

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: December 8, 2010

Board Item: V-E-11

FIRST AMENDMENT TO AGREEMENT NO. 12693A XCELENTE MARKETING AND PUBLIC RELATIONS

Action by Consent

Action

Information

As Denver Water's service area continues to grow more ethnically diverse, there is a need to more deliberately inform and engage in ways that resonate appropriately with targeted ethnic sub-groups. Researchers predict that in 2010 Hispanics/Latinos will comprise 40 percent of Denver's population, and that the population of African Americans in Denver will grow to 13% of total population.

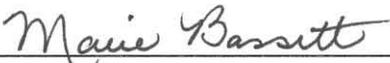
In February 2010, Xcelente Marketing & Public Relations was contracted to determine existing perceptions and levels of awareness about water among members of African-American and Latino/Hispanic populations, as well as to develop a communication and marketing plan that educates ethnic customers about wise water use. Xcelente surveyed three ethnic sub-groups of customers and identified major opportunities to improve Denver Water's communication to these customers. Community Relations wishes to extend this contract, allowing us to enlist the expertise of Xcelente Marketing over the next year to implement outreach strategies and tactics aimed at raising awareness and building wise water use behavior within these ethnic populations.

Funds for this project are included in the 2011 Community Relations Budget (MPCs 4EA0003 and 4JA0008).

Recommendation:

It is recommended that the Board approve the First Amendment to Agreement No. 126934A with Xcelente Marketing and Public Relations at a cost of \$125,000, bringing the total agreement over two years to \$250,000.00.

Approvals:



Director of Public Affairs

Respectfully submitted,



James S. Lochhead, CEO/Manager



General Counsel