



**ACTION SHEET  
CITY COUNCIL COMMITTEE MEETING OF 05/28/14  
ITEM FROM FINANCE COMMITTEE MEETING OF 05/19/14**

**ISSUE:**

10. Request for Approval of **Amendment No. 3** to Professional Services Agreement – Water Conservation Marketing and Outreach Plan and Implementation; PK Public Relations. (Laurie Trevizo)

**FINANCE COMMITTEE ACTION: APPROVED AS CONSENT ITEM**

Requested approval of amendment no. 3 to professional services agreement for water conservation marketing and outreach plan and implementation with PK Public Relations in the amount of \$60,000 exclusive of gross receipts tax. Budget is available in water fund.

**SPECIAL CONDITIONS OR AMENDMENTS**

**STAFF FOLLOW-UP:**

<b>VOTE</b>	<b>FOR</b>	<b>AGAINST</b>	<b>ABSTAIN</b>
COUNCILOR TRUJILLO	X		
COUNCILOR RIVERA	X		
COUNCILOR LINDELL	X		
COUNCILOR MAESTAS	Not present to vote		
CHAIRPERSON DOMINGUEZ	Excused		

3-17/14/FCMissue

**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:**

<b>STAFF FOLLOW UP:</b>			
<b>VOTE:</b>	<b>FOR</b>	<b>AGAINST</b>	<b>ABSTAIN</b>
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

---

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

52343.510300  
Business Unit/Line Item



**City of Santa Fe**  
**NEWS RELEASE**  
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#



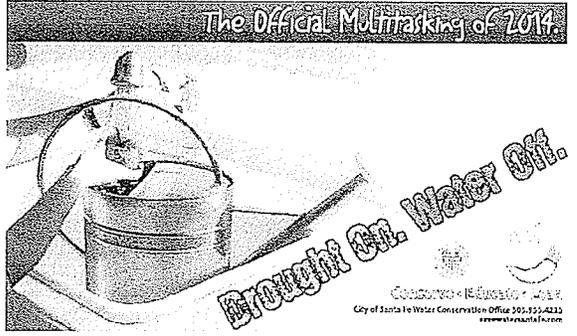
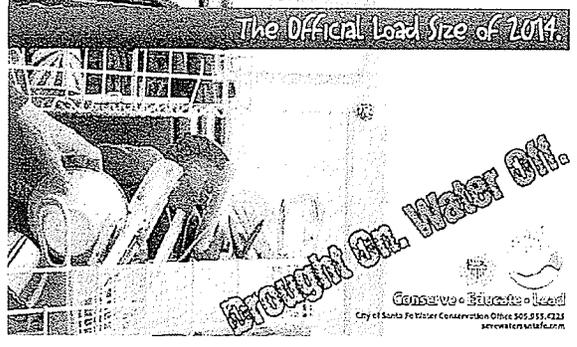
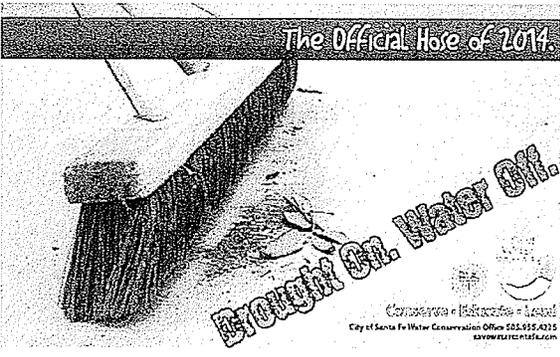
Find us  
on Facebook



Follow us  
on Twitter



Watch us  
on YouTube





# Brought On Water On. ARE YOU READY?

## SOURCES

While our community must do its part to conserve the water we have, the City has invested in a robust and diverse mixture of surface and groundwater supplies to ensure a long-term supply that can accommodate drought.

Santa Fe's water comes from the Buckman well field in northwest Santa Fe, the City well field, the Canyon Road Water Treatment Plant on the Upper Santa Fe River and the Buckman Direct Diversion on the Rio Grande, which draws the City's share of San Juan/Chama Project water diverted

into the Rio Grande upstream.

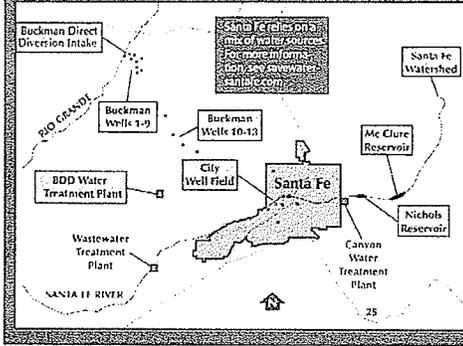
Surface water, diverted from the Rio Grande and the Upper Santa Fe River, is the primary source of water for the City. However, groundwater is pumped as needed to supplement surface water supplies.

This allows the regional aquifers to rest and recharge in case the city needs to rely on groundwater more heavily in the future.

Nevertheless, City water managers warn, Santa Feans live in a semi-arid climate and conservation is the critical focus of making sure Santa Fe has enough water.

The City supplements its fresh water supplies by recycling treated wastewater through the Municipal Recreational Complex and the Mary Sanchez golf course.

Recycled water is also used at the Santa Fe Country Club golf course and for other irrigation and environmental purposes.

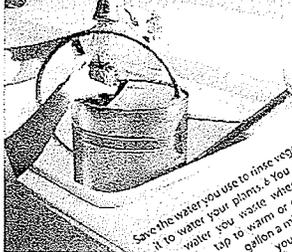


### The Official Load Size of 2014



Laundry is one of the biggest water uses in most households, so eliminate a load a week by only washing full loads and you can save 50 gallons.

### The Official Multitasking of 2014



Save the water you use to rinse vegetables by collecting it to water your plants. If you can also collect the water you waste when you wait for the tap to warm or cool. If you wait about a gallon a minute coming out of your tap, you can save several gallons a day.



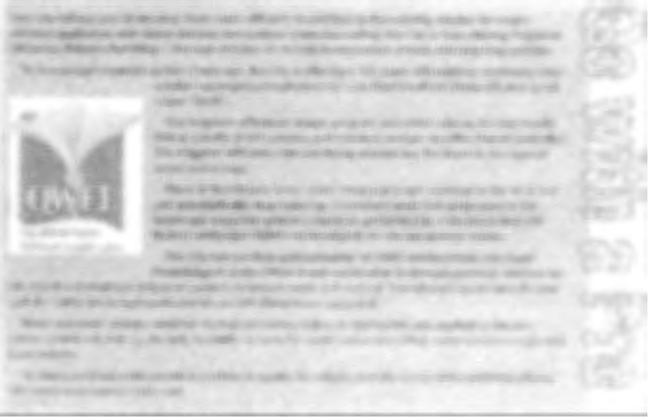
**WaterSense Label**

A project of the U.S. Environmental Protection Agency, WaterSense partners with manufacturers, retailers, distributors and utilities to make it easier for consumers to get water-efficient products and services.

The WaterSense label means an independent organization certifies the product meets EPA standards for water efficiency and performs as well or better than conventional models.

WaterSense also recognizes professional services with strong water-efficiency components.

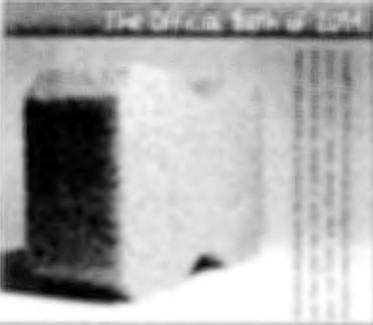
Contractors certified through the WaterSense-labeled program can audit, install, or maintain home irrigation systems so no water is wasted.



### The Official Four-Letter Word of 2014

# LEAK

One out of every 10 households loses 90 gallons of water a day to leaks from bad toilet flappers, dripping faucets and other easy-to-fix problems. In most cases, fixture replacement parts don't require a major investment and can be installed by do-it-yourselfers. Fixing a toilet flapper leak, an inexpensive project, can save up to 1,000 gallons of water a month.



# Save Water

**CITY OF SANTA FE**

**Water Conservation Office**

Water Conservation Office  
www.watersense.santafe.org



## 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:

[Empty box for comments]