

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: December 7, 2011

Board Item: V-A-6

Authorization of Additional Funds for Social Marketing Services

Action by Consent

Action

Information

In 2009, a competitive bid process was conducted for social marketing services, and Suple Advertising & Design was selected among the firms that were interviewed and considered. Since 2002, Suple has developed and executed social marketing campaigns that support the Board's water conservation communication goals. In 2006, Suple created the *Use Only What You Need* campaign, which has resonated positively with customers. This campaign, working alongside conservation programs, continues to be highly successful in maintaining awareness, engaging satisfied and supportive customers, and building a sustainable culture of efficient water use and conservation. Suple has a highly talented, creative team and the expertise to maintain the momentum created by the campaign to help Denver Water reach a 22-percent water savings goal by 2016.

This Agreement provides ongoing development and implementation of an integrated social marketing campaign focused on reducing water use. In 2012, the campaign will provide a context for customers to evaluate current water use and will continue to inspire behavior change related to efficient outdoor irrigation. The campaign will utilize a multi-media approach that includes mass media, digital media and community-based social marketing. Suple is committed to meeting a 3-5 percent SMWBE goal for subcontracted services.

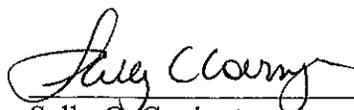
Unless otherwise directed by the Board, staff is planning to rebid the contract in 2012 for work starting in 2013.

Social Marketing Services are included in the Public Affairs budget for 2012.

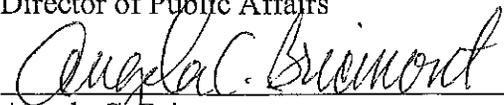
Recommendation:

It is recommended that the Board authorize additional funds for Contract No. 12594A to Suple Advertising & Design in the amount of \$650,000.00, for a total contract amount not to exceed \$2,110,000.00, and extend the contract completion date to December 31, 2012.

Approvals:

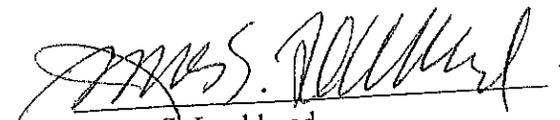


Sally C. Covington
Director of Public Affairs



Angela C. Bricmont
Director of Finance

Respectfully submitted,



James S. Lochhead
CEO/Manager