

# DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: December 8, 2010

Board Item: V-E-9

## FIRST AMENDMENT TO AGREEMENT NO. 12594A SUKLE ADVERTISING & DESIGN, INC.

Action by Consent

Action

Information

Since 2002, Suple Advertising & Design has developed and executed social marketing campaigns that support the Board's communications goals and resonate positively with customers. Suple created the *Use Only What You Need* campaign in 2006. This campaign, working alongside conservation programs, has proved highly successful in establishing awareness, engaging customers and building a sustainable culture of water conservation. Summer water usage has remained steady at 19 percent of pre-drought (2002) water use.

Suple Advertising 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.

The First Amendment to Agreement 12594A provides ongoing development and implementation of an integrated social marketing campaign focused on reducing water use. This Amendment is to extend time and money in 2011. The current contract was bid competitively and awarded to Suple in late 2009.

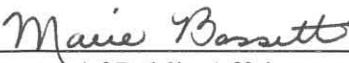
In 2011, the integrated campaign will provide a context for customers to gauge current water use and will continue to inspire behavior change related to outdoor irrigation. The campaign will utilize a multi-media approach. Mass media advertising will maintain conservation awareness and inspire action. Digital media will engage customers and allow them to have a voice while participating in the campaign. Community-based social marketing will bring the cause directly to our customers, embedding the ideas within neighborhoods.

Suple is committed to meeting a 3-5 percent SMWBE goal for subcontracted services. Funds requested for this contract are \$650,000 and are included in the 2011 Community Relations budget (MPC 4EA0003).

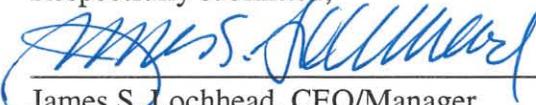
### Recommendation:

It is recommended that the Board approve the First Amendment to Agreement No. 12594A with Suple Advertising & Design, to continue the conservation social marketing *Use Only What You Need* campaign in the amount of \$650,000, bringing the total agreement over two years to \$1,460,000.00.

Approvals:

  
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Director of Public Affairs

Respectfully submitted,

  
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James S. Lochhead, CEO/Manager

  
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General Counsel