

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: March 13, 2013

Board Item: V-A-3

**Authorization of Funds for Advertising and Social Marketing Professional Services
Contract #14478A**

Action by Consent

Action

Information

Denver Water requires advertising and social marketing professional services for various campaigns including, but not limited to, drought and conservation. These campaigns serve to assist Denver Water in the reduction of water use and foster permanent changes in public consumption. By utilizing these professional services, Denver Water anticipates achieving its goal of a twenty-two percent (22%) sustainable water use reduction by 2016 and additional water reductions during drought seasons.

The Request for Proposals was downloaded by sixty-five (65) potential bidders and Denver Water received a total of four (4) responses, all of which were from firms that have SBE designation. After review of the proposals, Suple Advertising & Design was selected as the most responsive, responsible and qualified firm to meet Denver Water conservation and/or drought marketing objectives.

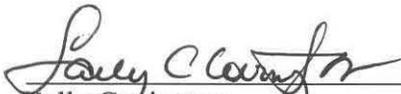
Suple Advertising is committed to meeting a 3- 5 % SBE goal for subcontracted services. Funds for advertising and social marketing are included in the Public Affairs budget for 2013 and will be included in each budget through 2017 for this item.

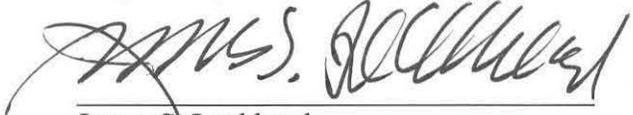
Recommendation:

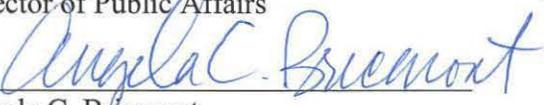
It is recommended that the Board authorize the award of Contract No. 14478A for advertising and social marketing professional services to Suple Advertising & Design for the contract period March 13, 2013, through March 13, 2015, with an option to renew for two (2) additional annual terms, for a total contract amount not to exceed \$1,600,000.00.

Approvals:

Respectfully submitted,


Sally Covington
Director of Public Affairs


James S. Lochhead
CEO/Manager


Angela C. Brimont
Director of Finance