

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: 01/13/2010

Board Item: V-E-4

CONTRACT FOR CONSULTING SERVICES WITH
SUKLE ADVERTISING & DESIGN

Action by Consent

Action

Information

Over the past nine years, Sukle Advertising & Design has developed and executed advertising campaigns to support the Board's communications goals. The Community Relations Section recently conducted an RFP process to gauge interest from other firms and provide an opportunity for them to demonstrate their ability to provide these services. Ten firms responded to the RFP, and four were short-listed and interviewed. The selection committee, comprised of staff from Public Affairs, unanimously chose Sukle.

Charged with raising awareness of the need to reduce water use in Denver Water's service area, Sukle created the *Use Only What You Need* campaign in 2006. This campaign has proved highly successful in establishing awareness and engaging customers, other water providers and the sustainability community worldwide. The selection committee determined that maintaining the momentum created by the campaign thus far is best achieved by continuing our relationship with the highly talented and creative Sukle team.

The 2010 campaign, which has been reclassified as a Social Marketing campaign rather than just an advertising campaign, will focus on discouraging specific water wasting behaviors among customers, while heightening awareness of the need and rationale for wise water use. Sukle also will provide counsel as we finalize trademark and licensing requirements for the campaign.

Sukle is committed to meeting a 3-5 percent SMWBE goal for subcontracted services. The contract amount is \$810,000 and is included in the 2010 budget.

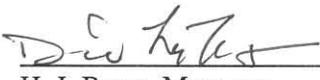
It is recommended that the Board approve Contract #12594A to retain the services of Sukle Advertising & Design in an amount not to exceed \$810,000.

Approvals:

Respectfully submitted,



Marie Bassett, Director of Public Affairs



H. J. Barry, Manager



General Counsel