



City Council Report

Date: November 4, 2019

To: City Council

Through: John Pombier, Assistant City Manager

From: Scott Bouchie, Environmental Management and Sustainability Director
Laura Hyneman, Deputy Director – Environmental and Sustainability
Donna DiFrancesco, Conservation Coordinator

Subject: First Amendment to the Water – Use It Wisely™ Media Campaign
Intergovernmental Agreement with the City of Tempe (Citywide)

Purpose and Recommendation

The purpose of this report is to obtain Council approval for amending the Water – Use It Wisely™ Intergovernmental Agreement (IGA) with the City of Tempe. The amendment indicates a change to the marketing and advertising contractor overseeing the campaign from Park&Co to HAPI (Hackett Advertising Public Relations Interactive). The contract with HAPI was administratively approved on April 29, 2019. Approval of the amendment would provide a formal change to the existing IGA indicating the new contractor assigned to the campaign.

Background

In 1999, the City of Mesa's Water Conservation Office hired Park&Co, an advertising and marketing agency, to develop a water conservation messaging campaign and the Water – Use It Wisely™ (WUIW) campaign was born.

Twenty years later, we have 20 regional partners who drive the coalition in Arizona by working together and combining funds for better buying power and to maximize media exposure. The goal is to have municipalities, water authorities, utilities, and corporations throughout Arizona speaking in a unified conservation voice with a single message: "Water – Use It Wisely™." This year's total contribution will be \$366,500.

The campaign creative is owned by Mesa and the campaign contract with the marketing and advertising agency is administered by Mesa. Because of the unique partnership between Mesa and Park&Co, the city maintained the first contract for 20 years. Mesa had granted the agency the right to sell the campaign materials outside the state of Arizona, so creative was co-developed and co-owned. However, in 2017, Park&Co determined that they would no longer pursue the WUIW market outside the state thus opening up the opportunity for Mesa to put out an RFP for the contract. This took place in December of 2018, and HAPI was the new agency that was selected and hired as of July 1, 2019.

Discussion

Park&Co is no longer the contractor overseeing the Water – Use It Wisely™ campaign as indicated in the IGA. This approval is required to modify the IGA to designate that HAPI is the new contractor.

Alternatives

Taking no action would not allow us to update the IGA as necessary due to the contract change from Park&Co to HAPI.

Fiscal Impact

The IGA requires the City of Mesa to invoice Tempe just once a year to receive a full reimbursement of the agreed upon IGA contributions. Additionally, Mesa will oversee payments to the advertising agency. These tasks will cause little significant increase in City administrative costs. Discussions with Financial Services indicates that the City can also potentially gain interest on the IGA monies that accrue between the time the City of Mesa receives the money until expenditures occur.

Coordinated With

This project will involve the City Attorney's Office for assistance with the IGA amendment and the Business Services Department to assist with annual invoicing.