




May 26, 2015

**TO:** LOCSD Board of Directors  
**FROM:** Jason Zatt, Utility Compliance Technician   
**SUBJECT:** **Agenda Item 11H – 6/4/2015 Board Meeting**  
Approve Contract Extension with Barnett Cox & Associates  
to Continue Water Conservation Campaign

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**DESCRIPTION**

The purpose of this agenda item is to consider the approval of a six month contract extension (Exhibit A) with Barnett Cox & Associates to continue the Water Conservation Campaign.

**STAFF RECOMMENDATION**

Staff recommends that the Board adopt the following motion:

***Motion: I move that the Board approve the contract extension with Barnett Cox & Associates in an amount not to exceed \$6,705 and authorize the General Manager to execute the contract on behalf of the District.***

**DISCUSSION**

In 2014, the District solicited proposals from qualified firms to conduct a multi-faceted water conservation campaign. The District selected Barnett Cox & Associates to conduct this work. The District approved a six month contract which included media releases, creation of a Facebook page, posters, bumper stickers, and table tents. A summary of the campaign is attached as Exhibit B. This six month contract concluded at the end of March 2015 with a surplus of approximately \$3,000.

Barnett Cox & Associates has proposed a six month contract extension for \$9,705.00. This contract extension proposal includes continuing media relations, press release development and distribution, Facebook page maintenance, collateral design, and account management. Staff proposes to offset the cost of the contract extension with the surplus from the original contract.

**FINANCIAL IMPACT**

The contract extension will be funded under general ledger code 7348, water conservation, fund 500, water.

Attachments



**Los Osos CSD**  
**2015 Water Conservation Campaign**  
**Maintenance Proposal (6 Months)**  
**April 8, 2015**

**Goal:** BCA will continue to work with LOCSO to maintain a water conservation campaign to educate community consumers about the urgent importance of saving water on an indoor and outdoor basis, as well as informing consumers about the opportunities and benefits available to them if they do so. LOCSO would like to see further water conservation, indoor water-saving retrofits, and outdoor water conservation measures.

**Campaign approach:** Ongoing maintenance phase (6 months) to continue to encourage water conservation via established connections with the media and an established social media platform. Maintenance phase includes advertising spend for Facebook.

Includes BCA services to develop media messages, design collateral material, maintain the splash page and monitor and update the Facebook page. Coordination with countywide effort will emphasize indoor conservation and water conservation resources and rebates, as well as cost savings to consumers for purchasing energy efficient appliances.

**Success Metrics**

News Coverage	Obtain third-party focus on Los Osos water issues; expanded coverage in print, television, radio advertising
Internet/Social Media	Documentation of visits, page views on website; Establish Facebook presence and increased followers
Reduced Water Usage	Monthly documentation of water use; published results.

See detailed cost breakdown and deliverables on next page.

Service	Cost
Creative (includes graphic design, copywriting, web development/maintenance) (6 hrs web, 24 hrs design)	\$4,050
Account Management (30 hrs)	\$3,240
Account Executive (9 hrs)	\$1,215
<b>Project Elements</b>	
Media Relations	
Press release development and distribution (x6)	
Facebook page content creation & maintenance	
Collateral design (as needed)	
Web maintenance	
Account management and coordination (meetings, client services, event strategy, social media strategy and development)	
<b>Media Spend</b>	
Facebook Page Promotion to increase follower base (\$100/month)	\$600
Facebook Post Promotion to increase post visibility and engagement among current followers (\$100/month)	\$600
<hr/>	
<b>Total:</b>	<b>\$9,705</b>



## LOCSO CAMPAIGN RECAP October 2014 – March 2015



### Established Save Los Osos Water Facebook Page

- Grew Facebook audience to approximately 400 geographically targeted residents (people living and working in Los Osos)
- Combined post reach: 13,222 people
- Average organic daily reach: 60
- Average paid post reach: 541

### Established SaveLosOsosWater.org which features

- Helpful conservation tools
- Links to reports
- Daily water saving tips
- Monthly usage data with year-over-year comparisons
- Water usage calculator
- Share features for Facebook and Twitter



### Produced collateral materials with Save Los Osos Water branding

- Table Tents for local businesses, especially restaurants
- Bumper stickers for distribution at the district office and Farmers' Market
- Revamped booth signage for district's Farmers' Market presence
- Created posters for local business windows

### Designed slide for public access channel

### Created two billing inserts with conservation messaging

### Press releases/coordination that resulted in 8 media pickups

- In Los Osos, water users fight threat from the sea; SLO Tribune, March 18
- Los Osos groundwater is in danger, and its rescue will be costly; SLO Tribune, March 14
- Los Osos Water Plan now done; Tolosa Press, March 5
- Los Osos residents cut water use; Bay News, February 4
- Los Osos releases management plan for groundwater basin; KSBY News, February 4
- Save money? New fire rating in Los Osos; Tolosa Press, January 22
- Seawater is seeping into the Los Osos Groundwater Basin; KSBY News, January 22
- Los Osos CSD urges conservation; Bay News, December 11

