



Extend Contract for 2016 Advertising and Community Outreach Campaign

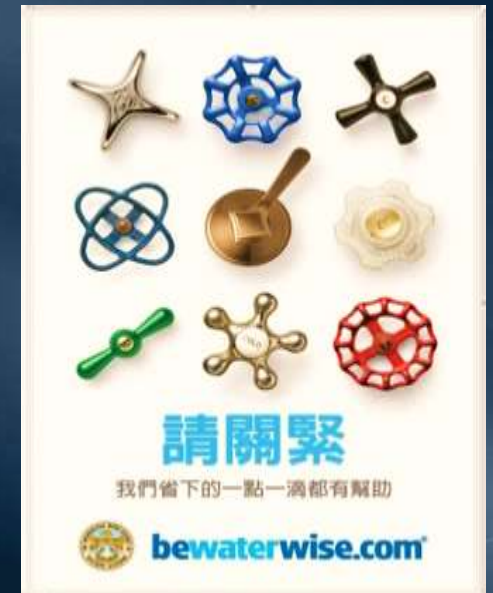
Communications and Legislation

Item 8-6

February 8, 2016

2015 Advertising Campaign

- Paid Media Campaign
- Nearly 900 million impressions
- Research-based
- Iconic images, clear messages to reach large and diverse Southern California audiences
- Positive survey results



Proposed 2016 Campaign

- Build on momentum from successful 2015 Turn Campaign
 - Quigley Simpson, partner agencies specializing in ethnic media and digital advertising
 - Adapt conservation messages
 - Negotiate terms for maximum value
- \$2.2 million from External Affairs budget
 - If conditions warrant, staff will return to Board with recommendation to augment campaign.


Strategies

- Expand digital media, social media
- Community newspapers
- Outreach to member agencies, homeowners, renters, schools, businesses, conservation groups
- High-visibility events, bonus impressions, press coverage




2016 Timeline

Beginning in March: Contract extension, update messaging and creative, identify fast start activities



April: Develop media campaign based on budget, finalize creative concepts and messages



May: Present campaign to board and member agencies, implement media and outreach programs

Options

● Option # 1:

- Adopt the CEQA determination that the proposed action is not defined as a project and is not subject to CEQA, and authorize the General Manager to extend the current contract with Quigley-Simpson & Heppelwhite, Inc. to March 2017, and increase the maximum amount payable on the contract not to exceed \$2.2 million within the additional year, consistent with the FY 2015/16 budget and the proposed budget for FY 2016/17, for a new not to exceed amount of \$7.7 million over the full term of the contract

● Option # 2:

- Do not authorize the General Manager to amend the current contract with Quigley-Simpson & Heppelwhite, Inc.

Recommendation

- Option # 1

