

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

**DATE:** September 8, 2024

**TO:** Board of Directors

**FROM:** Lance Eckhart, General Manager

**BY:** Lance Eckhart, General Manager

**SUBJECT: ENTER INTO A CONTRACT WITH CV STRATEGIES FOR PUBLIC INFORMATION SUPPORT SERVICES**

## **RECOMMENDATION**

Authorize the General Manager to enter into a contract with CV Strategies to provide various public information support services.

**PREVIOUS CONSIDERATION** follow this format:

- Board of Directors – August 23, 2023: The Board formed the Public Information & Outreach Ad-Hoc Committee to develop a plan to increase Agency public information and miscellaneous support services.
- Public Information & Outreach Ad-Hoc – August 6, 2025: The Committee reviewed and met with the current public information consultant to discuss continuing work through FY 2025-26, along with specific public information tasks. The committee recommended moving a sole-source contract to the Board for consideration.

## **BACKGROUND**

***Strategic Goal 7: Engage and educate the public in a meaningful way that generates a greater understanding of the Agency’s role in water supply reliability and the importance of sustainability.***

The Agency has been working with CV Strategies to support various public information campaigns for over a decade. Over the last three years, CV Strategies has assisted with social media, press releases, op eds, brochures/informational materials, assisted the Inland Empire Resource Conservation District with event support, ribbon-cuttings, and the 5-Year Strategic Plan update.

The public information efforts have been successful, and the Agency is more recognized locally and abroad. Staff believes the Board would like to continue the program: 1) using current efforts as a starting point; 2) continue efforts without interruption; 3) maintain momentum. In 2025-6, the Agency will make significant decisions to continue participating in “generational projects” such as the Delta Conveyance Project and the Sites Reservoir Project, where sustained local support will be paramount. Additionally, the Agency is pursuing various local recharge projects and continuing to develop our collaborative programs with local stakeholder partners. Education and support of local

programs to promote awareness of Agency activities and collaborative efforts will help support the Agency's developing regional role.

## **ANALYSIS**

The Committee met with Staff on three separate occasions to develop a strategy and implementable plan to address the Agency's public information program. The main issues the Committee considered were the following: hire an in-house Public Information Officer or continue to outsource; how to accelerate the program and avoid any gap in public information; consider continuing with the Agency's current consultant or issue a request for proposals; and develop a program to be moved to the Board for consideration.

- **In-house vs. outsource:** In the past, the Committee considered adding a single professional staff addition (e.g., Public Information Officer) to the current staff. This would result in a single experienced position requiring a moderate compensation package. There would still need to be support for the new staff to execute the numerous initiatives the Committee was interested in, and therefore, would be a staff addition and the need for some degree of a supporting consulting team. The Committee agreed that, although this option may be considered in the future, outsourcing to a consulting team would better align with the Agency's near-term desires.
- **No gap in service/current support:** The Committee wanted to avoid any gap in the current service (i.e., social media, press coverage, event support, etc.) and continue the current program. Hiring new staff or requesting proposals would take a material amount of staff time and calendar time to implement. Any new support, whether new staff or a new consulting firm, would take a considerable amount of time to onboard and familiarize with the Agency, local stakeholders, and the many initiatives the Agency is engaged with related to the State Water Project. The Committee has considered the above and recommended that the Agency remain with the current consultant to maintain momentum and requested a tailored scope of services from CV Strategies, which, if approved by the Board, would be a limited-term, sole-source contract.
- **Committee recommended program:** A proposal concept from CV Strategies was presented to the Committee. The Committee trimmed the proposal, resulting in the desired and future optional services. The term of the proposal was through FY 2025-26. This recommendation would allow the Agency to continue to maintain/accelerate the current public information program.

## **FISCAL IMPACT**

The funds for this contract will come from the General Fund budget for FY 2025-26, charged to the line item 'Public Information and Education (line #99). The proposed contract value is \$139,815. As of August 31, 2025, no funds have been expended for this line item.

**ACTION**

Authorize the General Manager to enter into a contract with CV Strategies to provide various public information support services.

**ATTACHMENTS**

CV Communications and Outreach Proposal, Fiscal Year 2025-26

September 3, 2025

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

Dear Lance,

CV Strategies is honored to continue our partnership with the San Geronio Pass Water Agency (SGPWA). Our relationship with the Agency began in 2013, with several communications initiatives, including support for the State of the Supply, and has since grown through multiple events, initiatives, and collaborations. In 2022, we re-engaged with SGPWA to advance strategic communications, elevate visibility, and strengthen community and industry relationships.

Over the past several years, our work together has produced measurable momentum, including the finalization of the Agency's five-year Strategic Plan, a successful Board retreat that set the foundation for governance and accountability, and the highly visible launch of the Heli-Hydrant partnership with Riverside County Supervisor Dr. Yxstian Gutierrez. These achievements, combined with consistent earned media coverage and a growing social media presence, have positioned SGPWA as a trusted leader and innovator in the region.

Building on this foundation, CV Strategies is pleased to present this proposal to continue supporting SGPWA through a robust scope of work designed to strengthen communications, enhance visibility, and deliver measurable results.

We thank you for the opportunity to continue this important partnership and stand ready to deliver results for the Board, staff, and communities you serve. I look forward to your review of this proposal. If you have any questions, please do not hesitate to contact me.

Best regards,



Erin LaCombe  
President & Founder  
CV Strategies

**OBJECTIVE:** Position the San Geronio Pass Water Agency as the regional water industry leader. CV Strategies will provide comprehensive communications support through the following deliverables:

#### **Strategic Counsel**

- Ongoing strategic counsel on all Agency communications, ensuring consistent messaging and alignment with Board priorities.
- Development of foundational communications elements to ensure clarity, cohesion, and impact across all platforms.

#### **Major Campaign Development**

- Planning and implementation of a major **ad-buy campaign** to support the Sites Reservoir initiative.
- Campaign will include media planning, creative asset development, message targeting, and performance tracking.

#### **Agency Visibility and Public Outreach**

- **Monthly Social Media Posts** on Facebook, Instagram, and LinkedIn.
- **Press Releases (16)** annually to highlight Agency milestones, initiatives, and regional leadership.
- **Earned Media Distribution & Story Pitching (16)** strategically placed at the local, regional, and statewide levels.
- **Groundbreaking and Ribbon-Cutting Events:** event planning, collateral development, media coordination, and on-site facilitation.

#### **Signature Event Production**

- **State of the Basin Event:** comprehensive planning and execution, including:
  - Event concept and agenda development
  - Invitations, presentations, and handouts
  - Photography and media coordination
  - Full event facilitation by the CV Strategies team

#### **Progress & Accountability**

- Preparation of a **six-month progress report** to present to the Board, outlining accomplishments, impact, and next steps.

## TERMS & COMPENSATION

Based on the attached work plan, CV Strategies recommends a contract not to exceed \$139,815, without prior approval. Hard costs, including mailing/postage and photography, will be billed directly to the client or subject to a 10% markup, not to exceed \$250 per charge. Billing and invoices will be presented in the first week of the month and are due upon receipt. Either party may cancel this contract with 30 days written notice.

CV Strategies' hourly rates for services for non-retainer clients are as follows:

- » President – \$300/hour
- » Executives – \$250/hour
- » Account Manager/Specialist – \$185/hour
- » Graphic Design/Video/Photography – \$175/hour
- » Translator – \$125/hour
- » Support Staff – \$100/hour

## ACKNOWLEDGEMENT & ACCEPTANCE:

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

\_\_\_\_\_  
Lance Eckhart, SGPWA

\_\_\_\_\_  
Date

\_\_\_\_\_  
Erin LaCombe, CV Strategies

\_\_\_\_\_  
Date



## San Geronio Pass Water Agency

2025 - 2026 Scope of Work

Strategy/Tasks	Estimated Hours	Not-to-Exceed Cost
<b>PLANNING</b>	<b>4</b>	<b>\$780</b>
Ad Buy & Calendar	4	\$780
<b>IMPLEMENTATION</b>	<b>470</b>	<b>\$112,515</b>
<i>Account Management</i>	<i>152</i>	<i>\$29,640</i>
Strategic Counsel & Account Management	120	\$23,400
Ad Buy Facilitation (DCP & Sites Messaging)	32	\$6,240
<i>Foundational Elements</i>	<i>12</i>	<i>\$2,340</i>
Talking Points	12	\$2,340
<i>Agency Visibility</i>	<i>306</i>	<i>\$59,670</i>
Monthly Social Media Post Calendar - Facebook, Instagram & LinkedIn	120	\$23,400
Events - Planning, Facilitation & Deliverables (2)	60	\$11,700
Press Releases (16)	96	\$18,720
Earned Media Distribution & Story Pitching (16)	30	\$5,850
<i>State of Water/State of the Basin Event</i>	<i>107</i>	<i>\$20,865</i>
Invitation	3	\$585
Program	10	\$1,950
Handouts (2)	20	\$3,900
Social Media	12	\$2,340
E-blasts	16	\$3,120
Presentation Development	32	\$6,240
Photography	6	\$1,170
Day-of Facilitation	6	\$1,170
Thank You Note	2	\$390
<b>EVALUATION</b>	<b>16</b>	<b>\$3,120</b>
Six-Month Deliverables Board Report	16	\$3,120
<b>TOTAL NOT-TO-EXCEED (NO OPTIONAL ITEMS)</b>	<b>490</b>	<b>\$116,415</b>
<b>OPTIONAL</b>	<b>120</b>	<b>\$23,400</b>
Video Series (5)	120	\$23,400
<b>TOTAL NOT-TO-EXCEED (does not include hard costs such as printing and post)</b>	<b>610</b>	<b>\$139,815</b>
<b>Hard Cost Estimate (OPTIONAL ITEMS ONLY)</b>		<b>\$5,000</b>