



San Gabriel Basin Water Quality Authority

1720 W. Cameron Avenue, Suite 100, West Covina, CA 91790 • 626-338-5555 • Fax 626-338-5775

**WQA LEGISLATIVE/PUBLIC INFORMATION COMMITTEE
AND SPECIAL MEETING OF THE BOARD OF DIRECTORS
TO BE HELD ON WEDNESDAY, APRIL 14, 2021 AT 11:00 A.M.
AT
1720 W. CAMERON AVE., SUITE 100 IN WEST COVINA, CA**

Register in advance for this meeting at:

https://zoom.us/webinar/register/WN_YhA1ABMvRxmXvtm8ugtntww

A confirmation email will be sent to you with instructions on how to join the meeting.

*In light of the Governor's Executive Orders N-25-20 dated March 12, 2020 and N-29-20 dated March 17, 2020 (collectively, the "Executive Order") issued in response to the Covid-19 outbreak, the WQA Board Has Suspended Application of Certain Public Meeting Requirements otherwise required under Brown Act during the term of the Executive Order, Including Restrictions and Noticing Requirements Relating to the Conduct of Teleconferenced Board Meetings .Due to the essential nature of the WQA Board Meetings in conducting Authority business, the WQA Board meeting will take place via online and teleconference. Copies of Executive Order will be made available to members of the public upon request.
Public Comments can be emailed prior to the meeting to Stephanie@wqa.com*

**The Legislative/Public Information Committee meeting is noticed as a joint committee meeting with the Board of Directors for the purpose of compliance with the Brown Act. Members of the Board that are not assigned to the Legislative/Public Information Committee may attend and participate as members of the Board, whether or not a quorum of the Board is present. In order to preserve the function of the Committee as advisory to the Board, members of the Board who are not assigned to the Legislative/Public Information Committee will not vote on matters before the Committee*

AGENDA

Committee Members: **Jorge Marquez, Valerie Munoz and Bob Kuhn**

Liaison Member: **Marty Zvirbulis**

- I. Call to Order
- II. Public Comment
- III. Discussion Regarding Next Advertorial
- IV. Discussion Regarding Proposals from Civic Publications [enc]
 - a. Proposal for Public Outreach Services
 - b. Proposal for the Production of the WQA Annual Report
- V. Legislative Activities/Reports
 - a. State
 - b. Federal
- VI. Executive Director's Report
- VII. Adjournment



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AGENDA SUBMITTAL

To: Legislative/Public Information Committee
From: Randy Schoellerman, Executive Director
Date: April 14, 2021
Subject: Proposed Services Provided by Civic Publications, Inc.

Discussion

Staff is submitting two proposals from Civic Publications as described below.

Civic Publications, Inc. provides the public outreach advertorials that are published in special inserts within the Los Angeles Time and the San Gabriel Valley Newspaper Group for the WQA. These advertorials are useful tools for the WQA to educate the public on the progress that is being made with the groundwater cleanup with the San Gabriel Basin. Attached is a proposal from Civic Publications for the fiscal year 2021/2022 to continue this work in the amount of \$115,174. This proposed cost is consistent with previous years.

Civic Publications has also submitted a proposal to produce the WQA's annual report. Civic Publications works with staff all year long to produce the advertorials where much of that content would be included in the annual report. The amount of the proposal is \$13,275 and includes the cost of printing. This proposed cost is consistent with the prior year.

Recommendation

Staff is requesting that the Committee recommend the approval of the two proposals that have been submitted by Civic Publications for Public Outreach and the Annual Report.

Attachment:

Public Outreach Proposal
Annual Report Proposal



CIVIC Publications, Inc.

Christopher W. Lancaster
Publisher

**Public Outreach Proposal
San Gabriel Basin Water Quality Authority
FY 2021-22**

Product	Cost	Date
Sustainable Living 2-pages	\$8,755	Fall 2021
Civic Leadership	\$15,699	January 2022
Earth Day 2-pages	\$8,755	April 2022
Community Profiles (Annual Report)	\$17,510	June 2022
California Water 2-pages	\$8,755	July 2022
Full Page Color Ad Southern CA News Group	\$15,450	TBD
Full Page Color Ad Non-English Publications	\$4,489	TBD
Digital Marketing	\$9,433*	TBD
<i>Annual Insert 12 pages/gloss</i>	<i>\$26,328**</i>	TBD
Total Cost of Public Outreach Proposal		\$115,174

**Social Media Emails and internet display ads.*

***Distributed to both LA Times and SGVN readers.*

Prepared by Civic Publications, Inc.



CIVIC Publications, Inc.

Christopher W. Lancaster
Publisher

April 5, 2021

Randy Schoellerman
Executive Director
San Gabriel Basin Water Quality Authority
1720 W. Cameron Ave. Suite 100
West Covina, CA 91790

Re: Proposal FY 2021-22 Annual Report

Dear Mr. Schoellerman:

Submitted for your consideration is this proposal for Civic Publications Inc. to produce once again WQA's Annual Report. I would like to propose the following...

For the price of **\$13,275.00 (same as last year)** I propose WQA receive

- 12-page annual report
- Finished size: 8.5 x 11
- Paper stock: 100# Gloss Text/4 color
- Binding: Saddle Stitch
- Copies: 250
- Electronic Version for Website

Price includes message design, writing, layout and printing.

If you have any questions, I can be reached at 909-524-8952.

Sincerely,

Christopher W. Lancaster
Publisher