



AGENDA MEMORANDUM

Action Item for the City Council Meeting of June 27, 2023

DATE: June 13, 2023

TO: Peter Zanoni, City Manager

FROM: Drew Molly, P.E. Director Water Systems and Support Services
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Strategic Communication Support for Corpus Christi Water

CAPTION:

Motion authorizing execution of one-year service agreement with Wixted, Inc. of West Des Moines, Iowa, in an amount not to exceed \$118,000.00 for strategic communication support for Corpus Christi Water, with FY 2023 funding of \$49,167.00 from the Water Fund.

SUMMARY

This motion authorizes a one-year service agreement for strategic communications for Corpus Christi Water. Strategic Communications is needed to assist Corpus Christi Water to provide strategies for a variety of topics, such as: wastewater, alternative water supplies, and water restrictions and drought.

BACKGROUND AND FINDINGS:

Corpus Christi Water began utilizing Wixted, Inc. in 2021 on an ad-hoc basis to help with messaging and public communication. The firm offers strategic support and has been invaluable to CCW in its communications efforts. Furthermore, this organization has experience in consulting for public utilities and industries that are complex in nature. Their expertise and background on CCW projects make them an ideal partner for future communication strategies.

PROCUREMENT DETAIL:

The Procurement division of Finance issued a Request for Bid on January 30, 2023. On February 28, 2023, the City received one bid. City staff analyzed the bid, and determined the bid was in line with previous ad-hoc expenditures for similar services. CCW has previously worked with Wixted, Inc. and was happy with the work performed. Staff

recommends awarding the one-year service agreement for Strategic Communications Support to Wixted, Inc.

ALTERNATIVES:

An alternative is to not enter into a service agreement, which would require separate procurements on an as needed basis.

FISCAL IMPACT:

The fiscal impact for FY 2023 is \$49,167.00.

FUNDING DETAIL:

Fund:	4010	Water
Organization/Activity:	30008	PR & Communications
Department:	45	Water
Project # (CIP Only):	N/A	
Account:	530000	Professional Services

RECOMMENDATION:

Staff recommends approval of this service agreement with Wixted, Inc. for strategic communication support for Corpus Christi Water as presented.

LIST OF SUPPORTING DOCUMENTS:

Bid Tabulation
Service Agreement