



**ACTION SHEET  
PUBLIC UTILITES COMMITTEE MEETING OF 5/7/14**

**ISSUE NO. 17**

Request for approval of Amendment No. 3 to the PSA with PK Public Relations for the Water Conservation Marketing Plan Implementation for the amount of \$60,000.00 exclusive of NMGRT. (Laurie Trevizo)

Public Utilities Committee – 5/7/14  
Finance Committee – 5/19/14  
City Council – 5/28/14

**PUBLIC UTILITES COMMITTEE ACTION: Approved to forward to 5/19/14 Finance Committee.**

**SPECIAL CONDITIONS OR AMENDMENTS:**

**STAFF FOLLOW UP:**

VOTE:	FOR	AGAINST	ABSTAIN
COUNCILOR RIVERA, CHAIR	X		
COUNCILOR MAESTAS	X		
COUNCILOR BUSHEE	Absent(Late)		
COUNCILOR DIMAS	X		
COUNCILOR IVES	X		

# City of Santa Fe, New Mexico

## memo

Date: April 24, 2014

To: Public Utilities Committee/ Finance Committee/City Council

Via: Nick Schiavo, Water Division and Public Utilities Director *RC for Nick Schiavo*  
Rick Carpenter, Water Resources and Conservation Group Manager *RC*

From: Laurie Trevizo, Water Conservation Manager *LT*

Re: Request for approval of \$60,000 Amendment #3 for the professional services agreement with PK Public Relations in support of the Water Conservation Marketing and Outreach Plan and Implementation

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Entering the 4<sup>th</sup> year of record- breaking drought creates unique outreach challenges and the need for the Water Conservation Office to intensify public relations efforts. The effects of the prolonged drought requires community dialogue on the sensitivity of Santa Fe's long-term water supply will be necessary for continued community support of the Water Conservation Office's programs.

### Background:

PK Public Relations was hired in January 2012 and was originally procured in response to a Request For Qualifications. The original contract was awarded for the amount of \$35,000. Past amendments for PK Public Relations are as follows:

- Amendment #1 in the amount of \$25,000 was granted in March 2013,utilizing FY 12-13 funding
- Amendment #2 was granted in the amount of \$25,000 in September 2013, utilizing FY 13-14 funding

This request is for a third and final contract amendment with a contract end date of December 20, 2015. The Scope of Work outlined the development and implementation of a targeted strategic marketing plan to promote actions that achieve long-term water use reduction. The outreach activities and message have been effective and contributed to an overall water-use decrease for seasonal high water demand and customer rebate increases. The Water Conservation Office, with the assistance of PK Public Relations has made significant progression in both implementing the marketing outreach plan and response to the continued record-setting drought.

### The PK Public Relations Marketing Plan included:

The contractor developed a cohesive communications and education plan with targeted messaging promoting water efficiencies and incentives and specific calls to action. The marketing plan helps to determine which water conservation campaign will be implemented.

Marketing Outreach Accomplishments:

- 2014 Drought Campaign underway “Drought On. Water Off.”
- Rebranding and redesign with “Save Water Santa Fe”
- Website launch May 26, 2013 with **360,883** hits to date
- Increased participation in rebate and incentive programs
- Overall decrease in GPCD since 2012 when marketing plan was developed
- Mayor’s Water Conservation Challenge-Earth Day Activities
- Drought Updates and On-going water-saving tips & reminders
- Development of new target audiences such as professional landscapers
- Monthly messaging themes and topics for news, advertising, articles, etc.
- May 2014-newspaper insert to launch the watering season in Santa Fe New Mexican
- National media coverage on the effectiveness of Santa Fe’s Water Conservation program
- Social media coordination
- Print media- ads, articles: Green Fire Times, Home Town News, Round the Roundhouse, Santa Fe Reporter, EcoSource, Annual Manual, Santa Fe New Mexican, Journal North
- Hutton Broadcasting radio ad and on-line banner ad campaigns

Specifics of the Contract Amendment are as follows:

- Continue and maintain the approved strategic outreach plan approach of targeted messaging and specific calls to action utilizing multi-media and public relations tactics.
- Drought management public educational messaging and outreach coordination to highlight City’s sustained and future drought conditions.
- Coordination for advertisements, social media, articles, news releases, media kits, news conferences and community education outreach.,
- Develop and implement a commercial partnership-based rebate marketing campaign
- Continue development of outreach planning and materials for emergency drought stages.
- Provide collateral marketing materials and content messaging.
- Continue website messaging to educate and provide interactive tools and tips to assist customers.
- Provide climate change public outreach and coordination as needed on issues such as Climate Change and Sustainability.
- Continue identifying and providing outreach solutions to potentially negative or positive emerging issues opportunities. Ensure cohesive messaging.
- Identify award opportunities and campaigns to highlight City’s water conservation leadership role in the Southwest and nationally.

Recommended Action:

Staff recommends approval of Amendment #3 to the professional services agreement with PK Public Relations in the amount of \$60,000, exclusive of applicable gross receipts tax. Funds for the contract are available under Business Unit/Line Item# 52343.510300.

**Attachments:** Sample of media coverage, press releases, and upcoming campaign ads

**CITY OF SANTA FE  
AMENDMENT No. 3 TO  
PROFESSIONAL SERVICES AGREEMENT**

AMENDMENT No. 3 (the "Amendment") to the CITY OF SANTA FE PROFESSIONAL SERVICES AGREEMENT, dated December 20, 2011 (the "Agreement"), between the City of Santa Fe (the "City") and PK Public Relations (the "Contractor"). The date of this Amendment shall be the date when it is executed by the City and the Contractor, whichever occurs last.

**RECITALS**

A. Under the terms of the Agreement, Contractor has agreed to provide professional services to the City for the Watershed Management Plan and Project.

B. Pursuant to Article 18 of the Agreement, and for good and valuable consideration, the receipt and sufficiency of which are acknowledged by the parties, the City and the Contractor agree as follows:

1. COMPENSATION.

Article 3, paragraph A of the Agreement is amended to increase the amount of compensation by a total of sixty thousand dollars (\$60,000) plus applicable gross receipts tax, so that Article 3, paragraph A reads in its entirety as follows:

A. The City shall pay to the Contractor in full payment for services rendered, a sum not to exceed one hundred forty five thousand dollars (\$145,000), plus applicable gross receipts taxes.

2. TERM.

Article 5 of the Agreement is amended to extend the term of the Agreement, so

that Article 5 reads in its entirety as follows:

This Agreement shall terminate on December 20, 2015 unless terminated pursuant to Paragraph 6, infra.

3. AGREEMENT IN FULL FORCE.

Except as specifically provided in this Amendment, the Agreement remains and shall remain in full force and effect, in accordance with its terms.

IN WITNESS WHEREOF, the parties have executed this Amendment No.3 to the City of Santa Fe Professional Services Agreement as of the dates set forth below.

CITY OF SANTA FE:

CONTRACTOR:  
PK PUBLIC RELATIONS

\_\_\_\_\_  
JAVIER M. GONZALES, MAYOR

\_\_\_\_\_  
NAME & TITLE

Date: \_\_\_\_\_

Date: \_\_\_\_\_

ATTEST:

\_\_\_\_\_  
YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

\_\_\_\_\_  
KELLEY A. BRENNAN, INTERIM CITY ATTORNEY

4/23/14

APPROVED:

\_\_\_\_\_  
MARCOS A. TAPIA, FINANCE DIRECTOR



## **City of Santa Fe**

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# **NEWS RELEASE**

[www.santafenm.gov](http://www.santafenm.gov)



**FOR IMMEDIATE RELEASE**

May 1, 2014

Contacts: Laurie Trevizo; Water Conservation Manager, 505-955-4223 or 505-231-5260;  
[lltrevizo@santafenm.gov](mailto:lltrevizo@santafenm.gov)

### **City of Santa Fe Launches Water Conservation Campaign to Address Drought**

**SANTA FE\_** The City of Santa Fe announces the launch of the ***“There is a Drought On. Turn the Water Off.”*** public outreach campaign. The campaign is designed to promote water conservation during the fourth year of a record setting drought. With historical low precipitation conditions, the water conservation campaign raises awareness of the ongoing drought and encourages the community to continue to do their part to use water efficiently. Water managers say they are hoping to extend Santa Fe’s water supply as long as possible and avoid additional water restrictions.

“We recognize that in order to ensure a reliable water supply for our future, we have one single message: there is a drought on and turn the water off,” said Laurie Trevizo, Water Conservation Manager. “We want to take a proactive approach and the more we can do now, the less dire an impact it will have on us if the drought continues,” Trevizo states.

The campaign takes a light-hearted, but urgent approach to encourage water saving behavior through a series of pictures depicting the tagline “the official \_\_ for 2014”. The official dishwasher is a dog licking his chops, the official drip irrigation is a water dropper, the official hose is a broom, the official four-letter word is leak, and the official bath is a sponge. The ads will rotate in local publications, online venues, radio spots, buses, utility bill inserts and the City is developing a drought survival guide with valuable resources and tips to help reduce water consumption.

Water managers say existing conservation efforts, including public outreach, indoor and outdoor rebates, and programs developed in the wake of the early 2000’s drought have led to a dramatic reduction in water use, despite a growing population. “Every drop of water matters at this point and we hope this campaign will get people talking and take additional actions to save water,” said Trevizo.

For more information on the drought, water saving tips and rebates, visit, [www.savewatersantafe.com](http://www.savewatersantafe.com)

#30#



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on Facebook



Follow us  
on Twitter



Watch us  
on YouTube

The Official Hose of 2014.

**Brought On. Water Off.**

Conserve • Educate • Lead  
 City of Santa Fe Water Conservation Office 505.955.4225  
[www.watersantafe.com](http://www.watersantafe.com)

The Official Dishwasher of 2014.

**Brought On. Water Off.**

Conserve • Educate • Lead  
 City of Santa Fe Water Conservation Office 505.955.4225  
[www.watersantafe.com](http://www.watersantafe.com)

The Official Load Size for 2014.

**Brought On. Water Off.**

Conserve • Educate • Lead  
 City of Santa Fe Water Conservation Office 505.955.4225  
[www.watersantafe.com](http://www.watersantafe.com)

The Official Load Size of 2014.

**Brought On. Water Off.**

Conserve • Educate • Lead  
 City of Santa Fe Water Conservation Office 505.955.4225  
[www.watersantafe.com](http://www.watersantafe.com)

The Official Car of 2014.

**Brought On. Water Off.**

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 City of Santa Fe Water Conservation Office 505.955.4225  
[www.watersantafe.com](http://www.watersantafe.com)

The Official Multitasking of 2014.

**Brought On. Water Off.**

Conserve • Educate • Lead  
 City of Santa Fe Water Conservation Office 505.955.4225  
[www.watersantafe.com](http://www.watersantafe.com)

The Official Drip Irrigation of 2014.

**Brought On. Water Off.**

Conserve • Educate • Lead  
 City of Santa Fe Water Conservation Office 505.955.4225  
[www.watersantafe.com](http://www.watersantafe.com)

The Official Lawn of 2014.

**Brought On. Water Off.**

Conserve • Educate • Lead  
 City of Santa Fe Water Conservation Office 505.955.4225  
[www.watersantafe.com](http://www.watersantafe.com)

The Official Bath of 2014.

**Brought On. Water Off.**

Conserve • Educate • Lead  
 City of Santa Fe Water Conservation Office 505.955.4225  
[www.watersantafe.com](http://www.watersantafe.com)

The Official four-Letter Word of 2014.

**LEAK**

**Brought On. Water Off.**

Conserve • Educate • Lead  
 City of Santa Fe Water Conservation Office 505.955.4225  
[www.watersantafe.com](http://www.watersantafe.com)

# Checklist

Don't panic. Prepare to weather the drought. Change your habits. Invest in a smart irrigation system. Use water wisely. You can make a difference.

## Why?

Why is a transitional month, so you can adjust to the weather and adjust watering accordingly. Water only as necessary. Probably no more than once or twice a week. All-out is allowed only after danger of frost damage passes, in April and not as irrigation system. All-out watering is subject to water conservation requirements. Avoid any watering when windy. Reduce grass watering and consider installing drip systems. Remember that new irrigation system installations require permits. Consider installing weather-based irrigation controllers.

## June

Water only as necessary, probably no more than twice a week. All-out is allowed only after danger of frost damage passes, in April and not as irrigation system. All-out watering is subject to water conservation requirements. Avoid any watering when windy. Reduce grass watering and consider installing drip systems. Remember that new irrigation system installations require permits. Consider installing weather-based irrigation controllers.

## July

Water only as necessary. You cannot water more than three times a week under City law. All-out watering is subject to water conservation requirements. Consider setting water goals, performance.

## August

Water only as necessary. You cannot water more than three times a week under City law. All-out watering is subject to water conservation requirements.

## September

September is a transitional month, so you can adjust attention to the weather and adjust watering accordingly. Water only as necessary. Consider installing drip systems. All-out watering is subject to water conservation requirements.

## October

Water only as necessary, probably no more than once a week. Add a third layer of mulch to planned beds to water conservation. Cover up patios and "disappear" hoses from lawn kits. Allow plants to go dormant. "Orange" and "Red" emergency water restrictions apply before the frost.



City of Santa Fe  
Water Conservation Officer  
303.425.4225  
www.watersantafe.com

### Other Important Contacts:

- Water Works Hotline - 303.425.4222
- City Parks Department - 303.425.2147
- Questions about your bill - 303.425.4222

# Drought On. Water Off. ARE YOU READY?

Santa Fe is entering its fourth year of drought, with the first two months of 2014 the driest on record for the state. Even though the average Santa Fean is already good at conserving water, we must get even better.

Thanks to the water-conscious habits of our community and progressive water planning and investment by the City of Santa Fe, we are well-prepared for another hot and dry year. Santa Fe is lucky to have a mix of renewable surface water and groundwater sources that ensure Santa Feans have water, even during a drought.

But we still need to take water conservation to another level. Every drop wasted is a drop too many. By saving water now, we will have water for the future, you will save money on your water bill, we will reduce the need for emergency restrictions, and Santa Fe will get through another year of drought.



## The Rules

- Between May 1 and October 31, outside watering is prohibited between 10 am and 6 pm and limited to three days a week. Runoff and overspray is prohibited.
- Using water to clean hard surfaces is prohibited.
- Hand-watering must be done with a hose equipped with a shut-off nozzle and overhead watering is prohibited for trees and shrubs.
- Turf and grass seed mixes cannot contain more than 25 percent Kentucky bluegrass.
- A permit is required for all new irrigation system installations.
- Outdoor pools must be covered when not in use.
- Personal vehicle washing is allowed but only once a month and only with a nozzle that automatically shuts off when not in use. Commercial car lots and businesses with onsite car washes are limited to one wash per month for each vehicle, except under special circumstances.
- For more information, visit [www.savewatersantafe.com](http://www.savewatersantafe.com).

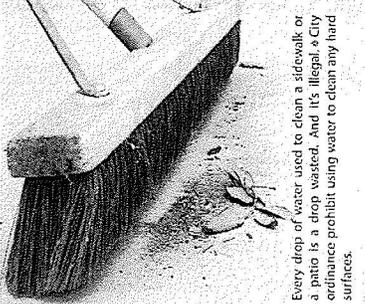
## Easy as 1-2-3

- Warmer weather means outdoor watering. More than a third of Santa Fe's water use is in our yards. You should adjust your use with the season.
- Water no more than once on the weekend.
  - Water no more than twice more during the week.
  - Water no more than three times a week total.
- NO WATER WEDNESDAYS**  
Hey, give the system a break once a week!

# Keep It Down

More than a third of the water used by a typical household is used for irrigation. You can save up to half of that by switching from sprinklers to drip irrigation. Drip irrigation cuts down on use by reducing evaporation, runoff and overspray. And drip irrigation is better for your plants, putting the water near the roots where it's needed.

## The Official Hose of 2014.



Every drop of water used to clean a sidewalk or a patio is a drop wasted. And it's illegal. City ordinance prohibit using water to clean any hard surfaces.

# In Case of Emergency

In addition to year-round water use restrictions, the City has emergency restrictions that become effective when water supply and demand conditions require them. The Emergency Water Management Plan is outlined in Chapter 25 of the City Code. If the City Council invokes these restrictions, the plan would be implemented in two stages - orange and red - with restrictions that increase with the level of the emergency. The declaration of a water emergency is based on supply and demand data from the water division director and the emergency restrictions primarily apply to outdoor water use.

**Water Warning - "Orange"** begins when our water system can only supply 80 percent to 99 percent of operational water system demand. The restrictions are designed to prevent the crisis from deepening.

**Water Crisis - "Red"** begins when our water system can only supply less than 80 percent of operational water system demand and nearly all outdoor irrigation using potable (drinking water) is prohibited. Gray water use is not restricted.

- ORANGE**  
Landscape irrigation is limited to no more than twice a week with those who live in homes with a 10 acre lot allowed to water on Tuesday and Sunday and those in homes with even address: allowed to water Wednesday and Monday. Although discouraged, vehicle washing is allowed, but only with a shut-off nozzle. Ponds and fountains are allowed. Indoor and outdoor swimming pools and spas can be filled once. Watering for parks, public schools, athletic fields and roadside landscaping is reduced.
- RED**  
No landscape watering, vehicle washing, ponds or fountains, pools or spas are allowed. Parks, public schools, athletic fields and roadside landscaping will be watered enough to maintain the health of the plants.

## It's the Law



## The Official Car of 2014.

Whether in your driveway or at a commercial car wash, washing your car uses a lot of water. The City limits washing your car to once a month and only with a nozzle that automatically shuts off. Follow the City rules and you can cut 15 to 20 gallons off your water use.





## City of Santa Fe Summary of Contracts, Agreements, & Amendments

**Section to be completed by department for each contract or contract amendment**

1 **FOR:** ORIGINAL CONTRACT  or CONTRACT AMENDMENT

2 Name of Contractor PK Public Relations

3 Complete information requested  Plus GRT  
 Inclusive of GRT

Original Contract Amount: \$35,000.00

Termination Date: June 30, 2013

Approved by Council Date: \_\_\_\_\_

or by City Manager Date: Pending

**Contract is for:** Water Conservation Public Relations

Amendment # 3 to the Original Contract# 11-1216

Increase/(Decrease) Amount \$ 60000

Extend Termination Date to: December 20, 2015

Approved by Council Date: \_\_\_\_\_

or by City Manager Date: \_\_\_\_\_

**Amendment is for:** Increase compe and term two fiscal years 30K / Year

4 **History of Contract & Amendments:** (option: attach spreadsheet if multiple amendments)  Plus GRT  
 Inclusive of GRT

Amount \$ 35,000.00 of original Contract# 11-1216 Termination Date: 06/30/2013

Reason: Develop and implement a communications program for Water Conservation

Amount \$ 25,000.00 amendment # 1 Termination Date: 12/31/2013

Reason: Addtl. Scope of Services

Amount \$ 25,000.00 amendment # 2 Termination Date: 06/30/2014

Reason: \_\_\_\_\_

Amount \$ \_\_\_\_\_ amendment # Increase comp and scope anc

Reason: \_\_\_\_\_

Total of Original Contract plus all amendments: \$ 145,000



City of Santa Fe
Summary of Contracts, Agreements, & Amendments

5 Procurement Method of Original Contract: (complete one of the lines)

RFP# \_\_\_\_\_ Date: \_\_\_\_\_
RFQ [checked] \_\_\_\_\_ Date: November 8, 2011
Sole Source [ ] \_\_\_\_\_ Date: \_\_\_\_\_
Other \_\_\_\_\_

6 Procurement History: \_\_\_\_\_
example: (First year of 4 year contract)

7 Funding Source: \_\_\_\_\_ BU/Line Item: \_\_\_\_\_ 52343

8 Any out-of-the ordinary or unusual issues or concerns: \_\_\_\_\_
(Memo may be attached to explain detail.)

9 Staff Contact who completed this form: \_\_\_\_\_
Phone # \_\_\_\_\_

10 Certificate of Insurance attached. (if original Contract) [ ]

Submit to City Attorney for review/signature

Forward to Finance Director for review/signature
Return to originating Department for Committee(s) review or forward to City Manager for review
and approval (depending on dollar level).

To be recorded by City Clerk:

Contract # \_\_\_\_\_

Date of contract Executed (i.e., signed by all parties): \_\_\_\_\_

Note: If further information needs to be included, attach a separate memo.

Comments:

[Large empty box for comments]