

**Public Information Committee Meeting Minutes
San Juan Water District
June 19, 2023
11:00 a.m.**

Committee Members: Manuel Zamorano, Chair

District Staff: Paul Helliker, General Manager
Devon Barrett, Customer Service Manager
Tony Barela, Director of Operations
Teri Grant, Board Secretary/Administrative Assistant

Members of the Public: Pam Tobin
User 1

Topics: Public Outreach Contract (W & R)
Other Public Information Matters
Public Comment

1. Public Outreach Contract (W & R)

Mr. Barrett informed the committee that a Request for Proposals was distributed to qualified public relations firms requesting proposals for the communication and marketing support work needed for fiscal year 2023-24. He explained that three total proposals were received and staff was informed by the current firm that they would not be submitting a proposal. A written staff report was provided to the committee and will be attached to the meeting minutes.

In response to Ms. Tobin's inquiries, GM Helliker explained that Ms. Jennifer Persike is a subcontractor with Proso Communications and will not be contracted with directly and he will provide the actual expenses of the current firm for the last three years.

The Public Information Committee recommends approval of a Professional Services Agreement with Proso Communications for Communications and Marketing Support and Graphic Design Services. Services shall not exceed the proposed budgeted amount of \$100,000 for FY 2023-24.

2. Other Public Information Matters

There were no other items discussed.

3. Public Comment

There were no public comments.

The meeting adjourned at 11:15 am.

STAFF REPORT

To: Public Information Committee
From: Devon Barrett, Customer Service Manager
Date: June 19, 2023
Subject: FY 2023-24 Public Information Service Agreement

RECOMMENDED ACTION

Staff requests a recommendation from the Committee for a Board motion to approve entering into a Professional Services Agreement with Prosio Communications for Communications and Marketing Support and Graphic Design Services. Services shall not exceed the proposed budgeted amount of \$100,000 for FY 2023-24.

BACKGROUND

The scope of work entails activities for both Retail and Wholesale. Retail work shall include assistance with the WaterGram, development and posting of electronic media, assistance with outreach materials, team meeting participation and project management. Services shall not exceed \$70,000. Wholesale work shall include assistance with the consumer confidence report production, development and posting of electronic media, assistance with media relations, and project management. Services shall not exceed \$30,000.

STATUS

On May 8, 2023, the District issued an RFP to qualified public relations firms requesting proposals for the communication and marketing support work needed for fiscal year 2023-24. The proposal was posted on the District's website and the information was emailed to four firms that were recommended by neighboring agencies. Two firms reached out with follow up questions and three total proposals were received via the USPS by the cutoff of 3:00p.m. on June 8, 2023.

The proposals were reviewed and scored independently by General Manager Paul Helliker, Director of Operations Tony Barela, and Customer Service Manager Devon Barrett, and scored in five categories related to the RFP guidelines, on a scale from 1 to 5. The following table summarizes the total scores for each firm. Total possible points was 75.

Consulting Firm	Total Score
Prosio Communication	74
Rising Tide Partners	68
We The Creative	47

All three staff members scored Prosio Communications as the winning firm.

While considered, cost was not heavily weighted in the scoring as these services are billed on an as needed and hourly basis, thus making it difficult to compare the three proposals.

BUDGET IMPACT

These services were included in the District's proposed Wholesale and Retail budget for Fiscal Year 2023-2024.