison with Metropolitan Water District for such programs as Solar Cup.

LAS VIRGENES MUNICIPAL WATER DISTRICT

Advanced Meter Replacement Project

Liselle served as the assistant project manager for LVMWD's Advanced Meter Enhancement Program. LVMWD serves 70,000 residents in some of Southern California's most affluent communities, including Calabasas, Agoura Hills, Westlake Village, Hidden Hills and surrounding areas. The project included developing a multi-year communications strategy, creating a distinct project brand, crafting engaging content across multiple channels, creating effective community relations strategies for the agency and attending regular meetings with the project team and installation consultants.

SCV WATER

Communications, Outreach, Engineering and Water Quality Projects

Liselle supports SCV Water's PFAS outreach efforts. Since 2019, Liselle has been part of the award-winning team that works with SCV Water on sharing its story on how the agency is addressing PFAS and restoring water quality to the Santa Clarita Valley. She has worked on the Agency's PFAS outreach strategy development and deployment of tactics for the construction of the Agency's PFAS treatment plants, special events, video, media relations and collateral development.

CITY OF EASTVALE

Communications, Outreach and Branding Projects

Liselle directs a variety of outreach efforts for the City of Eastvale. Recent projects she has managed include the development of Eastvale's State of the City Video and scriptwriting and small business communications campaigns, "Eastvale Biz Support" and "Love Eastvale, Shop Eastvale", which promote community support of the local businesses. As part of these economic development efforts, Liselle has overseen the development and deployment of a small business survey, creation of communications and outreach strategies and creative direction of campaign design. These successful outreach efforts have provided Eastvale businesses with much-needed resources, including signage and content, and information on the City's business resources.

Meet Our Team



RACHEL MCGUIRE, MBA, APR
Director

University of Redlands M.B.A.

UCLA B.A., Communications Studies

Universal Accreditation Board

Accreditation in Public Relations

Public Relations Society of America Member

San Diego/Imperial Counties Director at Large

Inland Empire Past President

2020 PRSA Best in Show Winner

California Association of Public Information

Officials Member & Past President

2016 Communicator of the Year

2019 Lifetime Achievement Award Recipient

Rachel is a recognized leader in the field of public-sector communications and brings nearly 20 years of experience working in-house and in an agency setting to this project along with a proven track record of award-winning communications, marketing, outreach and branding strategies. An expert in California water issues, Rachel has overseen high-profile, multi-year CIP efforts, PFAS and water quality outreach and water education and conservation campaigns for water purveyors throughout the state. For this engagement, Rachel will support the day-to-day project management efforts and work closely with the principal in charge and the support team.



Communications Strategies



Public Outreach



Construction Relations



Crisis Communications



Marketing



Media Relations



Collateral Development

SELECT PROJECT EXPERIENCE

SCV WATER

PFAS Water Restoration Projects - \$30 Million Infrastructure Projects

Rachel serves as the principal in charge of SCV Water's PFAS water restoration communications and outreach projects. Since 2019, Rachel has partnered with the Agency to share its story on how SCV Water is working to tackle PFAS in its groundwater supply through treatment, technology and transparency. In addition to developing and overseeing the deployment of the communications strategies to transparently and effectively educate customers and stakeholders on PFAS and how the agency is addressing PFAS to maintain a high level of trust and satisfaction in SCV Water, Rachel also oversees the construction relations for the Agency's PFAS treatment facilities. For the first \$6 million groundwater treatment facility, Rachel oversaw community outreach, including project notifications to the community, signage, collateral development, video, website and social media outreach, media relations and the event's ribbon-cutting. Three additional groundwater treatment construction projects are in the planning phases, and Rachel will be assisting SCV Water with construction relations and outreach for those facilities. The total anticipated cost for all facilities is \$25-30 million.



RACHEL MCGUIRE, MBA, APR



Awards and Honors Highlights

PRSA – Inland Empire Chapter - Best in Show
Pressing On in Public Relations | PResing On
in Public Relations Podcast

PRSA – Inland Empire Chapter - Best in Show
Western Municipal Water District | La Sierra
Pipeline Project

**PRSA – Los Angeles Chapter PRism Award
– Campaign**
SCV Water | PFAS Outreach

**CAPIO – EPIC Award of Distinction –
Campaign**
SCV Water | PFAS Outreach

**PRSA – Inland Empire Chapter Polaris
Award – Social Media**
San Bernardino Valley MWD | Social Media
Program

WESTERN MUNICIPAL WATER DISTRICT

La Sierra Pipeline Project – \$36 Million Infrastructure Project

While leading the communications efforts for Western Municipal Water District, Rachel oversaw the construction relations and outreach efforts for the District’s La Sierra Pipeline Project – one of the largest construction projects in the District’s history. The \$36 million project increased the much-needed local water supply in the region and placed a large pipeline under a busy street in the heart of the city of Riverside. With significant traffic impacts associated with this project, Rachel oversaw a successful outreach program that informed the public about the construction timeline and educated them on the project’s mission and long-term value. The project received a Best in Show Award from PRSA-Inland Empire and a statewide CAPIO EPIC Award for its successful community relations. Communications strategies included overall strategic communication and outreach plan for the project, audience identification, key message development, project branding, community outreach, media relations, social media outreach, e-news blasts, website content development, videos, public workshops, direct mail postcards and bill messages.

ELSINORE VALLEY MUNICIPAL WATER DISTRICT

Communications, Outreach, Water Efficiency, Education and Engineering Projects

Since 2019, Rachel has been part of the team leading EVMWD’s award-winning communications, marketing and outreach projects. Highlights of her ongoing work include:

FLUSHING OUTREACH | Rachel served as the assistant project manager for the District’s 2020 flushing efforts, including developing a fact sheet, postcard and news release for the program to educate the community on the project and its timeline.

2019 WATER QUALITY REPORT | As the assistant project manager, Rachel worked with that created the District’s 2019 water quality report in English and Spanish. The reimagined report included dynamic graphics and photography as well as engaging content to share EVMWD’s important water quality information with its customers.

WATER EFFICIENCY CAMPAIGNS | Rachel has assisted with project management for two of the District’s water efficiency campaigns. The District’s award-winning Water-wise Living Campaign highlighted water savings and was part of a regional partnership with Rancho Water and The Storm minor league baseball team. This project included developing engaging communications materials, including a video, social media and direct mail, billboard campaign along I-15 and media relations. Currently, Liselle is directing the District’s “There’s a Rebate for That!” campaign that spotlights residential rebate programs using eye-catching branding and design. The campaign includes an overall campaign strategy, media buys, news releases, social media, website content and flyers.



RACHEL MCGUIRE, MBA, APR

LAS VIRGENES MUNICIPAL WATER DISTRICT

Advanced Meter Replacement Project

Rachel serves as the principal in charge of LVMWD's Advanced Meter Enhancement Program. LVMWD serves 70,000 residents in some of Southern California's most affluent communities, including Calabasas, Agoura Hills, Westlake Village, Hidden Hills and surrounding areas. The project included developing a multi-year communications strategy, creating a distinct project brand, crafting engaging content across multiple channels, creating effective community relations strategies for the agency and attending regular meetings with the project team and installation consultants.

JURUPA COMMUNITY SERVICES DISTRICT

Communications, Outreach and Branding Projects

Rachel continues to work on numerous projects for JCSD, including the development of the District's first-ever Communications and Marketing Plan. In her role as project manager for this award-winning project, Rachel assisted with the facilitated community focus groups and one-on-one interviews, the development of a customer survey and the development of the plan, including guiding principles, key messages, audience identification, goals, strategies, objectives and tactics. She also assists with providing ongoing strategic counsel, branding, outreach, writing and marketing services. Recent projects include developing the District's 2019 Consumer Confidence Report and creating outreach collateral for groundwater desalination, flushing and fats, oils and grease.



Meet Our Team



MATTHEW SALISBURY
Data & Research Strategist, Agency
Partner

University of Leeds
B.A., Computing



Mathew is the founder and CEO of ntropy, a market research and customer experience platform that helps public and private agencies make data driven decisions. Matt would oversee the research strategy and data analysis for this engagement.



Public Outreach



Community Relations



Communications Strategies



Research



Surveys



Digital Communications



Project Management

SELECT PROJECT EXPERIENCE

JURUPA COMMUNITY SERVICES DISTRICT

Working with the DeGrave team, Matt oversaw JCSD’s Communications and Marketing Customer Satisfaction survey development and analysis component. The survey was available in English, Spanish and Chinese and was deployed to customers via SMS text and website link to gain insights on how JCSD customers viewed the District as well as opportunities to advance the District’s communication efforts.

CITY OF SYDNEY

For the City of Sydney, Matt developed and hosted a survey database for a multi-year period to provide live reporting for the City’s Community Strategic Plan for 2050. Through ntropy’s community engagement software, community members were able to provide feedback to direct the City’s future priorities and key issues.

UNION SQUARE BUSINESS DISTRICT

Matt oversaw the collecting of feedback at the District’s popular Winter Walk Event, which attracts more than 2.2 million visitors annually. The data research solution allowed event attendees to quickly give feedback. Insights were used to gain a better understanding of the economic impact the event was having on the local area as well as examining trends in data from attendees.

Meet Our Team



ASHLEY RINGGER
Strategic Visual Designer

Brigham Young University
B.B.A., Marketing

California State University at San Marcos
Graphic Design Certificate

Ashley is an accomplished professional in the fields of communications and public affairs. She brings nearly 15 years of experience in community outreach and engagement as well as graphic and website design to DeGrave Communications. With a passion for public service and working in water, Ashley has designed communications campaigns and collateral for our clients, including program websites, social media content and graphics, fact sheets, water quality reports and Prop. 218 notifications. A gifted storyteller, graphic artist and web designer she will assist with crafting dynamic visuals together with meaningful content for this project.



Creative Direction



Social Media



Community Relations



Copywriting



Digital and Print Media



Branding



Infographic Design

SELECT PROJECT EXPERIENCE

ELSINORE VALLEY MUNICIPAL WATER DISTRICT

Communications, Outreach, Water Efficiency, Education and Engineering Projects

Since 2020, Ashley has been part of the team at the helm of EVMWD's award-winning communications, marketing and outreach projects. Highlights of her ongoing work include:

FLOW INTO FALL | Ashley developed all the creative assets for the District's 2020 Flow Into Fall virtual event, including event branding, direct-mail postcard, social media, ad and billboard designs.

COVID 19 OUTREACH | Ashley oversaw the design for flyers, posters and social media for the District's COVID-19 outreach. The engaging collateral reminded people to practice appropriate social distancing requirements as well as provide information on the District's hours of operation.

AQUAHAWK BOOKLET | In order to educate customers on EVMWD's advanced meter technology that empowers customers to take control of their water use, Ashley designed a four-page explainer booklet for the District to share with customers on their website, in the District lobby and on social media.



ASHLEY RINGGER



Awards and Honors Highlights

PRSA – Inland Empire Chapter - Best in Show
PRessing On in Public Relations | PRessing On
in Public Relations Podcast

**PRSA – Inland Empire Chapter Polaris Award
– Social Media**
San Bernardino Valley MWD | SBVMWD Social
Media Program

**PRSA – Inland Empire Chapter Capella
Award – Campaign**
Jurupa Community Services District | Strategic
Communications and Marketing Plan

COMMUNICATIONS, OUTREACH, EDUCATION AND GOVERNMENT AFFAIRS PROGRAMS | For nearly 10 years, Ashley played a pivotal role working in-house at the District and coordinated community and government affairs efforts, including its outreach and engagement programs, education programs, special events, social media, graphic design, legislative analysis and grant coordination.

SCV WATER

PFAS Water Restoration Projects and Community Outreach Projects and Programs

Ashley oversees artistic direction for SCV Water projects and programs for communications, water resources and engineering. For this project, she distills complex water topics and regulatory issues into easy-to-understand visuals that help tell the Agency's story. Graphic design projects she is currently overseeing, including PFAS (fact sheets, social media, infographic and icon development). Additionally, she designed the public notice fact sheet for SCV's Saugus Formation Aquifer Engineering Evaluation/Cost Analysis study. She is also designing community outreach materials for the Agency's recycled water expansion project.

SAN BERNARDINO VALLEY MUNICIPAL WATER DISTRICT

Social Media Program Management

Ashley coordinates San Bernardino Valley Municipal Water District's award-winning social media program, including content development, social media calendaring, graphics, analytics, ad buys and social media monitoring. She has also worked on collateral development for the District.

SANTA ANA WATERSHED PROJECT AUTHORITY

Communications Outreach and Branding

Ashley coordinated content development, social media calendaring, graphics, social media monitoring and ad buys for the Authority's award-winning YourSoCalTapWater blog, social media and community outreach efforts. She has also managed web design and content management for the blog.

Meet Our Team



DENISE WILLIAMS, M. ED.
Account Executive

University of Southern California M.Ed.
University of California, Santa Barbara
B.A., Communications; Minor in Education,
Emphasis in Psychology



Awards and Honors Highlights

PRSA – Inland Empire Chapter Polaris Award – Campaign
EVMWD/Rancho Water | Water-wise Living Campaign

CAPIO EPIC Award – Campaign
EVMWD/Rancho Water | Water-wise Living Campaign

PRSA – Inland Empire Chapter Polaris Award – Multi-cultural Communications
SAWPA | Trust the Tap

Denise is an expert communicator with more than a decade of experience working on communications, marketing, outreach and branding project for public-sector clients. Her diverse background at the nexus of communications and education ensures strategically developed and executed projects and programs for our clients. She will be responsible for assisting our team with executing communications and outreach project deliverables.



Communications Strategies



Public Outreach



Construction Relations



Digital Communications



Education



Special Events



Collateral Development

SELECT PROJECT EXPERIENCE

SANTA ANA WATERSHED PROJECT AUTHORITY

Trust the Tap

Denise coordinated SAWPA's YourSoCalTapWater blog, social media and community outreach efforts. In addition, she has worked on the award-winning Trust the Tap campaign, which highlighted the safety of tap water throughout Orange, San Bernardino and Riverside Counties.

SAN BERNARDINO VALLEY MUNICIPAL WATER DISTRICT

Communications and Outreach Projects

For SBVMWD, Denise has worked on the team for numerous projects, including the District's award-winning annual report, special events and collateral development.

WESTERN MUNICIPAL WATER DISTRICT

Communications, Outreach and Education Projects

Denise has managed projects for WMWD for several years, including the District's Earth Night in the Garden event and Summer Teacher Workshop. She also coordinates the District's communications and outreach for the Lois B. Krieger Project Grants for Educators program and Water is Life art contest.

Representative Projects





Who We Work With



Inland Empire WATERKEEPER
Agency • Education • Research • Restoration • Enforcement



Lake Elsinore & San Jacinto Watersheds Authority



City of Lake Elsinore • City of Canyon Lake • County of Riverside
Elsinore Valley Municipal Water District • Santa Ana Watershed Project Authority





Key Event Experience

WESTERN MUNICIPAL WATER DISTRICT

Earth Night in the Garden Event

Large scale community event with 2.5k in attendance



- Collateral materials

- Programming

- Promotions



- Vendors

- Media Outreach



- Logistics

- Sponsorships

LAKE ELSINORE & SAN JACINTO WATERSHEDS AUTHORITY

Stakeholder Water Summit

Invite only event for regional water leaders



- Collateral materials

- Programming

- Invite Management



- Vendors

- Media Outreach

- Logistics



- Sponsorships

SAN BERNARDINO VALLEY MUNICIPAL WATER DISTRICT

Enhance Recharge in the Santa Ana River Basin Phase 1A Dedication

Invite only event for regional water leaders



- Collateral materials

- Programming

- Invite Management



- Vendors

- Media Outreach



- Logistics

HABITAT FOR HUMANITY INLAND VALLEY

Christmas Tree Lane

Community fundraising event, converted from all in-person to part virtual



- Collateral materials

- Sponsorships



- Media Outreach

- Social media

CITY OF MURRIETA FIRE & RESCUE

Citizen's Academy

Hands-on, two-month long community academy



- Media relations



Representative Projects

Dozens of public-sector agencies across Southern California trust DeGrave Communications to manage their ongoing communications, outreach and branding needs. Here are a few of our satisfied clients.

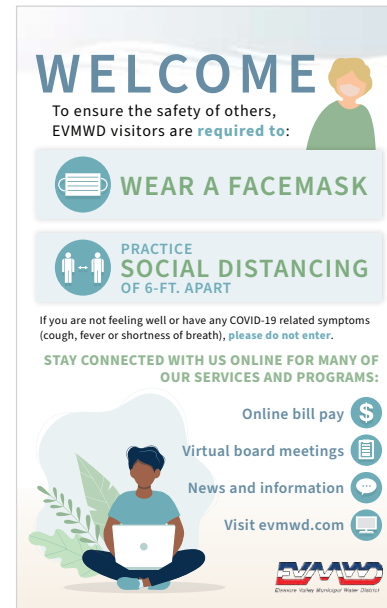
ELSINORE VALLEY MUNICIPAL WATER DISTRICT

A cornerstone of the community, EVMWD serves 144,000 residential customers in its 97-square mile service area located in southwest Riverside County.

Our firm has been working with EMVWD for the past five years and provides as-need communications and outreach support for a variety of projects.

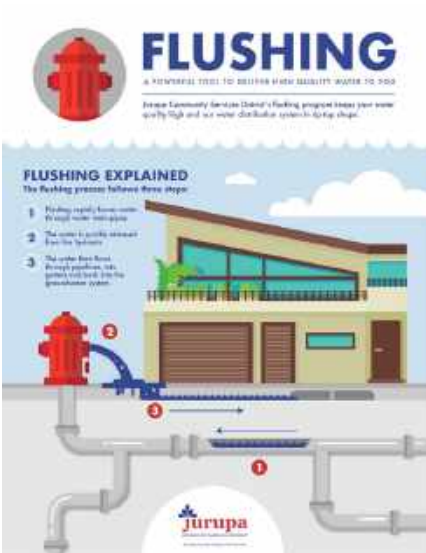
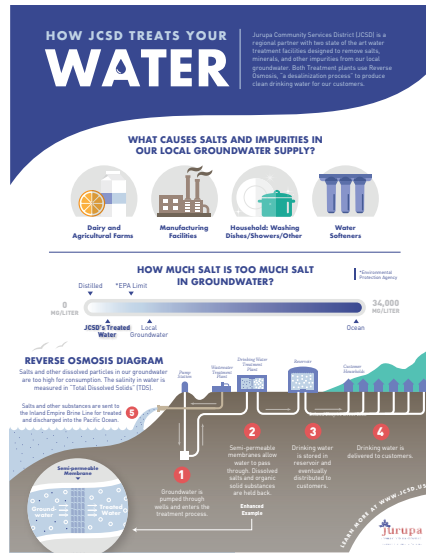
Current projects include:

- Strategic counsel
- Annual Water Quality Report
- COVID-19 messaging, posters and flyers
- Media relations
- Videos
- Fact sheets
- Social media
- Signage
- CIP outreach





Representative Projects



JURUPA COMMUNITY SERVICES DISTRICT

Located in Jurupa Valley, in the heart of Southern California's Inland Empire, Jurupa Community Services District provides a vast array of public services to more than 140,000 community members in the cities of Eastvale and Jurupa Valley, including parks and recreation, water, wastewater, graffiti abatement and streetlights.

DeGrave Communications provides communications, outreach and branding services, including but not limited to development of communications strategies, graphic design, video, photography, writing and editing, key message development, social media content, branding and media relations.

Current projects include:

- Strategic counsel
- Districtwide Communications and Marketing Plan development, including SWOT analysis, in-depth interviews, focus groups, digital customer survey and communications and media audit, as well as a comprehensive plan, including guiding principles, key messages, audiences, goals, strategies, objectives and tactics. **See work examples section for a case study on this project.**
- Annual Water Quality Report
- Fact sheets
- Bill stuffers
- Social media strategy
- Branding elements
- Media relations



Representative Projects

SCV Water – Water Treatment Facilities Construction

SCV Water, located 30 miles north of Los Angeles, is working with our team on outreach for several water treatment facilities to restore groundwater quality to its customers. The new facilities are used to treat per- and polyfluoralky chemicals (PFAS) and perchlorates.

Our team has worked with SCV Water since 2019 to craft communications outreach strategies that provide important information on these multi-million dollar construction projects in order to educate the community on the projects benefits and timelines as well as maintain confidence and satisfaction in the Agency.

Projects include:

- Communications outreach strategies
- Fact sheets
- Website content
- E-newsletter content
- Social media
- Project branding
- Video
- Issues/crisis management
- Media relations
- Special events
- Project construction signage

CASE STUDY: TRUST THE TAP

AWARD-WINNING CAMPAIGN

TRUST THE TAP STRATEGY

Representing millions of residents in **Southern California, the Santa Ana Watershed Project Authority (SAWPA)**, wanted to develop a community outreach campaign to water agencies living in the Santa Ana River Watershed in order to promote the safety, value and benefits of drinking tap water. SAWPA reached out to DeGrave Communications to launch its Trust the Tap multilingual outreach campaign in disadvantaged communities.

GOAL:

To promote awareness of the safety, value and benefits of drinking tap water.



Research

- Regional and national water data analysis
- Community needs planning
- Tri-county water agency survey
- Communications analysis and audit
- Strategic planning session



Strategy

A multi-pronged measurable strategy was developed for this project and included:

- Developing engaging, culturally-sensitive content
- Engaging in proactive media relations, a trusted resource in minority populations
- Creating effective community relations strategies



Measurable Metrics

- Branded logo and style guide for the development of assets
- Multi-language tool kits, including brochures, posters, bill stuffers, news releases, videos and photography
- 8 participating water agencies reaching thousands of customers
- 26 media stories secured in English, Spanish and Vietnamese

CASE STUDY: TRUST THE TAP



Learn why it's Safe to Drink from the Tap.

The Truth About Tap Water vs. Bottled Water
Tap water providers in the United States are required to test and monitor tap water each and every day. Spending more on bottled water doesn't guarantee better quality. Don't be fooled by the cost of water at the corner water store or bottled water; tap water is a much better value. In some countries it is not safe to drink water that comes from the sink, but your tap water can be enjoyed!

Tap water is more regulated and more tested than bottled or corner store water!

- No boiling necessary – unless instructed by your water provider in times of emergency
- Best value – a gallon of water costs less than 3 cents
- Most convenient – right from your sink
- Safety – tested in certified laboratories every single day

Compare the Facts

Tap Water	Bottled Water
• Tested daily	• Sporadic facility testing
• Regulated by local, state and federal agencies	• Stored in plastic containers that may leach toxic chemicals into water
• Required to report findings	• No testing required for possible bacteria that may form in water bottles
• Costs less than 3 cents per gallon	• Costs an average of \$1.22 per gallon
	Corner Store Water
	• Infrequent monitoring or regulation
	• Inspections inconsistent
	• Water quality can be unreliable
	• Costs an average of \$2.50 per gallon

For information about water from MVWD, visit mvwd.org or call 909.267.2130.

Branding Guidelines

Color On White

Complement Font: Gotham Book, Medium or Bold

Color On Black

Black & White

Pantone / CMYK Colors

	Pantone Cyan C-100, M-0, Y-0, B-0		Pantone 286 C-100, M-66, Y-0, B-2		Black - 40% C-0, M-0, Y-0, B-40
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Learn why it's Safe to Drink from the Tap.

Tap water is more regulated and tested than bottled or corner store water!

- No boiling necessary – unless instructed by your water provider in times of emergency
- Best value – a gallon of water costs less than 3 cents
- Most convenient – right from your sink
- Safety – tested in a certified laboratory every day

For information about water from OMUC, visit ontariowaterwise.org or call 909.395.2614.

Tuyệt Vời Nguồn Nước

Nước từ vòi được kiểm tra và thử nghiệm thường xuyên hơn nước đóng chai hoặc nước mua ở tiệm!

CASE STUDY: PFAS COMMUNICATIONS & OUTREACH STRATEGY

AWARD-WINNING CAMPAIGN

PFAS COMMUNICATIONS & OUTREACH STRATEGY

Located in Southern California, just 30 miles outside of Los Angeles, **SCV Water** serves nearly 300k residents and businesses in its 195 square-mile territory. New state and federal regulations regarding per- and polyfluoroalkyl chemicals (PFAS) created a crisis of confidence for SCV Water's customers.

SCV Water partnered with our team to share its story on how it is working to tackle PFAS in its groundwater supply through treatment, technology and transparency.

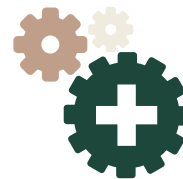
GOAL:

To develop a long-term comprehensive strategy and crisis communications plan with the goal of transparently and effectively educating customers and stakeholders on PFAS and how the agency is addressing PFAS in order to maintain a high level of trust and satisfaction in SCV Water.



Research

- Customer survey review
- Communications analysis and audit
- Stakeholder mapping
- Strategic planning session



Strategy

A multi-pronged measurable strategy was developed for this project and included:

- Leveraging internal communications
- Developing engaging content
- Engaging in proactive media relations
- Creating effective community relations strategies
- Increasing understanding through water policy



Measurable Metrics

- Six news releases resulting in 16 positive or neutral stories, zero negative stories
- Active participation with other affected water purveyors, regulatory agencies and legislators
- More than 10 community presentations reaching 650+ constituents
- Dozens of engaging communications materials, including a video, social media, e-newsletters, fact sheets and direct mail

CASE STUDY: PFAS COMMUNICATIONS & OUTREACH STRATEGY

PFAS COMMUNICATIONS & OUTREACH STRATEGY

December 11, 2019

WATER CURRENTS

Special Edition | IMPROVING OUR WATER QUALITY | PFAS UPDATE

Message from the General Manager

Valued Customer:

Ensuring that water that is safe to drink and reaches your home 24/7 is a top priority for the SCV Water team.

You may have heard recent quarterly water well testing detected perfluorooctanoic acid (PFCA) and perfluorooctanesulfonic acid (PFOS), known as PFAS.

PFAS are found in thousands of commonly used products, like non-stick cookware, food wrappers, firefighting foam and cleaning products. And, like many communities throughout the nation, tiny amounts of PFAS have entered our water supply.

To monitor for PFAS and other substances, we test thousands of times per year to ensure our water meets or surpasses state and national water-quality standards.

We are committed to clear and timely communication, and this special edition of Water Currents is full of information on PFAS and how we are taking immediate steps to tackle this substance in our drinking water through new, innovative strategies and proven treatment options.

We welcome any

Sincerely,
Matt Stone
General Manager
SCV Water

OUR CUSTOMERS COME FIRST

Here's what we are doing to address PFAS in the Santa Clarita Valley:

TESTING
SCV Water proactively and voluntarily sampled water from all of our active wells to ensure our water is meeting the new lower state regulations for PFAS, which are some of the most stringent in the nation. This testing is in addition to the thousands of water tests we run each year to safeguard our water supply. If any of our wells exceed the state's response levels for PFAS, the well will be removed from service.

TECHNOLOGY
As technology continues to advance, water agencies can detect ever-smaller amounts of chemicals in the water and it allows state and federal agencies to revise water quality standards when needed. SCV Water is taking immediate steps to address PFAS in our water through new, innovative strategies and proven treatment options, including a new treatment plant scheduled to open by summer 2020.

TRANSPARENCY
We are committed to communicating important, up-to-date information on PFAS with our customers.

LEARN MORE ABOUT PFAS AT YOURSCVWATER.COM/PFAS

SIGN UP FOR OUR E-NEWSLETTER

FOLLOW US ON SOCIAL MEDIA @SCVWATER

CALL 661-388-4880

EMAIL KMARTIN@SCVWA.ORG

PFAS FACTS

WHAT ARE PFAS?
Per- and polyfluoroalkyl substances (PFAS) are a group of man-made chemicals, including PFOS and PFOA, which are chemical byproducts of PFAS. For more on PFAS, visit www.scvwater.com/pfas.

WHERE ARE PFAS FOUND?
PFAS are found in thousands of commonly used products, such as non-stick cookware, food wrappers, firefighting foam and cleaning products. And, like many communities throughout the nation, tiny amounts of PFAS have entered our water supply.

HOW DID PFAS GET INTO OUR WATER?
PFAS are found in thousands of commonly used products, such as non-stick cookware, food wrappers, firefighting foam and cleaning products. And, like many communities throughout the nation, tiny amounts of PFAS have entered our water supply.

PFAS IN SCV WATER TIMELINE

- 2012: SCV Water begins testing for PFAS in its water supply.
- 2013: SCV Water begins testing for PFAS in its water supply.
- 2014: SCV Water begins testing for PFAS in its water supply.
- 2015: SCV Water begins testing for PFAS in its water supply.
- 2016: SCV Water begins testing for PFAS in its water supply.
- 2017: SCV Water begins testing for PFAS in its water supply.
- 2018: SCV Water begins testing for PFAS in its water supply.
- 2019: SCV Water begins testing for PFAS in its water supply.

WHAT IS SCV WATER DOING TO REMOVE PFAS?

SCV Water is committed to providing safe drinking water to our customers. We are currently testing for PFAS in our water supply and will be implementing a new treatment technology to remove PFAS from our water supply. We are also working with the state and federal agencies to ensure that our water supply is safe for drinking.

WHAT ARE THE PROTECTIVE GUIDELINES FOR PFAS IN WATER AND HOW AM I NOTIFIED?

SCV Water is committed to providing safe drinking water to our customers. We are currently testing for PFAS in our water supply and will be implementing a new treatment technology to remove PFAS from our water supply. We are also working with the state and federal agencies to ensure that our water supply is safe for drinking.

DO I NEED TO FILTER MY WATER OR DRINK BOTTLED WATER?

SCV Water is committed to providing safe drinking water to our customers. We are currently testing for PFAS in our water supply and will be implementing a new treatment technology to remove PFAS from our water supply. We are also working with the state and federal agencies to ensure that our water supply is safe for drinking.

WHAT DOES A PART PER TRILLION LOOK LIKE?

PFAS in California: 661+ water supply systems for PFAS testing.

PFAS in SCV Water Service Area: 42 wells for PFAS testing, 17 exceed the response level.

FOR MORE INFORMATION:
SCV Water: www.scvwater.com
PFAS: www.scvwater.com/pfas

YOU'RE INVITED...

SCV Water's PFAS Treatment Facility at Hart Fields

VIRTUAL RIBBON CUTTING AND CELEBRATION

October 5 | 10 a.m.

CASE STUDY: ON-CALL COMMUNICATIONS & OUTREACH SERVICES

ON-CALL COMMUNICATIONS & OUTREACH SERVICES STRATEGY

The City of Eastvale is one of California's newest cities with more than 73,000 residents in northwest Riverside County, who enjoy the City's many amenities and proximity to Los Angeles and Orange counties.

DeGrave Communications serves as an on-call firm and provides communications, outreach and branding services to the City.

GOAL:

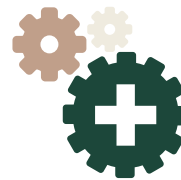
To provide on-call communications and outreach services to the City to maintain ongoing, proactive, engagement with residents, the media and other key stakeholders.



Research

Research methods varied per project and included but were not limited to:

- Survey Development
- Content and Media Analysis
- Communications Analysis and Audits
- Strategic Planning Sessions



Strategy

A multi-pronged measurable strategy was developed for this project and included:

- Creating effective communications strategies
- Developing engaging content
- Creating branded project campaigns



Measurable Metrics

- Launch of Eastvale Biz Support, including developing a comprehensive business survey, video, signage and content for businesses
- Branded templates for City materials and flyers
- Development of the City's 2020 State of the City video

CASE STUDY: ON-CALL COMMUNICATIONS & OUTREACH SERVICES



EASTVALE
we're in this
TOGETHER

Support our local businesses during COVID-19.
eastvaleca.gov

- Shop local for essential items.
- Get food to-go, order delivery or dine outdoors.
- Purchase gift cards or book services from local businesses to use at a future date.
- Follow your favorite local businesses online to learn about ways you can support them.
- Visit local businesses virtually via their websites to find out what services, specials and more are offered.
- Sign up for e-newsletters sent out from local businesses to get more information on what's happening.

CITY OF EASTVALE



visit local businesses
VIRTUALLY
via their websites to find out what **SERVICES, SPECIALS** and **MORE** are offered

EASTVALE
we're in this together.

SIGN UP
for e-newsletters
sent out from local businesses to get more information on what's happening

EASTVALE
we're in this together.

CASE STUDY: WATER-WISE LIVING CAMPAIGN

AWARD-WINNING CAMPAIGN

WATER-WISE LIVING CAMPAIGN STRATEGY

Elsinore Valley Municipal Water District (EVMWD) and **Rancho California Water District (RCWD)** serve water to more than 300,000 residents in Southern California. Because of their proximity and purchasing water from the same wholesale agency, both agencies partnered to leverage resources and make a splash with a regional water-wise campaign. EVMWD and RCWD called on DeGrave Communications to develop a dynamic campaign to highlight water savings.

GOAL:

Create an engaging, multifaceted campaign that would resonate with both agencies' regional customers that emphasized the simplicity of making water-wise choices a part of daily life.



Research

- Statewide drought data analysis
- Customer survey review
- Communications analysis and audit
- Strategic planning session



Strategy

A multi-pronged measurable strategy was developed for this project and included:

- Developing engaging content
- Partnering for maximized results and cost-savings
- Creating effective community relations



Measurable Metrics

- Dozens of engaging communications materials, including a video, social media, and direct mail
- Billboard campaign along Interstate 15
- Partnership with local minor league baseball team

CASE STUDY: WATER-WISE LIVING CAMPAIGN



Being water-wise, easy as...

1 2 3

1. Rinse toothbrush
2. Turn off the faucet while brushing
3. Smile bright!

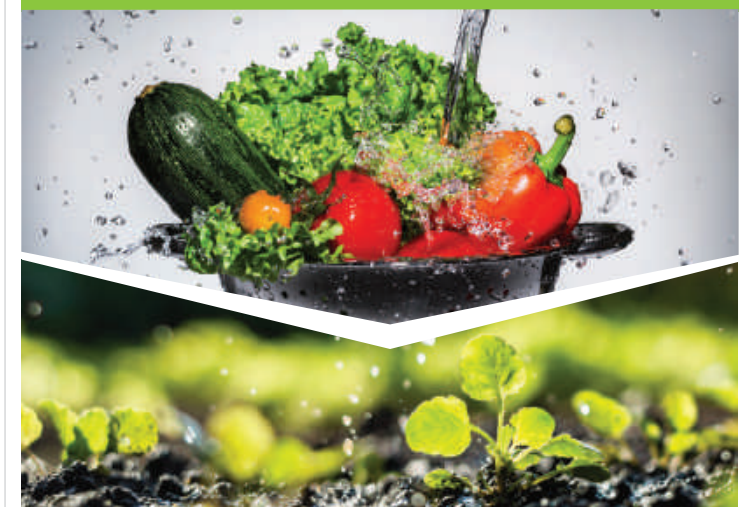
Drought or not, water conservation and efficiency are a California way of life.

WATER-WISE TIP!
Turn off the faucet while you brush your teeth.

EVAMD
Elaiore Valley Municipal Water District
evmwd.com/conservation

Rancho California Water District
ranchowater.com/conservation

Thunder's Water-Wise Tips



Being water-wise, it's as easy as...

1 2 3

1. Place produce in bowl
2. Rinse with water
3. Reuse / recycle water on plants

Drought or not, water conservation and efficiency are a California way of life.

EVAMD
Elaiore Valley Municipal Water District
evmwd.com/conservation

Rancho California Water District
ranchowater.com/conservation



CASE STUDY: YOUR SOCAL TAP WATER

AWARD-WINNING CAMPAIGN

YOUR SOCAL TAP WATER STRATEGY

The **Santa Ana Watershed Project Authority (SAWPA)**, spans three of California's largest counties: Orange, Riverside and San Bernardino. For five years, SAWPA relied on DeGrave Communications to support its outreach efforts, through its Your SoCal Tap Water blog and social media accounts. DeGrave Communications worked with SAWPA to successfully revamp the Your SoCal Tap Water brand.

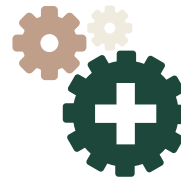
GOAL:

To educate residents of Orange, Riverside and San Bernardino counties on the local water quality issues, projects and programs.



Research

- Customer survey review
- Communications analysis and audit
- Stakeholder mapping
- Strategic planning session



Strategy

A multi-pronged measurable strategy was developed for this project and included:

- Writing interesting blog content that resonated with key audiences
- Crafting engaging social media content
- Creating effective community relations strategies



Measurable Metrics

- Communications and media analysis and audit
- Strategic planning session
- Regional and national water data analysis
- Community needs planning

CASE STUDY: YOUR SOCAL TAP WATER



Before

After

References





References

BONNIE WOODROME, APR

Community Affairs Supervisor
Elsinore Valley Municipal Water District
31315 Chaney Street
Lake Elsinore, CA 92530
951.674.3146, Ext 8274
bwoodrome@evmwd.net



PROJECT SIZE AND DESCRIPTION:

Various projects, including the 2020 Annual Report; PFAS strategy and outreach materials, news releases and media assistance, education program materials, videos, signage and collateral (fact sheets, posters, flyers).

ALISON LOUKEH

Community Affairs Supervisor
Jurupa Community Services District
11201 Harrel Street
Jurupa Valley, CA 91752
951.727.8007
aloukeh@jcsd.us



PROJECT SIZE AND DESCRIPTION:

Various projects, including the District’s Strategic Communications and Marketing Plan research and development; 2020 Consumer Confidence Report; ad buys; social media content; and collateral development (fact sheets, PPT templates, bill stuffers).

CHRISTINE BRAINERD, MPA, APR

Communications Director
City of Folsom
50 Natoma Way
Folsom, CA 95630
916.461.6013
cbrainerd@folsom.ca.us



PROJECT SIZE AND DESCRIPTION:

Provide writing and copy editing services for the City’s website update (set to go live in early 2021). Wrote and edited copy for style, consistency and tone across all the City’s department pages. Ensured that the copy was ADA and Federal Plain Language standard compliant.

KATHIE MARTIN

Communications Manager
SCV Water
26521 Summit Circle
Santa Clarita, CA 91350
661.661.513.1265
kmartin@scvwa.org



PROJECT SIZE AND DESCRIPTION:

Multi-year, award winning PFAS communications and outreach program. Developed overall strategy/messaging and implemented outreach, including media relations, content creation for websites, newsletters, social media and video.

Cost Proposal





Estimated Costs

Working with DeGrave Communications, you get the large agency expertise, in-depth capabilities and top-notch advisory services while benefiting from an unmatched level of hands-on personal service. Our lean structure means that veteran, award-winning communicators, who hold the elite Accreditation in Public Relations credentials, handle the bulk of project work and client interaction from start to finish while still maintaining a competitive price point. We look forward to engaging with your team to identify project priorities and adjust resources and budgets for San Gorgonio Pass Water Agency.

PROJECT BUDGETS

Rates are based on time and materials calculated using the following hourly rates by staff classification and estimating staff hours required to complete tasks. We carefully manage our project budget to ensure we stay on budget.

Principal-in-Charge	\$200
Director	\$175
Account Executive	\$150
Research Strategist	\$150
Strategic Visual Designer/ Media Specialist	\$125
Videography est. cost of a 3-to-5 min. video.	\$4,000 - \$6,500
Photography est. cost of a full-day shoot	\$1,500
Translation Services - Varies per project scope	

SCOPE OF WORK CHANGES

In the event our clients need a change to the scope of work that will result in additional work, our team will propose a scope change that will include an itemized breakdown, timeline and costs.

BILLING

Fees will then be invoiced monthly according to the work performed in the month prior.

REIMBURSABLE EXPENSES

Mileage expenses are billed at \$0.56 per mile. A customary 20 percent markup will be added to out-of-pocket expenses (such as advertising buyouts, printing, stock photography purchases) and are not included in this estimate.

SGPWA LEADERSHIP ACADEMY

Develop a Leadership Academy founded on research and strategy to educate local leaders about SGPWA in order to build/maintain relationships, build awareness and influence policy.

Once the scope has been determined, the academy may be in-person, virtual or a hybrid program. Cost noted is for up to two events in a one-year period.

Projected Budget for All-Inclusive Event*

Principal in Charge	15 Hours x \$200 = \$3,000
Director	25 hours x \$175 = \$4,375
Account Executive	60 hours x \$150 = \$9,000
Research Strategist	10 hours x \$150 = \$1,500
Visual Designer	35 hours x \$125 = \$4,375
Video	\$4,000 to \$6,500
Photography	\$1,500
Incidentals	\$300
Virtual (optional)	\$30,000

TOTAL **\$28,050 - \$30,550**

**food not included*