



Communications & Legislation Committee

Contract for Multimedia Placement Consulting Services

Item 7-5

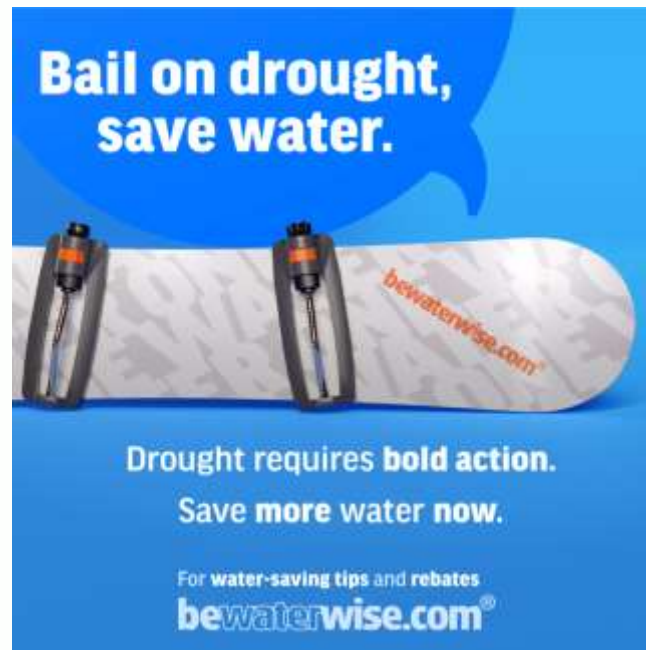
Background.

- In September 2021, informed the Board of plans to use up to \$1 million from the FY 2021/22 board-approved Conservation Credits budget for drought awareness conservation campaign in fall and winter.
- In October 2021, informed the Board of plans to initiate a request for proposals for a three-year multimedia placement agreement not to exceed \$3.5 million annually for a total not to exceed \$10.5 million.

In-House Campaign Creative.

Fall & Winter

Elev
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in
op
pr



Critical Elements.

Included in Request for **Proposals**

- Multimedia placements to reach diverse audiences
- Strategic input for cultural relevancy and sensitivity
- Research-based targeting and messaging
- Customizable materials for member agency use
- Build on past campaigns and brand awareness
- Cost-effective media buys
- Added value opportunities

Firm
Qualifications

Record of Past
Performance

Methodology

Media Strategy

Evaluation Criteria.

Recommended
Firm.



GP Generate

- Proven record of past performance
- Enhanced analytics and verification measures
- Extensive ethnic media marketing expertise
- Competitive commission rates
- Small business, minority owned



Traditional
TV, radio, print,
out of home



Digital
Programmatic, display,
mobile, video



Search



Social
Paid & organic

Media Plan Elements.

Budget.

FISCAL YEAR	CONTRACT CAPACITY Media planning and placement, strategic input, research
FY 2021/22 April – June 2022	Up to \$3.5 million
FY 2022/23 July 2022 – June 2023	Up to \$3.5 million
FY 2023/24 July 2023 – June 2024	Up to \$3.5 million
TOTAL	Up to \$10.5 million

Next Steps.

- Maintain current messaging and heighten outreach
- Finalize agreement with GP Generate, LLC
- Prepare media plan
- Launch next phase of media buys in April 2022

Options.

Option 1:

- Authorize the General Manager to enter into a three-year agreement with GP Generate, LLC 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 GP Generate, LLC.

Staff Recommendation.



- Option 1

