

# NOTICE OF ADMINISTRATION COMMITTEE MEETING

Covering Policy, Administration and Community  
Relations/Communications

**NOTICE IS HEREBY GIVEN** that the San Lorenzo Valley Water District has called a meeting of the Administration Committee to be held Wednesday, March 14, 2018 at 10:30 am at the Operations Building, 13057 Highway 9, Boulder Creek, California.

## AGENDA

1. Convene Meeting/Roll Call
2. Oral Communications  
*This portion of the agenda is reserved for Oral Communications by the public for items which are not on the Agenda. Please understand that California law (The Brown Act) limits what the Board can do regarding issues raised during Oral Communication. No action or discussion may occur on issues outside of those already listed on today's agenda. Any person may address the Committee at this time, on any subject that lies within the jurisdiction of this committee. Normally, presentations must not exceed three (3) minutes in length, and individuals may only speak once during Oral Communications. Any Director may request that the matter be placed on a future agenda or staff may be directed to provide a brief response.*
3. Old Business:  
*Members of the public will be given the opportunity to address each scheduled item prior to Committee action. The Chairperson of the Committee may establish a time limit for members of the public to address the Committee on agenda items.*
4. New Business:  
*Members of the public will be given the opportunity to address each scheduled item prior to Committee action. The Chairperson of the Committee may establish a time limit for members of the public to address the Committee on agenda items.*
  - A. COMMUNICATIONS REQUEST FOR PROPOSAL  
Discussion and possible action by the Committee regarding a Communications RFP.
  - B. LEGISLATIVE UPDATE  
Discussion by the Committee regarding a review of pertinent legislation currently being discussed.
  - C. COMMUNICATIONS UPDATE  
Discussion by the Committee regarding a review of communications.
5. Informational Material: None.
6. Adjournment

*In compliance with the requirements of Title II of the American Disabilities Act of 1990, the San Lorenzo Valley Water District requires that any person in need of any type of special equipment, assistance or accommodation(s) in order to communicate at the District's Public Meeting can contact the District Office at (831) 338-2153 a minimum of 72 hours prior to the scheduled meeting.*

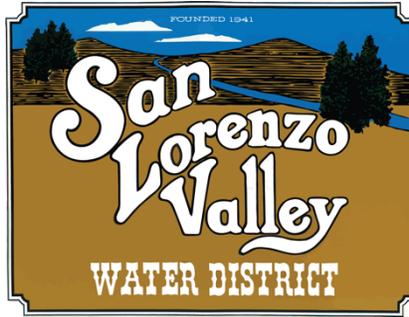
*Agenda documents, including materials related to an item on this agenda submitted to the Committee after distribution of the agenda packet, are available for public inspection and may be reviewed at the office of the District Secretary, 13060 Highway 9, Boulder Creek, CA 95006 during normal business hours. Such documents may also be available on the District website at [www.slvwd.com](http://www.slvwd.com) subject to staff's ability to post the documents before the meeting.*

**Certification of Posting**

I hereby certify that on March 9, 2018, I posted a copy of the foregoing agenda in the outside display case at the District Office, 13060 Highway 9, Boulder Creek, California, said time being at least 72 hours in advance of the meeting of the Administration Committee of the San Lorenzo Valley Water District in compliance with California Government Code Section 54956.

Executed at Boulder Creek, California, on March 9, 2018.

\_\_\_\_\_  
Holly B. Hossack, District Secretary, San Lorenzo Valley Water District



**REQUEST FOR PROPOSALS**

**TO PROVIDE:**

**CONSULTING SERVICES TO THE  
SAN LORNZO VALLEY WATER DISTRICT**

**PROJECT TITLE:**

**COMMUNICATION AND OUTREACH SERVICES**

**RESPONSE DUE BEFORE 3:00 P.M.**

**ON**

**X, 2018**

**San Lorenzo Valley Water District  
13060 Highway 9  
Boulder Creek, CA 95006  
(831) 430-4624**

## I. INTRODUCTION

The San Lorenzo Valley Water District is seeking proposals from qualified firms to provide communication and outreach strategy and services.

The District desires social outreach to the following key audiences:

- District Customers
- Residences and Businesses within the SLV Watersheds.
- Individuals and Groups with connections to the SLV Watersheds.

The District desires social outreach utilizing the following tools, as a minimum:

- District Website
- District Facebook Page
- Quarterly Newsletter
- Timely Press Releases
- Guest Articles in local publications
- Billing Inserts
- Participation in or support of local and regional events
- Public surveys or opinion polls
- Other media as agreed

The District desires to increase awareness about the challenges and complexities of water management through the following objectives:

- Elevate the public's awareness about water issues in the San Lorenzo Valley
- Advance the public's understanding of SLVWD's role in bringing reliable and sustainable water to valley residence.
- Educate the public on the challenges and complexities of delivering reliable water to the Valley
- Regularly update the public regarding District activities, including capital replacement projects
- Engage in constructive public conversations about water
- Increase the efficient use of water throughout the Valley and surrounding areas (water conservation)

## II. GENERAL INFORMATION

San Lorenzo Valley Water District (SLVWD or District) is a rural water supplier established in 1941 and serves several communities within the 136 square-mile San Lorenzo River watershed. The District owns, operates, and maintains four permitted water systems divided into three service areas. Each service area provides supplies from separate water sources. The North Service Area includes the unincorporated communities of Boulder Creek, Brookdale, Ben Lomond and Lompico (under separate water permit). The South Service Area encompasses portions of the City of Scotts Valley and adjacent unincorporated neighborhoods. The Mañana Woods subdivision became part of the South Service Area as a result of the District's annexation of the Mañana Woods Mutual Water Company in July 2006. The Felton Service Area was acquired by the District from California American Water in September 2008 and includes the town of Felton and adjacent unincorporated areas.

The District's legal boundaries encompass approximately 62 square miles. Land uses include timber, State and regional parks, water supply watersheds, rural residential, low-density urban residential and commercial, quarries, agriculture, and other open space. Within these boundaries, the District's four service areas have a combined area of approximately 26 square miles and individual areas as follows: North Service Area (20.9 square miles) and Lompico (2.5 square miles), South Service Area (0.8 square

mile), and Felton Service Area (2.2 square miles). Their individual water supply systems are referred to as the North, South, and Felton Systems.

The District relies on both surface water and groundwater resources, including nine currently active stream diversions, one groundwater spring, and eight active groundwater wells. These sources are derived solely from rainfall within the San Lorenzo River watershed.

The scale and complexity of SLVWD's water distribution system reflect the San Lorenzo Valley's rugged topography, dispersed pattern of development, and widely distributed raw water sources. The District's three systems have limited above-ground storage capacity equal to a few days' average use and rely on groundwater for seasonal and year-to-year storage. The District produces and treats water based on relatively immediate water demand.

### **III. SCOPE OF SERVICES**

- Task 1: Review existing outreach efforts and provide written report identifying areas of weakness and strengths.
- Task 2: Develop written outreach plan, including recommendations of best management practices and opportunities to enhance efforts. Outreach plan should be tailored to a yearly budget of \$60,000 total, including consultant invoices but excluding one-time cost of Task 4, Reimagining District's website.
- Task 3: Prepare technical memo describing available communications and outreach material, including branding enhancements and creation needs. Develop District approved outreach material, supporting templates and branding enhancements. Consultant will be expected to prepare the majority of draft outreach material and communication content, including appropriate artwork and graphics.
- Task 4: Working with staff and committee, execute approved Task 2 outreach plan. Consultant shall prepare monthly committee memo and attend monthly Admin Committee meeting to provide updates and receive feedback from committee. Consultant shall work with staff through regular meetings, telephone calls and email to coordinate execution of Task 2 outreach plan.
- Task 5: Consultant shall act as primary contact point for District media relations. Coordination and execution of press conferences and media tours is expected. Consultant will be expected to conduct media outreach to accomplish goals of Task 3, execution of outreach plan.
- Task 6: Develop a written plan to reimagine the District's website to enhance outreach and usability. Include option for American with Disabilities (ADA) legal requirements. The District intends to issue a Request for Proposals (RFP) to execute approved website enhancement plan. The District does not intend to exclude the Communications and Outreach consultant from proposing on said RFP. The District has currently budgeted \$30,000 to execute approved website enhancement plan.

### **IV. PROJECT MANAGEMENT AND INFORMATION COLLECTION**

Consultant shall provide overall project management. Consultant shall assume at least two meetings per month (24 total) at the District's main Office, as well as regular telephone and email communications.

Consultant shall provide internal quality control and quality assurance procedures.

### **V. PROPOSAL REQUIREMENTS**

The proposal shall not exceed 18 pages excluding resumes, work and experience examples, cover letter, dividers, front and back covers. Responses to this RFP shall be in the following order and shall include:

1. Executive Summary (2 pages maximum)

Summarize the contents of your firm's proposal in a clear and concise manner.

2. Project Description (2 pages maximum)

- i. Explain the objective of the project and how you propose to accomplish the recognized goals.
- ii. Describe the services and deliverables to be provided.
- iii. Include a statement on what makes your firm uniquely qualified.

3. Identification of Prime Consultant (1 page maximum)

- i. Legal name and address of the company.
- ii. Legal form of company (partnership, corporation).
- iii. If company is wholly owned subsidiary of a "parent company," identify the "parent company."
- iv. Name, title, address and telephone number of person to contact concerning the Response Submittal.
- v. Number of staff and the discipline/job title of each.

4. Identification of Sub Consultants, if any (1 page per sub-consultant maximum)

- i. Legal name and address of the company.
- ii. Name, title, address and telephone number of prime contact
- iii. Number of staff and the discipline/job title of each.

5. Project Organization and Experience of the Project Team (5 pages maximum, not including resumes or examples)

- i. Describe proposed project organization, including identification and responsibilities of key personnel, including sub-consultants. Include only one-page resumes.
- ii. Describe the experience of the Project Manager and the experience that the proposed personnel have working on past projects as a team.
- iii. Describe project management approach to the work effort, locations where work will be done, responsibilities for coordination with the District, lines of communication necessary to maintain design on schedule.
- iv. Describe a proposed 12-month schedule showing all facets of work that will meet the District's objectives and goals in a timely manor.
- v. Describe the Firm's capacity to perform the work within the time limitations, considering the firm's current and planned workload and the firm's current and planned work force.

6. Experience and Past Performance, Including Cost and Schedule Control (5 pages max not including examples/ 5 projects max)

- i. Include a summary of the past experience and performance of the Project Manager on similar projects. Include the following information:
  1. Owner, contact name and phone number
  2. Project size and description
  3. Project budget and total dollar value of completed project
  4. Budgeted project schedule and total time to completion
  5. Estimated construction costs and actual construction costs
- ii. Describe the firm's past experience and performance on similar projects. Include the information listed above.

7. Firm's Local Experience (1 page maximum)

Describe the firm's experience and knowledge with Cost of Service Studies.

8. Creative Alternatives (1 pages maximum)

Discuss any creative solutions to meet the project objectives.

9. ATTACHMENTS - Examples of work product/experience, if desired (8 pages max)

Provide samples of past efforts.

10. Proposed Total Professional Fee and Fee Schedules Submitted Under Separate Sealed Cover

- i. Proposed fee shall be organized with appropriate breakdown into subtasks.
- ii. Proposed Fee Schedule shall include an estimated timeline (Gantt Chart Format) for completion of each task and subtask.
- iii. Proposed fee shall not be the sole basis of award but will be used to evaluate the Consultant's understanding of the Scope of Work.
- iv. Include the hourly rates of all staff that will charge directly to the project in FY18/19.
- v. Commit to a maximum 3% inflationary adjustment per year for FY19/20 and FY 20/21.

11. Exceptions to this RFP

The Consultant shall certify that it has fully read the RFP and takes no exceptions to this RFP including, but not limited, to the Consultant Services Agreement (attached). If the Consultant does take exception(s) to any portion of the RFP, the specific portion of the RFP to which exception is taken shall be identified and explained.

**EVALUATION CRITERIA**

The evaluation criteria and the respective weights that will be given to each criterion are as follows:

1. Executive Summary .....	10%
2. Project Description .....	25%
3. Identification of Consultant .....	5%
4. Project Organization and Experience .....	25%
5. Past Performance, Including Cost and Schedule Control .....	20%
6. Firm's Local Experience .....	5%
7. Creative Alternatives .....	5%
8. Proposed Fee .....	5%

**IV. SELECTION PROCESS**

The District intends to enter into negotiations with the top ranked firm. At this time, the District contemplates the use of a ONE-YEAR Time and Material Not to Exceed contract for the services requested. Contract may include a two-year extension, at District's discretion. Negotiations will cover: scope of work, contract terms

and conditions, office arrangements, attendance requirements and appropriateness of the proposed fee schedule.

After negotiating a proposed agreement that is fair and reasonable the District Manager will present each contract to the District’s Board for authorization to execute a contract with the responsive firms.

**V. SELECTION SCHEDULE**

The District anticipates that the process for selection of firms and awarding of the contract will be according to the following tentative schedule:

<b>Proposal Due Date</b>	<b>X, 2018</b>
Interview (TBD-If Necessary)	TBD
Board of Directors Approval	<b>Y, 2018</b>
Final Selection and Notification	<b>Z, 2018</b>

**VI. SPECIAL CONDITIONS / ATTACHMENTS**

None

**VII. SUBMITTAL REQUIREMENTS**

1. One (1) executed original marked “ORIGINAL” in red ink and three (3) copies of the Proposal shall be submitted. One single sealed Proposed Fee Estimate marked “FEE ESTIMATE” in red ink shall be submitted separate from the proposal. Emailed proposals will not be accepted. Submit one electronic copy of the proposal in PDF format (on CD, DVD or Thumb Drive). The Response shall be signed by an individual, partner, officer or officers authorized to execute legal documents on behalf of the Firm.
2. The Response Proposal must be received no later than **3:00 p.m.** local time, on or before **X, 2018** at the office of:

**San Lorenzo Valley Water District  
13060 Highway 9  
Boulder Creek, CA 95006**

**Attn: District Secretary (Holly Morrison)**

Failure to comply with the requirements of this RFP may result in disqualification. Questions regarding this RFP shall be submitted in writing to **hmorrison@slvwd.com**.