

Western Regional Water Commission

STAFF REPORT

DATE: October 11, 2018

TO: Chairman and Members, Western Regional Water Commission ("WRWC")

FROM: Jim Smitherman, Water Resources Program Manager, WRWC

SUBJECT: Report on the development of outreach strategies, messages, materials and information dissemination methods related to regional effluent management planning (the "Project") provided by Data Instincts Public Outreach Consultants ("Data Instincts"); discussion and possible approval of a scope of work, and funding in an amount not to exceed \$100,000 from the Regional Water Management Fund ("RWMF") to continue the Project; if approved, authorize the Chairman to execute a First Amendment to the Agreement with Data Instincts for that purpose; and, possible direction to staff.

SUMMARY

In February 2018, the Northern Nevada Water Planning Commission ("NNWPC") approved a recommendation and funding, in an amount not to exceed \$25,000 from the RWMF to retain Data Instincts to assist and provide guidance in the development of outreach strategies, messages, materials and information dissemination methods related to regional effluent management planning, and authorized the NNWPC Water Resources Program Manager to execute an Agreement with Data Instincts for the Project.

The Agreement was executed to provide for timely initiation of the first phase of assistance, to be followed by a proposal to the NNWPC for a second-phase of the Project, for possible recommendation to the WRWC.

Data Instincts has performed well relative to the scope of work and has completed the first phase of the Project. Staff will provide a presentation on Project background, work completed to date, and activities proposed for phase two.

PREVIOUS ACTION

No previous action.

BACKGROUND

In April 2016, the Regional Effluent Management Team (the "Team") presented a report on the development of a phased feasibility program to demonstrate treatment technologies and evaluate whether advanced treatment of effluent and groundwater replenishment offers long-term regional benefits. Program elements include community outreach, State regulatory framework, treatment technology, pilot testing, hydrologic investigations and field-scale demonstration projects.

Recommendations from the Water Research Foundation's Independent Advisory Panel, which is advising and assisting the Team and other local agency staff to implement the various phases of

the feasibility program, include early implementation of a multi-phase outreach program initially targeting internal agency staff and elected decision-makers, then progressing to customers, interest groups, media, and the general public. This approach has proven effective in similar feasibility studies elsewhere in the United States.

With the implementation of the feasibility program underway, the Team identified consultant assistance concerning communication and outreach as a near-term requirement and priority. The Team determined that Data Instincts was, and is, uniquely qualified because of its extensive experience with similar efforts in California and other states. In addition, the firm's principal, Mr. Mark Milan, is a member of the Independent Advisory Panel that is providing advice and assistance to the Team and staff, as indicated above.

The Team, consisting of technical staff from the City of Reno, the City of Sparks, Washoe County and the Truckee Meadows Water Authority, has been meeting since April 2014 to discuss regional effluent management issues. In 2016, the development and initiation of the feasibility program marked a significant step forward in regional effluent management. Since then, staff and Team members have provided reports from time to time to keep the NNWPC and WRWC apprised of progress, and to request funding for feasibility program activities such as the Data Instincts Project, and the Advanced Water Treatment Technologies Demonstration project, currently underway at the University of Nevada, Reno.

FISCAL IMPACT

If approved, the fiscal impact to the RWMF will be \$100,000. Adequate budget authority exists in the Fiscal Year 2018–2019 budget, located in Fund Group 766, Fund 7066, Account Number 710100, Professional Services, Cost Object WP310207.

RECOMMENDATION

The NNWPC, at its October 3, 2018 meeting, made a recommendation to the WRWC for approval of the proposed scope of work, and funding in an amount not to exceed \$100,000 from the RWMF, to continue the Project.

POSSIBLE MOTION

“Move to approve the proposed scope of work, and funding in an amount not to exceed \$100,000 from the RWMF, to continue the Project; and authorize the Chairman to execute a First Amendment to the Agreement with Data Instincts for that purpose.”

Attachments: Proposed Scope of Work

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SCOPE OF WORK

Phase II: Consulting services to provide communication, education and outreach advice and assistance as may be required for the Northern Nevada Feasibility Study, also referred to as One Water Nevada.

This scope of services provides for consultations, on an “as needed” basis, from Consultant Data Instincts (Mark Millan), to the Northern Nevada Water Planning Commission (NNWPC) representatives for the purpose of responding to agency education, public relations and communication related issues. The consultant will provide guidance and assistance in:

- Developing outreach material, web content and PowerPoint presentations
- Developing outreach messages and public awareness strategies for responding to and informing the public
- Developing a training module for internal agency staff and decision-maker education
- Provide assistance and guidance in best practices for public awareness, methods of disseminating information, and education strategies to minimize misinformation
- Establishing the Commission and its member agencies as the reliable source of information regarding the Feasibility Study
- Listening to stakeholders concerns and assisting with appropriate responses
- Providing graphic and informational support
- Provide knowledge, research pertinent data, draft concepts, suggest strategies, and outreach mediums as may be needed to respond to inquiries and concerns

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This Phase II scope of work and budget contain four primary tasks:

Task 1: Support Public Outreach and Communication Needs for the Project

- a. Prepare conceptual implementation plan, to include a work-flow type diagram to illustrate the steps and timing/duration of messaging/outreach efforts.
- b. Develop and prepare outreach materials to be used by Commission to assist in maintaining the identity and brand of the One Water Nevada program and reinforce values and principles important to the communities being served.
- c. Prepare and/or provide guidance in generating press releases, opinion pieces, message points, and other media-related materials as needed to gain recognition within the project area of the value of Commission's efforts. Respond to press inquiries and provide guidance to Project team regarding media-related matters.
- d. Manage and maintain consistent graphic look and feel of Program outreach materials including, but not limited to: Fact Sheets, PowerPoint presentations, Web page content, brief videos, new practices and/or guidelines, letters, social media, e-mail broadcasts, and the preparation of exhibits.
- e. Assist in managing incoming inquiries from media, potential recycled water customers, key stakeholders and special interest groups of the Project areas.
- f. Assist in providing support for Project-related Web page content development as needed, including: web content, news articles, document posting, member listings, and mapping.
- g. Assist or provide guidance in coordinating printing and mailing services consistent with Commission's practices for securing printing and mail services. Costs for printing and postage of outreach materials are not included. Providers of any such services shall be paid directly by Commission.

Task 2: Assist Commission Representatives in Support of the Regional Program

- a. Attend meetings and participate in conference calls conducted by the Commission's Project team.
- b. Coordinate and communicate with other Project consultants as needed to stay abreast of Project studies, progress and key milestones.
- c. Provide guidance and support to Commission representatives to identify and communicate with potential regional partners of Commission.
- d. As necessary, review and provide input on press releases, technical memoranda, draft reports, team presentations and other materials prepared by Commission representatives and Project consultants.

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Task 3: Stakeholder Relations

- a. Assist with identifying potential key stakeholders, and special interest groups and their representatives in the region, including local governments, environmental community, local business community, and non-governmental organizations that may have an interest in the Project.
- b. When requested, assist Commission representatives in contacting and communicating with potentially affected property owners in geographic areas under consideration and/or evaluation for potential Project facilities and/or easements, as needed or so directed.
- c. Provide outreach to stakeholders outlined above and provide Project-related information, status of relevant legislation, potential Project benefits, and expressed issues of concern.
- d. Support Project team efforts for information gathering/sharing regarding stakeholders, the public and special interest groups. Plan, prepare, and assist in facilitating meetings with stakeholders and/or groups, including conducting one-on-one interviews and focus groups.
- e. Assist and provide guidance in resolving stakeholder issues of concern. Assist in providing follow-up reporting to public participants and report out on outcomes from public meetings and workshops to representatives and Commission to keep them informed.

Task 4: Support Funding Strategy and Initiatives

- a. Provide as-needed support to Commission representatives, and/or other consultants, including Project funding development, and federal and state lobbying consultants.
- b. Attend meetings or conference calls as requested with Commission representatives and Project funding development, and federal and state lobbying consultants.
- c. Assist the Commission's potential federal and state legislative advocates to prepare materials as needed to support the pursuit of necessary authorizations and funding including, but not limited to, development of materials for specific audiences and events and coordinating messaging that supports efforts for regional collaborations.
- d. Assist with Project-related tours of Project areas for special interest groups, local, state, and federal funding interests.

As warranted, the Consultant shall develop Communications Tools/Informational Materials and cost estimates for considered outreach approaches in coordination with Commission representatives on an as-needed basis.

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INFORMATIONAL MATERIALS - Anticipated Communication Tools Development

The following items may need to be drafted, approved and produced on an as-needed basis:

- **Educational On-Site Facility:** Help design and prepare materials to support this effort.
- **Speakers Bureau Program:** Support speakers bureau program.
- **Website:** Add Project related informational materials to Commission website.
- **Short Videos:** Brief project overview.
- **Printed materials:** Fact sheets, banner, brochures and frequently asked questions, etc.
- **Experts:** Citing experts in these fields lends credibility to informational materials.
- **Presentation:** Develop presentation outlining the Project purpose and need.
- **Supporter card:** Make it easy for interested parties to sign their name in support.
- **E-broadcast Newsletter:** New E-mail addresses will be gathered at events.
- **Article Placement:** Draft and submit articles for placement in publications.
- **Crisis Communication Plan:** In the event of an unexpected event or situation.
- **Displays:** Visually appealing, simple display with key points.
- **Social Media:** Social media such as Facebook, Twitter, and Instagram.

Additional items:

- Ongoing Message Development through Program Phases
- As-needed support for Expert Panel

The total estimated not-to-exceed budget is \$100,000. The actual work will be performed only as necessary to support outreach and communication assistance and the fee will be allocated on a time and materials basis. Commission staff and representatives will continue to guide and monitor the work by Data Instincts and assess the level of effort needed for each task.

Completion Date: December 31, 2019

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RATES FOR SERVICES

As of January 2018

Principal – Mark Millan	\$195
Associates – Malcolm Smith/Steve Thomas	\$165
Associate – Robin Gordon	\$145
Graphics – Web/PowerPoint – Keith Smith	\$120
Graphics – Alicia Deguchi	\$100
Print Media Coordination	\$100
Web Traffic Mgmt/Database Mgmt	\$95
Clerical Support	\$85
Copies	\$0.10 per page
Postage	at cost
Overnight mail	at cost
Mileage business travel	Fed rate
Lodging	at cost

For communications pieces that are to be professionally printed, Data Instincts will provide materials in the appropriate format; recommend printing services; and interact with and deliver materials to print vendors. However, it is our policy that the client pays directly for such services as printing, list rentals, mail processing fees, postage and media related expenses. Focus groups, In-depth Interviews, and Telephone Surveys will be billed separately with estimates provided in advance.

Multi- or bi-lingual translations, as needed, for handouts/brochures and other information sources will be extra. Consultant will utilize local or client resources whenever possible for these purposes.

Data Instincts bills for actual work performed on a monthly basis, and shall supply summary reports delineating each task, the budgeted amount, amount expended in the billing period, and cumulative expended totals.

Data Instincts carries over a \$1,000,000 in General Liability with The Hartford insurance company. Representation is with Cook, Disharoon & Greathouse of Oakland, California. Policy number is 57DBALD2227. A certificate verifying insurance shall be submitted when required.

Tax ID number is 90-0005625.

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RATES FOR SERVICES

Effective as of January 2019

Principal – Mark Millan	\$200
Associates – Malcolm Smith/Steve Thomas	\$170
Associate – Robin Gordon	\$155
Graphics – Web/PowerPoint – Keith Smith	\$120
Graphics – Alicia Deguchi	\$100
Print Media Coordination	\$100
Clerical Support	\$85
Copies	\$0.10 per page
Postage	at cost
Overnight mail	at cost
Mileage business travel	Fed rate
Lodging	at cost

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