

EWEB Board Consent Calendar Request

For Contract Awards, Renewals, and Increases

The Board is being asked to approve an increase to Personal Services Contract with **Verb Marketing** for Water Management Services Marketing and Public Relations Services.

Backgrounder (if "yes," "See backgrounder information") No

Board Meeting Date: 3/16/10

Project Name/Contract#: PSC 1874

Project Contact: Lance Robertson Ext. 7371

Purchasing Contact: Ramie Alkire Ext. 7413

Contract Amount:

Original Contract Amount: \$ 35,000.00

Additional \$ Previously Approved: \$ 35,000.00

Invoices over last approval: \$ 0

Percentage over last approval: 0 %

Amount this Request: \$ 8,000.00

Resulting Cumulative Total: \$ 43,000.00

Action Requested:

Contract Award
 Contract Renewal
 Contract Increase
 Other

Funding Source:

Budget
 Reserves
 New Revenue
 Bonding
 Other

Contracting Method:

Method of Solicitation: Direct Negotiation

If applicable, basis for exemption: EWEB Rule 6-0270 Personal Services

Term of Agreement: May 16, 2007 – May 15, 2011

Option to Renew? Yes, Annual Renewals

Approval for purchases "as needed" for the life of the contract No

Form of Contract:

Single Purchase
 Services
 Personal Services
 Construction
 IGA
 Price Agreement
 Other

NARRATIVE:

The Board is being asked to approve an increase to an existing contract with **Verb Marketing & PR** for Water Management Services Marketing and Public Relations Services.

On May 15, 2007, the Board approved a contract for marketing and PR services in support of EWEB's Water Management Communication Plan. The Plan includes programs such as: Water Wise Landscaper Promotion, The Green Grass Gauge (G3) Campaign, Water Wise Awards Program, and participation in the Lane County Home Shows. EWEB Public Affairs provides these services as their workload permits. This contract provides advertising, publications design, and media outreach services when in-house services are unavailable.

In 2008, Public Affairs asked Verb Marketing & PR to take a larger role in this project, freeing up EWEB staff to work on other projects and developing issues. Staff also was undergoing a transition due to the retirement of a third of the department, which resulted in a high level of contracted work by Verb during 2008 and 2009. Staff is requesting additional money for this contract for continued marketing and PR support into 2011, as needed.

ACTION REQUESTED:

Staff requests Board approve the continuation of the Agreement with **Verb Marketing** for Water Management Services Marketing and Public Relations Services. Funds for these services were budgeted for 2010 and will be budgeted annually.

SIGNATURES:

Project Coordinator: _____

Supervisor: _____

Purchasing Manager: _____

Division Director: _____

General Manager: _____

Board Approval Date: _____

Secretary/Assistant Secretary verification: _____