

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: February 10, 2010

Board Item: V-A-6

Ethnic Marketing Consulting Services

Action by Consent

Action

Information

For many years, Denver Water has primarily focused its key communications regarding conservation, water quality and other topics to Denver's mainstream audience. According to estimates from the 2007 Census Bureau and Nielsen Universal, the Latino population in Denver ranges between 34 and 40 percent, and the estimated number of African Americans in Denver is between 10 and 13 percent. As Denver Water's service area continues to grow more ethnically diverse, there is a strong need to devise a strategic communications plan to educate and influence multi-cultural customers.

The Community Relations Section conducted an RFP process to search for a qualified consultant with proven skills in multi-cultural communications, with particular experience in development of strategic plans that effectively improve marketing, community outreach and media relations efforts. Three consulting firms responded and all were interviewed. The selection committee, comprised of staff from Community Relations and Denver Water's SMWBE specialist, selected Xcelente Marketing and Public Relations.

Xcelente is a seven-year-old full service agency that specializes in marketing to Denver's Latino population. In response to our RFP, Xcelente partnered with BurksComm, a local agency with more than 30 years of experience in campaigns targeting Denver's African American market. The selection committee recommends Xcelente Marketing and Public Relations, based on the agency's experience and depth of knowledge.

Xcelente's work plan includes research to identify perceived strengths, weaknesses, opportunities and threats relative to servicing and influencing behavior among Denver Water's ethnic customers. The agency also will analyze Denver Water's overarching Strategic Communications Plan (prepared by GBSM), and develop recommendations for extending tactics into ethnic communities. Finally, the agency will develop key messages that resonate appropriately with ethnic markets.

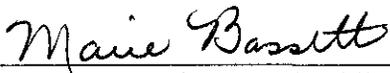
Xcelente Marketing is certified as a Woman-owned Business Enterprise (WBS), Small Business Enterprise (SBE) and Disadvantaged Business Enterprise (DBE) by the City and County of Denver. The contract amount is \$125,000.00 and is included in the 2010 budget.

Funds are included in the 2010 budget for these expenditures (MPC's 4JA0008 and 4EA0003).

Recommendation:

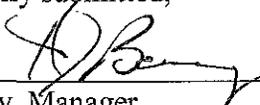
It is recommended the Board authorize award of Contract No. 12693A to Xcelente Marketing to furnish multi-cultural communication consulting for a total contract amount of \$125,000.00, for the period February 1, 2010 through December 31, 2010. This award is based on acceptable price, and compliance with specifications.

Approvals:



Marie Bassett, Director of Public Affairs

Respectfully submitted,



H. J. Barry, Manager



David LaFrance, Director of Finance