

# Western Regional Water Commission

## STAFF REPORT

**DATE:** January 11, 2022  
**TO:** Chairman and Members, Western Regional Water Commission (WRWC)  
**FROM:** Kim Rigdon, Water Resources Program Manager  
**SUBJECT:** Action, discussion, and possible direction to staff regarding approval for funding in the amount of \$100,000 annually, from the RWMF, for an evergreen professional services agreement to retain consulting services from Data Instincts for communication and outreach assistance related to regional effluent management planning and to support implementation of the OneWater Nevada Communication Plan

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### SUMMARY

Data Instincts has submitted a proposal and subsequent scope of work for professional services in an amount of \$100,000 annually to continue to implement the OneWater Nevada, Communication Plan for the Advanced Purified (A+) Water Feasibility Study (Program). OneWater Nevada is the high priority regional collaborative effort among UNR through the NWII, the WRWC/NNWPC, the Truckee Meadows Water Authority (TMWA), the City of Reno, the City of Sparks, Washoe County, and the Regional Effluent Management Team (REMT), an informal working group comprised of staff from those entities. The OneWater Nevada collaborative is engaged in field study projects to evaluate and determine if A+ water can provide long-term benefits for the region.

Data Instincts specializes in public and media relations and outreach, community engagement, and communications support for water, wastewater and recycled water operations and projects. Data Instincts has been an integral partner and contributor to OneWater Nevada and under the new scope of work will provide for consultations on an “as needed” basis to the WRWC and NNWPC for the purpose of responding to agency communication, education, and public outreach related issues through the following tasks:

1. Support public outreach and communication needs for the Program.
2. Staff support
3. Stakeholder relations.
4. Support funding strategy and initiatives.
5. Outreach support services during construction activities.

### BACKGROUND

On February 7, 2018 the NNWPC approved funding, in an amount not to exceed \$25,000 from the RWMF to retain Data Instincts for consulting services. A fully executed agreement between WRWC and Data Instincts was initiated on April 1, 2018. On October 17, 2018 the WRWC approved a scope of work, and subsequent budget increase of \$100,000, not to exceed a project total of \$125,000 from the RWMF, and an extension of the project completion date to December 31, 2019 as a First Amendment to the agreement. The Second Amendment to the agreement extended the project completion date to

December 21, 2020 and the Third Amendment extended the project completion date to December 31, 2022. As of August 31, 2021, the full contract budget has been expended.

A new evergreen professional services agreement is proposed to retain Data Instinct, effective September 1, 2021. The new agreement will authorize \$100,000 annually from the RWMF, and any unused budget to be rolled into the following fiscal year's budget subject to NNWPC/WRWC annual priority setting and subsequent Tentative Budget approval(s). The agreement may be terminated by either party, with or without cause, upon 30 days written notice. The Data Instincts agreement and budget will be reviewed and considered annually at the NNWPC priorities setting workshop and presented to the WRWC at subsequent budget review and approval meetings.

**FISCAL IMPACT**

Should the proposal be accepted, the Fiscal Year 2021/2022 Tentative Budget includes adequate budget in the professional services category to accommodate the proposed \$100,000 increase.

**RECOMMENDATION**

Staff proposes that the WRWC approve the Data Instincts professional services proposal and request for \$100,000 annually, effective September 1, 2021.

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Attachment 8 Data Instincts Proposal



Public Outreach Consultants

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## **SCOPE OF WORK - DRAFT**

Consulting services to provide communication, education, and public outreach guidance and assistance for OneWater Nevada, a regional collaborative effort exploring innovative water supply options and technologies for northern Nevada. These services are intended to support implementation of the OneWater Nevada Communication Plan for the Advanced Purified Water Program.

Data Instincts (DI) will coordinate with Truckee Meadows Water Authority (TMWA) and OneWater Nevada collaborating partner agencies with leading communications/community engagement efforts for OneWater Nevada's overarching Advanced Purified Water Program. The Program encompasses elements of the American Flat Demonstration Project, Palomino Farms Sustainable Water Resource Feasibility Study, the University of Nevada, Reno (UNR) OneWater Center, and other efforts aimed at regional resiliency and long-term water supply sustainability. Hereafter, OneWater Nevada and its Projects will collectively be referred to as Program.

This scope of work provides for consultations, on an "as needed" basis, from Consultant Data Instincts (Mark Millan) to the Western Regional Water Commission ("Commission"), through Northern Nevada Water Planning Commission ("NNWPC") representatives, for the purpose of responding to agency communication, education, and public outreach related issues. TMWA staff will guide and monitor the work performed by Data Instincts.

The consultant will provide guidance and assistance in:

- Providing strategic planning for outreach approaches
- Developing outreach material, web content, and PowerPoint presentations
- Developing outreach messages and public awareness strategies for responding to and informing the public
- Providing assistance and guidance in best practices for public awareness, methods of disseminating information, and education strategies to minimize misinformation
- Establishing TMWA, OneWater Nevada and its partnering agencies, and the NNWPC, as the reliable sources of information regarding the Advanced Purified Water Program
- Listening to stakeholders' concerns and assisting with appropriate responses
- Providing graphic and informational support
- Providing knowledge, researching pertinent data, drafting concepts, suggesting strategies, and outlining outreach mediums to respond to inquiries and concerns

This scope of work and budget contain five primary tasks:

**Task 1: Support Public Outreach and Communication Needs for the Program**

- a. Develop and prepare outreach materials to be used by NNWPC, TMWA and collaborating partner agencies (Program Representatives) maintaining the identity and brand of OneWater Nevada in implementing the Advanced Purified Water Program and reinforcing values and principles important to the communities being served.
- b. Prepare and/or provide guidance in generating press releases, opinion pieces, message points, and other media-related materials as needed to gain recognition within the Program area of the value of Commission's efforts. Respond to press inquiries and provide guidance to the Program team regarding media-related matters.
- c. Manage and maintain consistent graphic look and feel of Program outreach materials including, but not limited to: Fact Sheets, PowerPoint presentations, Web page content, brief videos, new practices and/or guidelines, letters, social media, e-mail broadcasts, and the preparation of exhibits.
- d. Arrange and coordinate tours for elected officials and key decision makers to other similar purified water projects in other locales.
- e. Assist in developing tour procedures, signage, and displays of the demonstration site at American Flat for the public, stakeholders, and interested groups (site visits to include student educational tours).
- f. Assist in development of a mobile educational trailer "wrapped" with graphics/content and interior displays, to bring messaging to schools, events, community meetings, etc.
- g. Assist in managing incoming inquiries from media, potential recycled water customers, key stakeholders and special interest groups of the Program areas.
- h. Assist in providing support for web page development as needed, including web content, news articles, document posting, member listings, and mapping.
- i. Assist or provide guidance in coordinating printing and mailing services consistent with Commission's practices for securing printing and mail services. Costs for printing and postage of outreach materials are not included.

**Task 2: Staff Support**

- a. Attend meetings and participate in conference calls conducted by the Program team.
- b. Coordinate and communicate with other Program consultants as needed to stay abreast of relevant studies, progress, and key milestones.
- c. Provide guidance and support to Commission representatives to identify and communicate with potential regional partners.
- d. As necessary, review and provide input on press releases, technical memoranda, draft reports, presentations, and other materials prepared by Program Representatives and Program consultants.

### **Task 3: Stakeholder Relations**

- a. Assist with identifying potential key stakeholders, and special interest groups and their representatives in the region, including local governments, environmental community, local business community, and non-governmental organizations that may have an interest in the Program/Projects.
- b. When requested, assist Program Representatives in contacting and communicating with potentially affected property owners in geographic areas under consideration and/or evaluation for potential Program facilities and/or easements, as needed or so directed.
- c. Provide outreach to stakeholders outlined above and provide Program-related information, status of relevant legislation, potential Program benefits, and expressed issues of concern.
- d. Support Program team efforts for information gathering/sharing regarding stakeholders, the public and special interest groups. Plan, prepare, and assist in facilitating meetings with stakeholders and/or groups, including conducting surveys, one-on-one interviews, and focus groups.
- e. Assist and provide guidance in resolving stakeholder issues of concern. Assist in providing follow-up reporting to public participants and report out on outcomes from public meetings and workshops to Program Representatives to keep them informed.

### **Task 4: Support Funding Strategy and Initiatives**

- a. Provide as-needed support to Program Representatives, and/or other consultants, including Program funding development, and federal and state lobbying consultants.
- b. Attend meetings or conference calls as requested with Program Representatives and Program funding development staff, and federal and state lobbying consultants.
- c. Assist Program Representative federal and state legislative advocates to prepare materials as needed to support the pursuit of necessary authorizations and funding including, but not limited to, development of materials for specific audiences and events and coordinating messaging that supports efforts for regional collaborations.
- d. Assist with tours of Program areas for local, state, and federal funding interests.

### **Task 5: Outreach Support Services During Construction Activities**

- a. Support outreach and communication for Program Representatives and construction managers  
DI will develop and provide design and support for production of outreach materials in various formats with input from Program Representatives staffs for informational purposes. DI will provide services for production coordination, creative direction, copywriting, preparation of maps, presentation materials and handouts for informing business and residents of upcoming construction activities.
- b. Deliver Key Messages per Audience through determined Channels/Tools  
DI recommends a very robust, deep level of ongoing outreach through a variety of channels is necessary in order to best engage affected audiences and alleviate their concerns with the likely impacts of construction. Outreach will naturally overlap among audiences.

Examples of the tools and channels we suggest to best reach the audiences include:

- Email construction updates
- On-site and street signage
- On-site handouts/Flyers/FAQs
- Social media platforms

- Presentation slides/materials
- Community/neighborhood meetings
- Informational display boards
- Construction emergency hotline
- Promote Educational Mobile Trailer
- Web pages
- News releases
- Message points for electeds
- Program Newsletter
- Print advertisements/notices
- Video Messages, social media
- Groundbreaking events
- Ribbon cutting events
- Direct mail/door-drop construction advisory notices
- Presentation slides/materials (For community and partner agency's updates)
- Volunteer/"Ambassadors"- interest groups, other social groups to spread info

c. Attend Project Construction Meetings as requested

DI will attend Project Construction meetings as deemed necessary to stay current with project information. DI will attend meetings, consultations, and conferences related to public information and notification outreach materials. Includes meetings and conferences with Program staff, public officials, and team members, members of the media, potentially impacted individuals, and interest groups.

As warranted, the Consultant shall develop communications tools/informational materials and cost estimates for considered outreach approaches in coordination with Program Representatives.

#### **INFORMATIONAL MATERIALS – Anticipated Communication Tools Development**

The following items may need to be drafted, approved, and produced on an as-needed basis:

- **Educational On-Site Facility:** Help design and prepare materials to support this effort.
- **Speakers Bureau Program:** Support speakers bureau program.
- **Website:** Add Program related informational materials to Commission website.
- **Short Videos:** Brief Program overview.
- **Printed materials:** Fact sheets, banner, brochures, and frequently asked questions, etc.
- **Experts:** Citing experts in these fields lends credibility to informational materials.
- **Presentation:** Develop presentation outlining the Program purpose and need.
- **Supporter card:** Make it easy for interested parties to sign their name in support.
- **E-broadcast Newsletter:** New e-mail addresses will be gathered online and at events.
- **Article Placement:** Draft and submit articles for placement in publications.
- **Crisis Communication Plan:** In the event of an unexpected event or situation.
- **Displays:** Visually appealing, simple display with key points.
- **Social Media:** social media such as Facebook, Twitter, and Instagram.

**COST FOR SERVICES**

Estimated services to average \$100,000 per year. The total estimated not-to-exceed budget is \$200,000. Work will be performed as necessary to support outreach and communication assistance and the fee will be allocated monthly on a time and materials basis. TMWA staff will guide and monitor the work by Data Instincts and assess the level of effort needed for each task.

Completion Date: December 31, 2023