



Public Outreach RFP Content

Montecito Sanitary District

Public Outreach Program

- ▶ Goals of Hiring Public Outreach Firm
 - ▶ Increase the public's awareness of the District's services
 - ▶ Increase amount and quality of communications
 - ▶ Engage with public on current and future District Issues
 - Capital Improvement Projects
 - Sewer Lateral Maintenance
 - Fats Oils and Grease (FOG)
 - Septic to Sewer Goals
 - Sewer Rates
 - Recycled Water
 - Consolidation

Consultant Scope of Services

Phase I - Strategic Planning

- ▶ *Strategic Communication and Outreach Plan - “Road Map”*
 - ▶ *Prioritize and identify key communication efforts and partnerships within the community.*

Phase II - Implementation

- ▶ *Recycled Water*
 - ▶ *Assist with explaining the District’s story behind recycled water.*
- ▶ *Collection System Topics*
 - ▶ *Develop materials for distribution within District service area, local publications and website.*
- ▶ *Infrastructure Planning*
 - ▶ *Develop media releases and project briefs for use within local publications and website and support grant funding applications.*
- ▶ *Sewer Rate Study*
 - ▶ *Assist the District with explaining outcome of rate study and garner support for any increases needed to support the District’s operational and infrastructure goals.*
- ▶ *Website Audit - Improvements*
 - ▶ *Review current information provided on website and help implement new ideas for website.*

Schedule

- ▶ Issue Request for Proposals August 26
- ▶ Proposals Due September 15
- ▶ Public Information Committee..... Week of September 26
- ▶ Award of Contract October 13, 2022
- ▶ Consultant Services Begin October 2022
- ▶ Optional Contract and Scope adjustment ... July 1, 2023
(and July 1 thereafter)