



Albuquerque Bernalillo County Water Authority

Albuquerque
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Approving Recommendation of Award, RFP CWA Strategic Communications for Public and Media Relations P2017000004

The Water Authority engages the services of a local public relations firm to assist with advertising, media relations and public outreach. The existing contract for these services being set to expire at the end of FY17, the utility issued a Request for Proposals (RFP Ref. No. P2017000004) this spring to ensure a new contract would be in place by the beginning of FY18.

The contract’s scope of services includes construction-related community outreach; market research; print brokerage; graphic design; media buying and trafficking; translation; audio and video production; and advertising and PR campaign development. Fulfillment of these functions helps ensure that Water Authority customers remain educated and informed on issues such as conservation, water resources management, construction and infrastructure, and changes in rates.

An ad hoc evaluation committee, with concurrence from the Purchasing Officer, recommends the award of contract to CWA Strategic Communications. CWA is a local, woman-owned business with a long track record of success in the public relations arena, and had the highest composite score by far among the four RFP respondents.

FISCAL IMPACT:

The contracted amount of this proposed agreement is \$530,000 per year for four years (FY18, 19, 20, 21). The yearly contracted amount is consistent with preceding years; no spending increase has been requested. Approximately 70 percent of the budget is for hard costs such as printing and for the purchase of media (TV and radio time and print, outdoor and online advertising space).

The Water Authority has budgeted the funds to cover this agreement.

