

TO: City Council
FROM: James L. App, City Manager
SUBJECT: Water Supply – Educational Campaign
DATE: May 6, 2008

NEEDS: For the City Council to consider engaging assistance to conduct a community-wide educational campaign regarding water resources.

- FACTS:**
1. A growing body of engineering analysis concerning area water resources and demands indicates need for an alternative/additional water supply and improved water quality.
 2. The studies also indicate that groundwater cannot produce needed qualitative improvements, nor can it be relied upon for supply.
 3. The City committed to the Nacimiento Water Project (NWP) to diversify supply, as well as improve supply reliability and water quality.
 4. The NWP supply is more expensive than groundwater.
 5. The NWP asset requires an adjustment of water user rates as well as new development connection fees.
 6. A number of residents have voiced concerns regarding the proposed water user rate adjustments.
 7. The facts concerning water supply, quality, options and costs are complicated, thus not readily communicated to the community via isolated or infrequent communiqués.
 8. The City needs assistance to conduct a comprehensive water resource education campaign.
 9. 2PointMedia can assist the City in developing and distributing educational materials to residents over the next seven months.

ANALYSIS &

CONCLUSION: 2PointMedia offers to develop and launch an educational campaign through both online and offline vehicles. The effort will include both informational and interactive websites, materials for presentations, informational displays, mailers, and media feeds.

2PointMedia is a local company (Los Osos) with clients in a variety of industries. Their proposal is attached for reference.

POLICY

REFERENCE: None

FISCAL

IMPACT: \$57,400 from the Water Operations Fund. The expenditure will not directly impact user rates.

- OPTIONS:**
- A. Authorize Appropriation of \$57,400 from Water Operations Fund Account #600-310-5224-165 for, and Execution of, a Contract with 2PointMedia for a Community-Wide Water Resource Educational Campaign.
 - B. Amend, Modify or Reject the Option Above.

Attachment: 2PointMedia Proposal

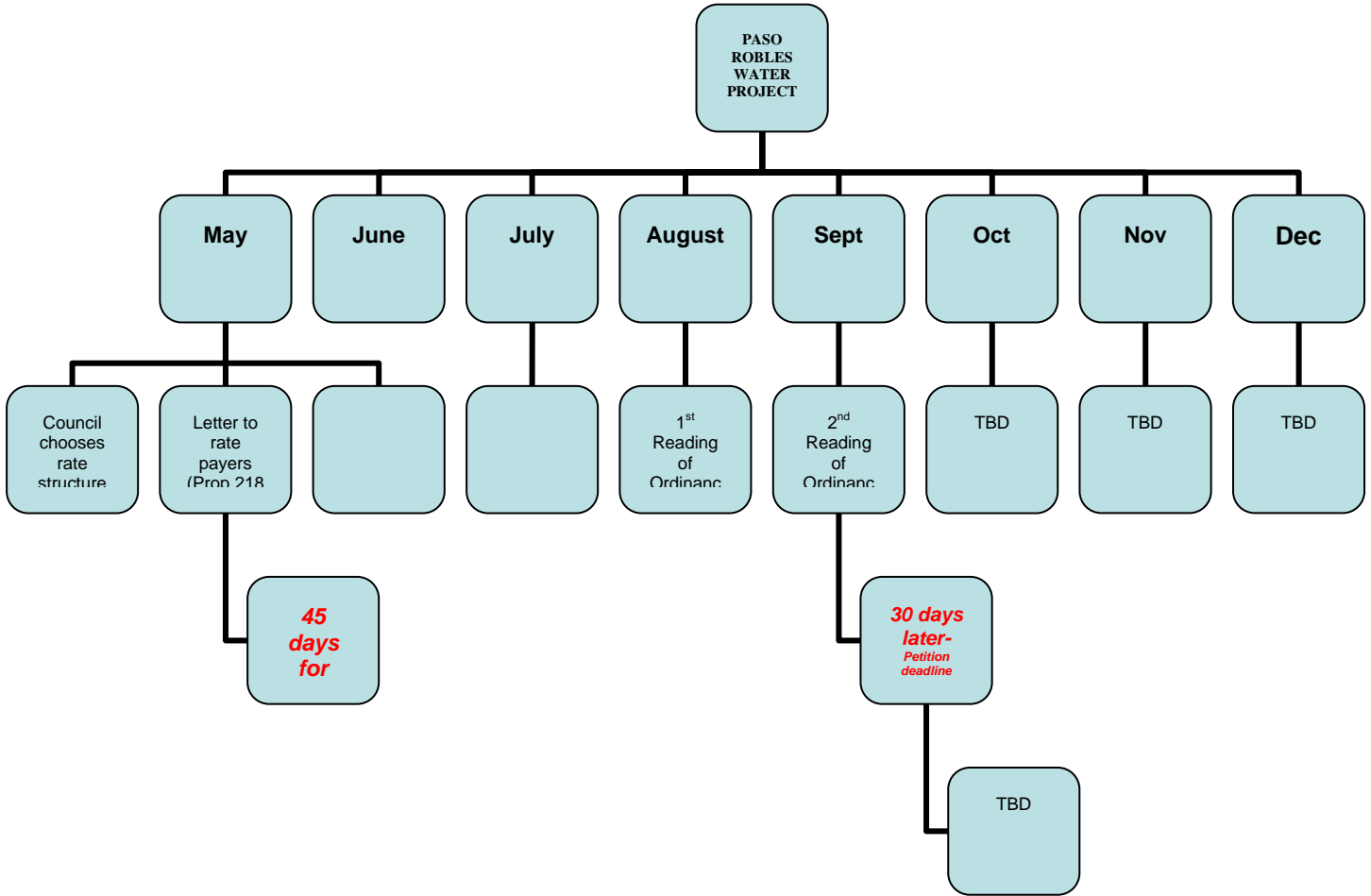
Educational
Campaign Overview
for
The City of Paso Robles
Water Project

Note: This plan is subject to change, the following submission is a draft plan due to research pending, response to actual campaign, build out phone calls, and coverage monitoring.

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PASO ROBLES WATER PROJECT TIMELINE



General Campaign Layout

May/June:

R&D, Create Solid Campaign Identity, Set up Social Network Online, COP website link, FAQ, Interview Unbiased Project Advocates, Create Pod Casts, Set up Information Access Centers

July-Oct:

Launch Proactive Educational Campaign with Solid Identity, Monitor Community Reaction and Responses to Campaign, Redirect as Necessary

Ongoing:

Continually Monitor and Present Project Side to Local Media Outlets, Release Educational Pieces through Campaign Vehicles

Stay Informed- The Paso Robles Water Project

In community organizing, presence is power! Campaigns must project a clear message to be effective in changing the way people think. The following strategy overview highlights the proactive and powerful campaign for the City of Paso Robles that will assist in gaining control of the current mixed messaging throughout the community regarding this project.

Everyone recognizes the need for more water. Past this fact, it becomes apparent that there are hurdles to overcome as well as future obstacles to avoid in the process of getting water to all who need it in an equitable way. Some of the issues facing the community are (1) distribution of the costs (2) negotiating with property owners over pipeline placement (3) maintaining excellent water quality (4) creating innovative and inclusive compromises beyond suggestions that have already been rejected.

In order to address current and future concerns, time is of the essence. The immediate focus should be placed on educating the community on the history of compliance as well as the rationale behind a substantial rate increase. In order to do this efficiently, 2 Point Media will need a direct liaison from the City of Paso Robles to keep us current on any new developments related to these issues. However, aside from our internal relationship with that city representative, leave all the campaign details to us.

By using proactive and educational mini campaigns, we will reach out to the community through both online and offline vehicles posed to educate and address concerns.

ONLINE STRATEGY

Social Networking Sites- We recommend launching a social networking campaign on www.Facebook.com as a direct target campaign and forum to and for the community.

City of Paso Website- www.prcity.com- Create a web link specifically for The City of Paso Water Project, this link will include:

- 2-3 minute podcast interviews with city officials including updates and educational project information, the podcasts will be hosted through our server onto iTunes and direct links posted on the City's website, as well as Facebook.
- A forum will be launched for people to get involved online and discuss concerns. We will be able to monitor community input, respond to concerns with a proactive approach, anticipate and prepare for outlying concerns that may arise.
- A detailed FAQ is a must and will be posted on Facebook site and easily found on the City's website.

OFFLINE STRATEGY

Educational Centers and Information Access Stations- 2 Point Media will set up information access stations at center of influence outlets including but not limited to: The City of Paso Robles Library and The Community Center of Paso Robles. Free computer access stations will be offered for people without computer access so that they can stay informed.

Host Community Town hall Style Meetings with Respected Representatives: Host pizza nights where people can come learn about what is happening in a comfortable and inviting setting to pose any questions and concerns. In addition, provide bottled water with **Stay Informed** identity labels to tie in with this campaign.

Create a PowerPoint Presentation: 2 Point Media will develop a power point presentation to clearly explain the reasons and rationales behind the project as well as the benefits. This can easily be turned into a web video which can also be played on the City's website and or the SN site.

Target Growth Businesses: Build coalitions between various industries and groups. They will most likely have direct access to many of their customers and in which we can create mini-campaigns for them to reach out.

Direct Mailers to Tie into Campaign Communication: These mailers will be bold, clear and easy to read and give enough information to peak interest, but not overwhelm them with word copy. Format will include stats, key points, and "did you know?" type wording.

Project Updates and Pod Casts Sent Directly to the Media: to ensure they are provided with both sides of the story, including but not limited to: The Telegram Tribune, The New Times, The Paso Robles Press & Gazette, KCBX, KPRL, KSBY, KCOY

Monitor Community Concerns: Throughout the campaign concerns may arise. 2 Point Media will investigate and develop responses to address concerns, offering informative information with a proactive approach.

ISSUES & ANSWERS EXAMPLE

Issues & Answers-

(To be developed upon signed contract for agency services)

2 Point Media will develop and extensive and short version layout of Issues & Answers for online access, official and campaign use.

Proactive Response Example:

We are keenly aware of the questions, concerns, and objections that some residents have voiced regarding our proposal for the Paso Water Project currently before the [insert here]. It is our sincere hope that we can address these issues, with two goals in mind: first, to enlighten & inform and second, to eliminate any misperceptions or unwarranted fears.

EXAMPLE:

1.ISSUE: The proposed project will triple our water rates over the next few years- WHY?

ANSWER

We completely understand this concern, no one wants to pay more for a resource bill, especially without a valid set of reasons and factual support. We have researched this project in depth and look at all of our options and we are presenting what we feel is in the best interest of the community. This project was intentionally designed to alleviate our immediate under ground water source issues and develop a long term water resource plan for the benefit of the community with the lowest possible financial burden. The advantage to this plan is simple- a new source for much needed quality water to meet the current and future needs of our community.

CONCLUSION

In the near-term, our goal is to help the City of Paso Robles immediately and effectively communicate accurate messaging throughout the community by launching a powerful and proactive communication campaign.

In the longer term, we'll create messaging and wide-scale awareness that will continue to build an important bridge to the community. This proposal is designed to give us a blueprint to immediately begin moving in that direction. As we start to fill in the details, and see real-world results, the initial contracted services may evolve, but the important key is to begin as soon as possible, and achieve better results – right away.

In setting our goals for this campaign, keep in mind that a communication campaign requires a minimum of two weeks to develop concept, research and launch. Additionally it takes two weeks for station set up and collateral development, totaling four weeks for a completed campaign launch.

2 Point Media Client List

Alzheimer's Association
American Flatbread Restaurant
Anderson Burton Construction Inc.



Artisan Restaurant
Author- Nick Romer



BRAGG Health Products

Corner Your Market
Craft Hobby Association
CraftBuddy.com
Creating Keepsakes



Equilibrium Fitness
EverythingNearby.com
F W Publications
F.T. Ross
Firefly Gallery



Flying Dutchman Restaurant

Green Sneakers
Heidi Borchers, Celebrity Designer/Author



Howard Natural Products
Jean Steel, National Speaker & Wellness
Expert
Kompolt Online Auction Agency
Novo Restaurant
Odd Art, Michael McCarthy



Paula Radke Dichroics Inc.

Robins Restaurant
Rosies
SB Women's Network
Scrapbook Your Art Out
Scrapwow.com
ScrapYourTrip.com



Straight Down Clothing Company
The Bejeweler
The Life Balance Center
Time Warner, Leisure Arts
Weinstock Porter Development
Weldbond Adhesives
Winery Music Awards