



AGENDA MEMORANDUM

Action Item for the City Council Meeting June 25, 2024

DATE: June 25, 2024

TO: Peter Zanoni, City Manager

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Corpus Christi Water Communication & Education Services

CAPTION:

Motion authorizing execution of a one-year professional services agreement with two one-year options, for communication and education services for Corpus Christi Water with Morehead Dotts Rybak, Inc. (aka MDR Advertising), of Corpus Christi, in an amount up to \$240,000.00 in management fees and up to \$1,260,000.00 in media allowance for an amount not to exceed \$1,500,000.00 with a potential amount up to \$4,500,000.00 if options are exercised, with FY 2024 funding of \$375,000.00 from the Water Fund.

SUMMARY:

Motion authorizing execution of a contract with MDR Advertising, of Corpus Christi, for education and communication services for Corpus Christi Water, with \$240,000.00 in management fees and \$1,260,000.00 in media allowance for an annual amount not to exceed \$1,500,000.00 with two renewal options, for a total contract amount not to exceed \$4,500,000.00, with \$375,000.00 available in the FY 2024 Water Fund.

BACKGROUND AND FINDINGS:

As the region's water supplier Corpus Christi Water (CCW) is responsible for ensuring a sustainable and reliable water supply for its users. Clear and effective communication is essential in several key areas:

Water Supply Development – As the City, and region, continues to grow, the development and management of our water supply infrastructure is critical. Communicating our plans, progress,

and challenges to the public fosters understanding and support for necessary initiatives such as infrastructure upgrades, conservation efforts, and new water sources exploration. New sources include seawater desalination, groundwater, aquifer storage and recovery, and reuse.

Emergency Communications – Given the increasing unpredictability of weather patterns, drought preparedness and response are paramount. Timely and accurate communication about drought conditions, water restrictions, conservation tips, and the City’s actions to mitigate drought impacts are vital for public confidence and trust.

Utility Rate Information – Transparent communication regarding utility rates, rate changes, billing procedures, and payment options ensures that residents and businesses understand the financial aspects of water usage and fosters trust with the end-users.

Water Quality Reporting – Providing regular updates on water quality, treatment processes, and compliance with regulatory standards assures the community of the safety and reliability of our water supply.

Effective communication and community outreach is fundamental to the success of the City’s Water Department in addressing water supply development, emergency management, rate information, and water quality reporting. By implementing comprehensive communication and education we can ensure that residents are well-informed, engaged, and understand the initiatives to safeguard our water resources and improve service delivery.

PROCUREMENT DETAIL:

In Texas, municipalities are not mandated under Chapter 252.022(a)4 of the Texas Local Government Code to competitively solicit professional services. However, despite this exemption, City staff in this case chose to conduct a competitive solicitation, following the procurement regulations outlined in Chapter 2254 of the Texas Government Code. This decision was made to ensure a fair and transparent process in selecting a qualified firm for collaboration on an education and communication initiative for Corpus Christi Water.

Finance & Procurement conducted a competitive Request for Proposals process to find a education and communication firm. Prior to the release of the solicitation the City reached out to several local and regional firms to try and solicit interest. Additionally, notifications were sent to over 480 firms including Ellison Helmsman Inc., MDR Advertising, Impact Marketing, KO Communications, and Wixted & Co. The City received two proposals. Prior to their interview KO Communications withdrew from consideration. An evaluation committee, consisting of representatives from Corpus Christi Water, Communications, and Intergovernmental Relations. Interviews were conducted for MDR Advertising, and staff is recommending the award to MDR Advertising, of Corpus Christi.

MDR Advertising of Corpus Christi has been in business since 1974 and has an average partnership of 12 years with their customers.

ALTERNATIVES:

Alternative is council chooses to not approve this contract. Staff does not recommend this, as it would limit the ability to communicate and educate the community to in-house staff.

FISCAL IMPACT:

This fiscal impact for FY 2024 is an amount not to exceed \$375,000.00 for education and communication services with funding available from the Water Fund.

FUNDING DETAIL:

Fund:	4010 – Water Fund
Organization/Activity:	30008 – PR & Communications
Department:	45 – Water
Account:	530000
Amount:	\$375,000.00

RECOMMENDATION:

Staff recommends approval of this motion authorizing the execution of a one-year professional services agreement with two one-year options as presented.

LIST OF SUPPORTING DOCUMENTS:

Professional Service Agreement