

# ***San Geronio Pass Water Agency***

**DATE:** October 16, 2023  
**TO:** Board of Directors  
**FROM:** Lance Eckhart, General Manager  
**BY:** Tom Todd, Jr., Chief Financial Officer  
**SUBJECT: PROCUREMENT POLICY REQUIRED NOTIFICATION; INFORMATION ONLY**

## **BACKGROUND**

The Procurement Policy requires the General Manager to notify the Board concerning various contracts.

## **ANALYSIS**

This report notifies the Board about the following contract that the General Manager has authorized according to the Procurement Policy:

- **C V Strategies, for public relations, social media, and press releases for FY 2023-24; \$36,000**

The Agency has an on-going relationship with C V Strategies. This contract continues that relationship.

In the past, C V Strategies has provided input for drought messaging, assistance for civic activities, and production of an Agency brochure. More recently, they took over direction and implementation of our social media presence, and have continued to provide help in presenting the Agency to the public. They are currently involved in updating the Agency's strategic plan.

This contract specifies that C V Strategies will continue to provide efforts in public relations and social media on a monthly basis. Additionally, they will provide press releases as needed. The contract will expire on June 30, 2024, or when the funds are exhausted, whichever comes first.

This contract could be included in a larger 'master contract' for additional services, if the Board should choose to move in that direction. Staff will wait for Board direction before expanding the scope of services.

## **FISCAL IMPACT**

Expenditures under this contract will be included in the Administrative and Professional Services section of the budget, in the 'Public Information' line item under the category 'Service Expenditures.' This item has a budgeted amount of \$60,000 for FY 2023-24.

Currently, about \$4,000 has been expended, leaving about \$56,000 for expenditures for the rest of the fiscal year.

*Other contracts with C V Strategies include:*

- Strategic Plan Update; contract amount \$29,000; about \$19,000 remaining

**ACTION**

No action. This report informs the Board about contract authorizations according to the Procurement Policy.

**ATTACHMENTS**

C V Strategies contract for public relations, social media, and press releases for FY23-24.

*Date:*  
October 10, 2023

*Client:*  
Lance Eckhart, General Manager  
San Geronio Pass Water Agency, 1210 Beaumont Avenue, Beaumont, CA 92223

## Professional Services

OUTREACH STRATEGY	DESCRIPTION	NOT TO EXCEED COST
<i>Position agency as regional water industry leader</i>	Manage partner efforts and provide strategic communications counsel, as needed Effectively execute earned media strategy « Develop topics for press release series (\$1,000 per release) « Distribute to key outlets, matching message and audience « Follow up with media, as needed to ensure placement « Support booth presence with strategic counsel and talking points, as needed	\$2,000/month
<i>Establish a robust social media presence</i>	« Create monthly topics calendar, including hashtags and engagement strategies « Craft posts and design dynamic graphics « Leverage video and photography, as available « Schedule posts and monitor responses « Provide monthly analytics report	\$1,000/month
<b>Subtotal</b>		<b>\$36,000</b>
<b>Total Not to Exceed</b>		<b>\$36,000</b>

### ..... Rates for Communication Services .....

- » President – \$240/hour
- » Vice-President – \$200/hour
- » Account Manager/Specialist – \$175/hour
- » Design/Video/Photography – \$150/hour
- » Translator – \$125/hour
- » Support Staff – \$100/hour

### ..... Terms & Compensation .....

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

Hard costs incurred by CV Strategies will be billed to the client with a nominal service charge of 10% (not to exceed \$250 per item). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate.

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

### ..... Agreed & Approved .....



Lance Eckhart  
Name

Signature

General Manager  
Title

October 11, 2023    Effective date: July 1, 2023  
Date