

Legislation & Communications Committee



Authorize entering into a three-year contract with We Are RALLY, LLC for media placement services

Item 8-3
June 10, 2024

Authorize
entering into
a three-year
contract
with We Are
RALLY, LLC
for media
placement
services

Subject

Approval to enter into a three-year agreement with We Are RALLY, LLC

Purpose

To provide Metropolitan with multimedia placement and consulting services

Multimedia Placement Services

Background & Context

Request for proposals

- In November 2023, staff initiated a request for proposals to enter into a three-year multimedia placement services agreement not to exceed \$3.5 million annually.
- Recent polling shows a strong commitment to water efficiency and that conservation remains paramount for Southern Californians amid climate change.
- Surveys also found that residents want to know what businesses and government are doing for the region.

Multimedia Placement Services

Scope of Work

Outlined in the request for
proposals

Purpose: Remain cost-conscious and nimble while prioritizing diverse and underrepresented audiences.

- Develop research-based media strategies
- Purchase cost-effective media buys
- Secure added value opportunities
- Conduct surveys and focus groups
- No creative design or development

Multimedia Placement Services

Budget

Board-approved & future

FISCAL YEAR	CONTRACT CAPACITY Media planning, placement, strategic input, research
FY 2024/25	Up to \$3.5 million*
FY 2025/26	Up to \$3.5 million*
FY 2026/27	Up to \$3.5 million
TOTAL	<u>Up to \$10.5 million</u> *Board-approved

Multimedia Placement Services

Evaluation Criteria

Outlined in the request for
proposals

Firm
Qualifications

Record of Past
Performance

Key Personnel
& Staff

Technical
Approach &
Methodology

Business
Outreach
Program

Multimedia Placement Services

Recommended
Agency

The logo for RALLY, featuring the word "RALLY" in bold, black, uppercase letters centered on a bright yellow rectangular background.

RALLY

We Are RALLY

Subcontractors: Wonnacott Strategies, Lunia Blue, Probolsky Research

- Proven record of past performance
- Past public and water agency experience
- Guaranteed added value opportunities
- Small business and minority-owned subcontractors

Multimedia Placement Services

Diverse Media Plan

Multimedia & multilingual



Television
Outdoor
Streaming audio
Experiential
Strategic advice

Radio
Print & digital media
Community-based
outreach
Search engine (Google)
Research

Next Steps

- Board approval to enter into three-year agreement
- Finalize agreement with RALLY
- Prepare media plan and strategy
- Launch new campaign media buys

Options

Option 1:

- Authorize the General Manager to enter into a three-year agreement with RALLY for media placement and advertising consulting services not to exceed \$10.5 million.

Option 2:

- Do not authorize the General Manager to enter into a three-year agreement with RALLY.

Staff Recommendation

- Option 1

