

3.04 RESPONSE TO MANDATORY SPECIFICATIONS **Corporate experience, Reporting & Other Required Services**

1a. Corporate Experience. Choppé Advertising Group has been actively engaged in working with community clients for the past 28 years. We believe in partnership and teamwork while providing leadership and expertise to our clients. Although we have a wide range of customers, which gives us a broad scope of work, we are currently working with a large water agency (Castaic Lake Water Agency or CLWA) that provides water to five retailers who in turn resell to over 200,000 customers. Their annual budget for conservation and outreach is over \$900,000 per year for a variety of programs, many of which tie into the 2020 program that the Kaua'i Department of Water wants to promote.

My tasks for CLWA include but are not limited to the following:

Planning. I have created a Public Relations plan that spans over a year and that incorporates an integrated approach. Some of the highlights include:

1. **Interview** all Agency Board of Directors to get their feedback and opinions on what direction they want the agency pursue. This always proves an invaluable tool to gain insight and first-hand knowledge of the organization from key stakeholders and experts.
2. Conduct a **Survey** in the community to get basic feedback as to how effective our message is in terms of communications.
3. Create small **Focus Groups** in order to gain further knowledge of what has worked in terms of the agencies conservation efforts.
4. Develop a **Brand** for the Agency that showcases the Board, Staff and its Consultants as “Experts” in the water field.



5. Create a **Campaign** that fuses together the following elements:
 - Writing monthly stories that pertain to current water issues
 - Designing print ads that correspond to the editorial
 - Radio spots are created as well as guests booked on local stations
 - Cable TV :30 spots created to be used as PSA.s
 - Web ads are created and placed on blogs and websites
6. Calendared **Public Outreach** meetings are planned for community organizations such as Chamber of Commerce's, trade associations and local groups.
7. Before we move on to the next step, we meet with the staff and board to get a "buy in" to our plan, again this is an integral part of building our brand message.

Coordination & Implementation. We take a hands-on approach, again, guiding the Agency each step as we go. Working with staff, we implement the "public outreach" program on many levels. These include:

1. **Face-to-face meetings** with key members of the community and government and then staying in touch with them to address current and key issues that pertain to water management and conservation.
2. **Creating a media list** and contacting each to establish a long-term relationship. This is a key component in submitting editorial and negotiating ad contracts.
3. Each month, we **produce a new ad and editorial** to go with it. These ads are used in print, radio, and websites. All are formatted and sized to fit and in turn "trafficked" to the appropriate media.

Administer. These elements, along with others that occur along the way, are constantly evaluated and adjusted by our talented team to make sure our Public Relations efforts are being processed by the community. Of paramount importance is our responsibility to the organization that we represent and its message to the public.

1b. Business Philosophy. Choppé Advertising Group utilizes an integrated approach to Public Relations by incorporating PR into a multi-faceted plan. Our mission is to provide and coordinate a cohesive message that translates to all media outlets. This plan first

reviews the best, most cost effective way to relay our client's message using both traditional media and new social media.

Our philosophy is that a large amount of the community stills reads newspapers, magazines, listens to the radio or watches TV. These traditional media outlets are important in touching the population. However, an effective strategic plan must now include social media outlets such as Facebook, Twitter and YouTube.

Specifically, we would first create our own Facebook page and Twitter account for the DOW, where updates are made on a weekly basis that promote the DOW brand, programs and issues in a positive light! Videos and pictures are placed to keep information fresh and tips on water conservation and even promotional give-a-ways are twittered. The key is to build a following of friends but not beat people over the head with sales pitches. The DOW becomes a positive and proactive voice protecting Kauai's precious water resources and providing valuable information to the community. We also realize that these are public forums, so we will be guardians that watch over what is posted and help the DOW develop a best response should a negative issue come up.

Once we have all the elements of our "outreach campaign" in place, we start fresh and build up our media relationships. Many of these are already in place with your Senior Account Manager, Valerie Elwell, who lives on Oahu and is our point person in Hawaii.

1c. Strategic Direction & Media Outreach. Strategic Direction starts with a Plan of Action that is first created by us and then reviewed and approved by the DOW staff and board. A "buy-in" from all parties is our top priority as our new branding and outreach program must travel from the top management all the way through the company to achieve our best result.

Management of the tasks, projects and calendared events will come from our talented staff that has over 30 years of practical, hands on experience handling a broad range of clients, in both the public and private sectors. We feel this gives us an edge in developing hard hitting campaigns that emotionally connect with communities.

Our strength will be with our "on the ground" Senior Account Manager located in Hawaii who will provide day to day program management. Principals located in our Los Angeles Office will provide overall contract management and strategic council. Further team members include: in-house graphic design, writers and our public relations specialist. All combine to create fresh creative ideas and approaches to the task, but at the same time delivering results in a timely and efficient manner.

Based on the RFP objectives, we plan to clearly create and sustain visibility through the following media in which each will have a defined audience for our message.

PRINT:

Garden Island Newspaper. A daily newspaper covering the island of Kauai that was founded in 1902. The paper includes local news, sports, business news, editorials, weather reports, surf reports, and classified ads. *Special monthly section “Kaua’i Business Report”...front page feature placement for Water Plan 2020.

Pacific Business News. THE business news resource in Hawaii. Green News section specifically. Editorial: End of August issue: state of business on Kaua’i.

CABLE:

Time Warner Oceanic Cable

There are 40 stations that air PSAs and commercials specifically to Kaua’i audience.

Also, Oceanic Time Warner Cable is producing The Green Channel (332), the first eco-conscious television network in the nation. The locally produced channel will provide viewers a single source to explore information about eco-friendly initiatives aimed at preserving Hawaii’s island paradise.

RADIO:

KKCR. Public radio. Community calendar.

KONG AM. Talk radio. Interview key officials about Water Plan 2020 on-air.

SOCIAL MEDIA:

Facebook. Create a Kaua’i Department of Water page.

Twitter. Tweet upcoming DOW events.

YouTube. Post videos of special events, DOW tours, etc.

1d. Return on Investment. Return on the DOW investment is clearly an important requirement to give an overview of the goals we are achieving as we implement our plan of action. You will receive easy to read monthly reports based on time put in on specific tasks. In addition, we will provide copies of articles in publications, advertisements and collateral material such as postcards and brochures. Also, photos will be taken of specific projects and we encourage staff to create a wall where 8x10 prints can be shown. This boosts company morale and illustrates that the DOW is being a proactive presence in preserving and protecting Kaua’i water resources.

Measurable tasks would include:

- A. Create and implement a new “Branding” of the DOW. This could be creating a new logo and tagline.
- B. Review Water Plan 2020 and decide on articles and special outreach events that hit targeted audiences.
- C. Develop an integrated campaign that hits on all aspects DOW goals.
- D. Review or propose a “Media Buy” budget which could include: Radio, Print, Commercials, Direct mail and Social Media. Also, negotiate these media buys to get the best prices for the DOW.
- E. Create a Social Media plan which includes a website specific to the program, Facebook, YouTube and Twitter platforms.

- F. Hold a “Media Training” session for all staff members that are the “front line” defense when it comes to addressing questions that might be sensitive or aggressive. This also ties into crises management and training all staff to be prepared.

We would create a matrix and measure how many hours are put into each task and report on the success or non-effectiveness of it so that an evaluation can be made and the campaign can be adjusted for maximum results.

1e. Writing/Media Samples. Please reference “Writing/Media Samples” section at the back of the proposal.

1f. DOW Brand. Your BRAND is a promise that you keep to your customers and your community. Brand marketing starts with the CEO and flows through the board and staff...they all must champion your message, which is delivered through your products, services and communications.

DOW’s Brand Identity is a combination of visual and sensory components that create recognition and represent your Brand Essence, which is the heart and soul of the company. Branding has become essential because:

1. It increases the clarity of corporate vision. The more specific your brand, the stronger your presence and power is in the community.
2. It attracts and retains high quality employees.
3. It increases your ability to mobilize and focus your activities.
4. It promotes your unique programs with a unified message.

**BECAUSE "EVERY DROP COUNTS"...
COUNT ON THE WATER EXPERTS AT CLWA**

Rene Emeterio of SLM is administering Castaic Lake Water Agency's residential landscaping program.

- > FREE TRAINING FOR HOMEOWNERS & LANDSCAPERS IN WATER CONSERVATION PRACTICES IN LANDSCAPING.
- > FREE WEATHER-BASED IRRIGATION CONTROLLERS \$400 VALUE.
- > FREE INSPECTION OF WEATHER-BASED IRRIGATION CONTROLLER INSTALLATION.

**ENROLL TODAY
CALL RENE EMETERIO
AT 1-877-242-2262**

We plan to establish the DOW as the “Water Experts” by developing an ongoing series of ads that portray the DOW’s high level of commitment to the quality of Kauai water and service as demonstrated by experts in the field, by building new infrastructure, by replacing old, deteriorating structures, promoting water conservation and any new programs and services you choose to offer.

The Kaua’i community already embraces the values of preserving the aina, conserving water and

protecting the native birds and plants for future generations. It is a community of activists and progressive thinkers; of people who value family and the natural beauty that surrounds them. In effect, this campaign is a “soft sell”...a process of educating the community on what Water Plan 2020 is, why it is needed and how it will be financed. Additionally, it will show that DOW is fully vested in those community values and specifically, in protecting our precious water resources.

The need to establish confidence with Board and staff is crucial when it comes to the community buying into the funding for infrastructure projects and future rate increases. Equally important are the continued water savings projects such as free low flow fixtures and the “Water upon Request” table cards for restaurants. These need to be reviewed and evaluated for further promotion in editorial, ads, commercials, public outreach forums and social media.

1g. Short & Long-term Goals. As we head towards the future and are implementing Water Plan 2020, it is key that the Choppé Advertising Group would be working as a team with the DOW. Our short range goals would be the following:

- Create a Campaign that gets out our message regarding the need for upgrading Kauai’s water infrastructure and how important that is to the sustainability of good, quality water at reasonable prices now and in the future.
- Market DOW as the provider of lowest long term cost for community water and that it runs on “user” fees not on government funding.
- Develop a “positive” image for the DOW through proactive editorial, ads, and social media.
- Assist in “Special Event” outreach programs promoting public awareness of what DOW does and of Water Plan 2020.

In looking towards the long range goals, it is our hope that Choppé Advertising Group, based upon our professional, hands on and aggressive performance, would be selected to continue providing assistance and guidance to the staff and board. Our campaign themes can easily span multiple years...continuing to build DOW brand recognition and a trusting relationship with the community.

We know that the current economic situation has spread across the country and has hit all pockets of life and business. Without a doubt, this has been touted as the worst economic crisis since the Great Depression, but at the same time, we see the people of this country coming together and fighting hard to keep it all going. Both private sector and governmental agencies must be accountable and ever vigilant in watching over their budgets to show their “stakeholders” that they do have an eye on a stronger financial future.

When believe our “Strategic Branding, Marketing and Public Relations” plan is the first step towards gaining community trust and awareness. With all the components of our strategy as outlined in 3.05 in place, we can help the DOW achieve a better financial rating through increased consumer and business confidence. We can also promote that DOW received AA rating in the new bond issue, showing financial stability.

1h. One Confirmed On-the-ground Leader. Choppé Advertising Group has established a Hawaii office led by Valerie Elwell, an Oahu resident for over 22 years. She is well versed in local customs and “hot buttons” and is hooked into the media via her broadcast and writing career. She will be our on-the-ground administrator overseeing the Public Relations campaign and providing excellent customer service to the DOW. Valerie will be available via phone, fax and email. She will provide face-to-face conferencing (via Skype) to key employees whenever needed and will fly to Kaua’i every other month to provide in person account servicing. She can also fly over if a crisis arises that requires her presence. We want to provide our Hawaii clients that added level of security that a local manager insures.

1i. Part 1: Crisis Communications. If we do our job in clearly communicating with the public, other governmental agencies and private sectors with our outreach plan then information will be available in a variety of methods including a proposed new website, social media and traditional media. In effect we are “transparent” in guiding our message and as problems might arise we decide how to deal with individual issues. However, we will put a Crisis Intervention Plan in place as follows:

- Be Prepared before a situation happens.
- Develop a Call Log. This tells us the basic facts: how the information came in, who got it to us, return numbers and e-mails.
- Establish a Contact List. This includes key employees, consultants such as lawyers & accountants, key customers and even politicians that might talk in our favor. We call in the following order depending on the situation and use the acronym **PoLiCE**.

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P: Person in charge.
Director, CEO, etc.

L: Legal. Put them on standby.

C: Consultants. DOW Managers.

E: Everyone. Company employees.
Send out a note stating what they can or cannot talk about.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★
- Commandment of Crises Management. It is critical that only ONE person shall speak for the company. One face, one statement and one voice.
- Training. We would hold a “Media Training” for the staff and board members. This would consist of a session where we evaluate the “hot topics” of the DOW and how to effectively talk to members of the

press when questioned over the phone and in person. Preparation and forethought eliminate or mitigate “crises” before they occur.

- Chain of Command. A written list as to who handles what types of situations at the DOW and refer issues/questions to appropriate personnel.
- 24/7 Availability. Choppé staff would be available 24/7 via phone or e-mail to respond to any issues that arise and issue press releases if necessary.

1i. Part 2: Special Events. Choppé Advertising Group has a strong background in organizing and implementing events that promote our clients. We have created the following and have support information available for each if requested.

- The Castaic Lake Water Agency Open House: This event is open to the public and we set up an expo of water related vendors (about 50) and tours are taken at the CLWA water treatment facility. In addition, we hold various classes and demonstrations on conservation.
- The Castaic Lake Water Agency VIP Bus Tour: We invite about 100 “movers and shakers” to spend a day touring different treatment and sanitation plants. At each plant, a representative talks about the facility. At the end, we held a “Chamber of Commerce” mixer and had over 300 members attend. Trade Shows/Public Events: We promoted and set up booths at various trade shows and public events with giveaways and information. These events are facilitated by the CLWA’s special event coordinator. Photos and videos can be planned and used on the website and Facebook pages.

Gary Choppé has also planned numerous other events that range from a Pet EXPO, Wine & Food International Festival and for 23 years, spearheaded the Santa Clarita Chamber of Commerce Home & Business EXPO. Valerie Elwell has produced on-air PBS “pledge” drives, live concerts, and special events for broadcast.

2. UNDERSTANDING OF DOW: The Kaua‘i Waterscape

Recently ranked the 2nd best island in the world by Travel & Leisure magazine, Kaua‘i will undoubtedly continue to see growth in both the resident and visitors populations over the next 10 years. Add to that, a deteriorating water infrastructure (i.e. the pipes, water tanks, wells, etc.) and it becomes evident that the Kaua‘i Department of Water needs to continue the implementation of Water Plan 2020.


Water Plan 2020 looks to ensure a reliable future water supply, care for deteriorating and aging water systems, build new systems where needed, meet changing state and federal drinking water regulations, operate Kaua‘i water systems in a financially responsible manner and increase customer service. It is a tall order but one many utilities across the nation are facing.

Since 1999, DOW has been planning a strategy to achieve these goals. It developed a Capital Improvements Program (CIP) to address existing capacity deficiencies and how to meet future water needs (\$51.8 million); a Capital Rehabilitation Program (CRP) to improve or fix existing infrastructure (\$21.8 million) and a Capital Replacement Program (CRPL) to replace deteriorating or aging infrastructure (\$76.3 million).

Over a five year period, DOW analyzed the 13 separate water systems for which it is responsible and discovered that:

- ❖ 12 of the 13 systems require additional water source or storage capacity
- ❖ 200+ projects are needed at a cost of \$150 million
- ❖ 127 miles of pipeline needs to be replaced in the next 20 years.
- ❖ Over half the projects needed are to replace old pipelines.

Residential single families (53%) account for the majority of water use on Kaua‘i with combined multi-family and Resorts (25%) coming in second. The last quarter of water use is a combination of government, commercial, agriculture and industrial users. (1998-1999 data).



*“TOGETHER, WE PROVIDE
SAFE, AFFORDABLE, AND
SUFFICIENT DRINKING
WATER THROUGH WISE
MANAGEMENT OF OUR
RESOURCES AND WITH
EXCELLENT CUSTOMER
SERVICE FOR THE PEOPLE
OF KAUA‘I.”*

*DOW Mission Statement
Adopted 1998*

In addition, it was also found that 5 specific service areas use 80% of the water. These are:

- ❖ Wailua-Kapaa
- ❖ Puhi-Lihue-Hanamaulu
- ❖ Koloa-Poipu
- ❖ Waimea-Kekaha
- ❖ Hanapepe-Eleele

Projects have been developed and prioritized for all 13 DOW water systems. They have been separated into 3 Phases with the following funding requirements:

- Phase 1 - \$51.7 million (2002-2006)
- Phase 2 - \$38.0 million (2007-2011)
- Phase 3 - \$58.5 million (2012-2021)

Existing water rates do NOT meet existing needs and so rates must be gradually increased to pay for these important improvements and to insure water quality and uninterrupted service in the future. DOW has established a budget and formulated a plan for achieving these goals over time in a financially responsible manner.

In the public relations campaign, DOW must explain why the user rates and facilities reserve charges are going up and by how much. Educating and showing the general public and developers the current state of facilities will go a long in helping them understand what they are paying for. The FAM Tour is a great way to diffuse hostility by business people and developers on the FRC increases. Thoughtful presentation backed up by research and solid budgets will help the public see that they need to become part of the H2O Solution.

Potential Public Relations Talking Points

The DOW IS:

- ❖ Self supporting...financed by “user” fees and does NOT receive County General Funds.
- ❖ Financially Stable with a solid plan for the future (received an AA rating for the new bond issue).
- ❖ Repairing and Replacing Existing Pipes, Water Tanks and Wells before they break down.

- ❖ Providing drinking water that is as safe as or safer than alternatives such as bottled water.
- ❖ Meeting or exceeding changing state and federal regulations for drinking water.
- ❖ Increasing water rates and Facilities Rate Charges (FRC) to complete replace and repair existing water systems and improve or expand systems to insure future water needs can be met.
- ❖ Conserving water through customer metering, meter repair/replacement program, leak detection, tank overflow controls/alarms,
- ❖ Promoting water efficient fixtures and pressure reducing valves.
- ❖ Providing water education programs to teachers, students and the general public.
- ❖ Working with the Fire Department to increase and improve fire protection measures and fire flows.

3. CORPORATE REFERENCES

Stephanie Anagnoson
Administrative Analyst
Castaic Lake Water Agency
 27234 Bouquet Canyon Road
 Santa Clarita, CA 91350
 P: 661-297-1600 ext. 231
 F: 661-297-1611
 sanagnoson@clwa.org
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Peter Kavounas
Assistant General Manager
Water Services of Glendale Water & Power
 141 N. Glendale Ave
 Glendale, CA 91206
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 760.329.1874 (fax)
 MEads@TwoBunchPalms.com
www.twobunchpalms.com

4. PROPOSED STAFF EXPERIENCE

Gary Choppé

President

After 25 years as a successful advertising photographer and designer, four years ago Gary Choppé decided it was time to grow, and *Choppé Advertising Group* was born. He has assembled a team of talented and established industry veterans as well as fresh creative minds. Today Gary relishes the diversity of his client list and enjoys working with client's locally in Southern California and as far away as Costa Rica. A committed community man, Gary has also served as a past President of the Santa Clarita Valley Chamber of Commerce (1800 members) and continues to grow his local ties on the current board of the Family & Child Development Center. Gary is currently working with The City Of Santa Clarita as lead agency for the "Think Santa Clarita Valley" campaign, Chairman of the 2009 Chamber of Commerce Business Expo and is Executive Director of the 2009 "All Corked Up International Wine, Food and Beer Festival".

Valerie Elwell

Senior Account Manager, Hawaii

Valerie Elwell is our local connection as we expand into the Hawaii market and serves as our Sr. Account Manager. She began her career as the fundraising and special events producer for Arizona's PBS affiliate specializing in live programming events. She moved to Hawaii 22 years ago to marry a local Portuguese boy from Kailua whom she met while attending Arizona State University. Upon arriving, she established her own freelance writing & production company, *Wordsmith Productions*. Valerie's specialty is broadcast writing and production but she has also been published in *Hawaii Parent* and *Talk Story* magazines provided press support to clients such as Hawaii State Teachers Association; and have two children's books in the works. She is especially proud of two public service campaigns she wrote and produced for KITV-4: *Earthday Everyday...Hawaii* promoted water conservation, recycling and innovative green energy companies and *Discover UH* educated the public on the cutting edge research and educational programs at the University of Hawaii. Valerie's focused listening, attention to detail & responsiveness to her clients meshed with her strong research, writing & communication skills make her an integral part of our team.

B.J. Atkins

Water Consultant

B.J. Atkins has served on the Newhall County Water District (NCWD) Board of Directors since being elected in 2005 and was reelected in 2009 to his second term. He served as Board President in 2008 and was again elected Board President in January 2010. In January 2009, he was appointed NCWD liaison member to the CLWA Board.

Mr. Atkins is part owner of Atkins Environmental HELP, Inc. (AEH). Founded in 1989, AEH serves as Southern California's outsource leader in environmental and regulatory compliance. Mr. Atkins has a strong understanding of the principles of drinking water quality and supply. He also maintains certifications as a California State Registered Environmental Assessor II (REA-II) and Qualified Environmental Professional (QEP) from the Air & Waste Management Association.

He served as President of the Valencia Industrial Association and chaired the B2B industry show during its inaugural year in 2002. He has also served on the Board of Directors for the Chamber of Commerce and the College of the Canyons (COC) Foundation Board where he served as Chairman in 1989 and 1990. Mr. Atkins was honored to be named COC Alumni of the Year in 2001.

Other Affiliations/Active Membership: Indoor Air Quality Association, American Indoor Air Quality Council, Association of Energy Engineers, Air & Waste Management Association and Association of Hazardous Material Professionals, where he serves as Vice President of the Pacific Southwest Chapter.

Tim Whyte
Senior Staff Writer

In more than two decades of professional media experience as a writer, editor, designer, manager and business owner, Tim Whyte has developed a multifaceted skill set and a deep understanding of a broad range of issues and the ways they are affected by the ever-changing media environment. Whyte launched his media and public relations business in 2007, devoting his skills and knowledge to helping clients meet communication goals. Whyte House Media's services include writing, editing, public relations and design, using a variety of media platforms. Having served as a media consultant for *Castaic Lake Water Agency* since September 2007, Whyte has cultivated a high level of proficiency in communicating about local, regional and statewide water issues; kept abreast of current developments in California's efforts to ensure a safe and reliable water supply; and developed media strategies and communication materials about issues including the crisis in the Sacramento-San Joaquin Delta, the treatment of water to remove perchlorate contamination, water supply storage and reliability, local water use efficiency education programs, and more. Current clients include: *The Golden State Gateway Coalition; Castaic Lake Water Agency; SCVTV Local Television for Santa Clarita; The Wildcat Business Group; LARC Ranch; SCV Senior Center Foundation; and Mellady Direct Marketing.*

Dianne Porter
Senior Graphic Designer

Diane Porter has over 20 years of experience as a graphic designer. She is the sole proprietor and operator of Heaven Grfx, which she started in 2006. Dianne graduated from California State University, Northridge with a Bachelor of Arts degree in graphic design. Her design and production experience includes brochures, logos, ads, posters, banners, signs, trade show graphics, collateral materials, annual reports, invitations, press checks, art direction, video editing, photo styling, and pretty much anything that comes her way. Dianne's client list includes *Dole Food Company, Toyota, Los Angeles Times, Neutrogena, Lamps Plus, CalStar, USI of Southern California, and Big Fish Audio.* Prior to starting her own business, Dianne worked as a graphic designer for *1928 Jewelry Company, Carnation, DAK Industries, SMC Merchandising, Los Angeles Times and Preston Davis West Advertising.* Dianne believes in excellent customer service and value-added design.

Chris Handley
Video Producer, Web Designer & Social Media Expert

Chris Handley has been shooting, editing, and directing video projects for the past 10 years. His two companies, *Lightning Strikes Productions*, a television production company, and *RadioBuzzD*, a mobile internet radio site (www.RadioBuzzD.com) have been operating since 2004. Chris is also talented in social media consulting & website design. In addition, Chris has produced Facebook, Twitter, YouTube and Pod Cast content. His clients include: CLWA, Pacc Auto www.PaccAuto.com, Bomb Shelter Rehearsal Studio, www.bombshelterrehearsal.com, La Quinta Inn & Suites & Doug Deutsch Publicity.

5. PROPOSED STAFF REFERENCES

Gary Choppe:

Stephanie Anagnoson, Administrative Analyst
Castaic Lake Water Agency
27234 Bouquet Canyon Road
Santa Clarita, CA 91350
P: 661-297-1600 ext. 231
F: 661-297-1611
Email: sanagnoson@clwa.org
Services Provided: please reference 3.04 1a. Corporate Experience
Dates: 2009-Present

Valerie Elwell:

Bill Gaeth, General Sales Manager
KITV-4

801 S. King St.
Honolulu, HI 96815

P: 808-535-0400

Email: Gaeth@kitv.com

Services Provided: Writing/Producing of multiple PSA series and 30 minute programs for broadcast.

Dates: 1991-2004

B.J. Atkins:

Kirk Kuhn

Bang Printing, Inc.

28210 Avenue Stanford, Valencia, CA 91355

P: (661)775-4600 work (661)212-1993 cell

Email: maintenance@bangprinting.com

Services Provided: Regulatory Compliance Management Consulting

Dates: 2003-Present

Tim Whyte:

Victor Lindenheim

Golden State Gateway Coalition

25709 Rye Canyon Road, Suite 105

Santa Clarita, CA 91355

661-775-0455

lindenheim@aol.com

Services provided: Provide public relations consulting services, maintain Coalition website, create and manage eblasts, write, edit and design quarterly Coalition newsletter, and produce other materials as needed for Coalition lobbying and public relations efforts.

Dates: 2007-Present

Dianne Porter:

Diane Maynard, Manager of Design-Packaging

Dole Food Company

1 Dole Drive

Westlake Village, CA 91362

P: 818-874-4976

E-mail: Diane.Maynard@dole.com

Services Provided: Graphic Design for packaging and various sales materials.

Dates: 2005-Present

Chris Handley:

Pacc Auto

23520 Valencia Blvd.

Valencia CA 91355-1762

Phone: (661) 253-3123

DAN@PACCAUTO.COM

<http://www.PaccAuto.com>

Services Provided: TV commercial, web site design and Social networking

Dates: 2008-Present

3.05 PROPOSAL, STRATEGY AND PROJECTED TIMETABLE

Our proposal is customized to the specific needs of the department and research of island culture and heritage. Choppé Advertising Group intends to blend our experience of the cutting edge marketing used on the mainland with local talent and knowledge based in Hawaii. Our bottom-line is creative and excellent service at an affordable investment. In fact, as you will see, we are looking for a long term relationship where together we can implement a short and long term plan of action that has measurable results and a good return on our services.

Strategy Overview:

1. Conduct local surveys and focus groups.
2. Meet with each staff and board member to get feedback.
3. Develop the DOW brand.
4. Create a public outreach campaign.
5. Explore partnership opportunities.
6. Conduct Media Training with staff and board.
7. Create a press kit that can be distributed to interested journalists.
8. Contact and maintain local media relationships.
9. Provide still photography and video as needed to support projects.
10. Create a new website to go with the public outreach program.
11. Create, design, implement and maintain Facebook, Twitter and YouTube social media programs that support and enhance the campaign.
12. Create a FAM Tour of the DOW facilities to educate business people, journalists & other stakeholders as to what the DOW does and how it does it. Collaborate with DOW on participants for efficient media and community exposure.
13. Review and develop new collateral materials for the outreach programs.
14. Assist Managing Director in formulating water bill inserts 4x per year.

Strategy Insights & Details:

1. **Surveys/Focus Groups.** We know that it is important to receive public input as part of the development of our outreach campaign. This will be especially important as we start to promote Water Plan 2020. A two-pronged effort is put forth: direct mail surveys and in-person interviews.
 - Surveys would be developed with targeted questions using specialized software and sent out via direct mail postcards. Upon return, the information would be tabulated, evaluated and presented to the staff and board for consideration.
 - Small groups of business people and citizens would be gathered in towns and interviewed to get feedback and valuable information. This would also begin the “buy in” process and generate support for Water Plan 2020.

Again, results are evaluated and presented to the staff and board for consideration.

2. **Board/Staff Meetings**. We find that really getting to know the staff and Board of Directors at a one to one meeting lets all parties know who we are and facilitates a “buy in” to our philosophy and proposed campaigns. Getting direct feedback can help us in creating a direction based on individual ideas that sometimes cannot be implemented at the Board level. After our meetings, findings are evaluated.
3. **Branding**. The development of “Brand Awareness” for the Department of Water is critical in implementing a positive public relations outreach campaign. In order to do this we suggest the following:
 - A. Create a series of editorials and ads that will portray the company as the “Water Experts”. Professionals in the fields of purveying quality water, promoting conservation and retrofitting the pipelines and infrastructure of Kaua‘i.
 - B. Use Radio and TV PSA’s to supplement this campaign, including interviews with staff and board members.
 - C. Review and update current outreach materials such as Water Quality Reports, Annual Reports and Brochures.

4. **Public Outreach Campaign**. This is integral to the public relations program as it builds the community’s trust and confidence in the DOW. Our concepts have the reach to span the proposed one year contract period but can and should be expanded over multiple years to solidify the DOW brand. You have two campaign choices:

➤ **Concept #1: “Building a Better Kaua’i...One Drop at a Time”.**

This campaign ties directly to Water Plan 2020 and solidifies the idea that the DOW is in the business of building a better Kaua’i by fixing the Kaua’i water infrastructure to ensure fresh, affordable water now and in the future. DOW “water experts” are portrayed doing their jobs, different projects outlined within Water Plan 2020 are featured, and conservation tips are given to help the community do their part in “Building a Better Kaua’i”.

➤ **Concept #2: “Be Part of the H2O Solution”**

This campaign presents the DOW as one part of the **H2O Solution...** through providing low-cost, quality water; through its committed employees or “Water Experts” that safeguard our water supplies; and through Water Plan 2020 that seeks to improve and replace water infrastructure to ensure pure drinking water in the future. The second part of the **H2O Solution** is the Kaua’i community...the keiki, the kapuna, the

business people, the developers, the farmers...how they can conserve water in their daily lives.

For either plan to work, we must create a “buzz” by designing print ads and broadcast spots that reach out to the local media. ***Please reference “Graphics and Media Samples” pages 1 & 2 for sample campaign ads.***

In addition, we will utilize other collaborative resources such as Social Media and Special Events to target specific demographics. For example: Sponsor an art contest in the schools called “What’s Your H2O Solution?” Submissions could include: drawings, photos, videos or conservation projects on the DOW website and linked to the DOW’s Facebook page. It inspires the keiki, the parents will be viewing their children’s work and will see the other information on the site. Teachers will also have a reason to go on the website and see information about the WET program or tours or events that students might enjoy. DOW becomes a trusted community resource!

5. **Partnership Opportunities**. Provide “Partnership” opportunities within the community. Possibilities include:
 - Continue with already established programs (i.e. Agriculture & Environmental Awareness Day, Project WET, Annual Make a Splash, Festival, Contractors Association of Kaua’i Home Show, school visits as requested).
 - Continue to guest speak at neighborhood boards/community meetings to promote DOW goals. (David Craddick is already doing this-Aug 28 Wailua-Kapaa Neighborhood Association meeting).
 - Partner with Landscape Industry Council of Hawaii-Kauai Chapter or KCC Community Gardens Project to promote drought tolerant and native plants.
 - Booth at Green Business/Sustainable Energies conferences, Farmer’s Markets across island, etc.
 - Sponsor an “Environmental Movie Night” series at KCC or other venue.
(Possible movies: *Blue Gold: World Water Wars, Fuel, Crude, Food, Inc. The 11th Hour*)
6. **Media Training**. Conduct Media Training with staff and Board of Directors so that the “front line” knows how to address sensitive topics and questions. This also relates to crisis management.
7. **Press Kit**. Create a press kit that supports the DOW campaign and messaging that can be distributed to interested journalists as needed.

8. **Local Media.** Our Hawaii Account Manager either has or will be developing new key media contacts for the DOW in order to submit editorial for our proposed programs. Also, we would be negotiating for any paid media to support our outreach campaigns.

Please see 3.04 1c. of this proposal for suggested media.

9. **Photography/Video.** Images from our proposed projects are important so your customers can see what is taking place on promotions and outreach projects. Either staff could send digital pictures or we would have professional ones taken that would be uploaded on the website, Facebook or other social media. In addition, we could utilize these in our postcards, brochures or enlargements for tradeshow and public outreach venues. All images would become property of the DOW and we would keep back up files.

Video/TV productions would be proposed, reviewed and approved based on the budget to promote various outreach programs. These short videos would also be featured on the website, Facebook and YouTube. We could also show these at inside events and public speaking opportunities. Some video opportunities might be:

- A. VIP Tour
 - B. DOW Open House & H2O EXPO
 - C. Educational: Conservation, Kauai Water 101 – Where does it come from?
 - D. Water Expert Campaign
 - E. Public Outreach Campaign
10. **Website.** There are two areas to review: the current website and a possible new website that ties in with the newly selected public outreach campaign. We would work with the DOW's IT staff in adding any new branding elements or pages such as "The Water Experts". A new website could be designed just to promote the campaign and we would create, design and manage the updates using information from staff, editorials, photography and video.

Possible Domain names which we have already reserved:

KauaiH2OSolution.org BuildABetterKauai.org

Please reference "Graphics and Media Samples" page 3.

Special Features would include:

Construction: details projects, locations, dates so that people can plan ahead and reduce frustration. *Message: DOW really cares about the rest of us!*

Calendar of events: Water Plan presentations, Open House, Make a Splash Water Festival, Agriculture & Environmental Awareness Day, Kaua'i Home Show, WET program, etc. *Message: DOW is really involved!*

Keiki page: art contest winners, planting low water or native plants, etc. *Message: DOW wants our kids to do their part to conserve water!*

Freebies: low flow water fixtures, restaurant table cards, rebate forms. *Message: DOW really wants us to get involved...they're giving things for free!*

Publications: Water Plan 2020 Progress Reports, Water Quality Reports, conservation brochures, Letters from the Board or Manager. *Message: DOW is financially responsible and accountable!*

11. **Social Media.** An aggressive Social Media program would be administered by the Choppé staff to enhance the campaign. A Facebook page designed with the thought of adding as many “friends” as possible. Constant updates of events would also be “Tweeted” out and videos would be uploaded to YouTube.
12. **FAM Tours.** Develop and promote a FAM Tour that exposes key business people, public officials and media to the inner workings of the DOW. Key stakeholders (50-100) are invited to participate in this quarterly event. The Tour begins at the DOW headquarters where key staff or board members can give a company and Water Plan 2020 overview. Directly following, we would take a bus tour to selected sites such as treatment or sanitation plants. The tour concludes with an informal pupa and drinks gathering. Choppé staff and DOW staff and board will collaborate on a list of FAM Tour participants that will provide for the most media and community exposure.
13. **Collateral Materials.** Part of the “Branding” program requires a review and evaluation of all collateral materials for uniformity. We would also develop any new materials that are needed to promote the selected campaign. Our top designers would create captivating collateral materials that are simple to read that can either be mailed or passed out at events. We would work with local printers to get the best pricing and to keep shopping at the local level whenever possible.
14. **Water Bill Inserts.** Assist the Managing Director with information in a letter format that would be inserted into customer water bills each quarter. A strategic and cost-effective means of getting your message to your primary audience.

SUGGESTED DOW CAMPAIGN TIMETABLE

2010

October	13-15	Acceptance of New Contract
November	9-12	Choppe' Advertising Group Initial Planning session w/DOW Board/staff input, tour facilities, review collateral materials, formulate focus group/survey plan, etc.
	16	Press Release Topic 1 New Community Outreach Efforts! Begin coordination of Campaign elements
December	1-4	Focus groups held/Surveys sent data evaluated Incorporate into campaign
	21	Press Release #2 "DOW Campaign Launch" @ New Year!

2011

January	3	<i>Launch DOW Campaign: Website, Facebook, Twitter, ad</i> Press Releases out (Topic 3 TBA)
	17	Press Releases Topic 4 School Art Contest!; flyers to schools
	17-20	Gary & Val visit: Media training for Board and Staff, plan DOW Open House for March
February	1	Press Releases Topic 5 TBA
	21	<i>Feature winners of "What's your H2O Solution?" on Website,</i> <i>announce on Twitter, Facebook, and YouTube).</i> Press Release Topic 6: Announce Art Contest Winners!
March	1	Press Releases –Topic 7 Promote DOW @ CAK Home Show
	13	Press Releases –Topic 8 DOW Open House & Water Expo
	18?	CAK Home Show-booth/info
	20-23	Gary & Val visit: coordinate Open House
	22-	<i>World Water Day- DOW Open House & Water Expo</i>
April	4	Press Releases –Topic 9 TBA
	18	Press Releases –Topic 10 TBA
	22	<i>Earthday: booth at Earthday event???</i>
May	2	Press Releases –Topic 9 Ag & Env. Awareness Day Val visit: <i>Agricultural & Environmental Awareness Day</i> (partner with Kauai Farm Bureau & UH CTAHR)
	16	Press Releases –Topic 10 TBA

June	6-9 9	Gary Quarterly Visit; Coordinate FAM Tour <i>FAM tour</i>
July	5 7-9	Press Release: for PBN: State of Kauai issue Val visit:
August	22	<i>Pacific Business News: State of Business in Kauai issue</i>
September		Gary Quarterly Visit
	20	<i>“Make a Splash Festival”</i>
October		

**This is a tentative timeline of events and may be adjusted from Board/Staff input and other logistical elements.*

3.06 PRICING

The whole point of a public relations campaign is to build your public presence while getting as much free press and media exposure as possible. We already plan on heavy use of social media which will give us tremendous reach with a minimum investment and will drive traffic to the DOW website and campaign website. We will also rely on PSA's for radio and TV and press releases will be sent out on a monthly basis to key media.

We have budgeted over \$10,400 for selected media buys, printing brochures, shipping, etc. We have researched the Kaua'i media and rate cards and have ballpark figures in mind. However, we prefer to wait on exact distribution figures until after we have met with the DOW staff and Board and gathered further information from surveys and focus groups.

Be assured that all media buys will be strategic to maximize your investment and we will always negotiate for the best price and in a completely unbiased manner.

Choppé Advertising Group estimates 60 billable hours per month between two dedicated staff members. Staff time includes:

- On and Off Site Management
- Company Branding
- Creative Development of Outreach Programs
- Media Negotiations and Buys
- Graphic Design for Ads and Collateral
- Website Development
- Articles for Editorial – estimated 6-10 per year
- Media Training
- Photography as needed for projects
- Social Media Development, including Facebook, Twitter & Youtube
- 24/7 Crises Response

PLEASE REFERENCE:

OFFER FORM OF-2 & PRICING SPREADSHEET ON FOLLOWING PAGES

3.07 EXCEPTIONS

Choppé Advertising Group has no exceptions to the terms, conditions, specifications, or other requirements listed herein. Choppé Advertising Group also has no additional terms or conditions.