



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, MAY 11, 2022 AT 11:00 A.M.
AT
1720 W. CAMERON AVE., SUITE 100 IN WEST COVINA, CA**

With passage and signing of AB 361 and in light of the ongoing Statewide State of Emergency originally declared by Governor Newsom on March 4, 2020, WQA Board Meetings will continue to be conducted via remote teleconferencing, subject to the requirements of Government Code Section 54953(e). Members of the public can participate remotely via Zoom following the instructions provided below. Members of the public may also submit comments in writing to stephanie@wqa.com which comments will be distributed to the members of the Board, provided such written comments are received prior to the meeting start time. To address the Board during the meeting you may use the "raise hand" feature and you will be called up on when appropriate.

To attend the meeting please register in advance at:

https://us06web.zoom.us/webinar/register/WN_64qI4DcSamWp--SgbVgLg

A confirmation email will be sent to you with instructions on how to join the meeting virtually or call-in option

**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: Valerie Munoz, Bob Kuhn and Robert Gonzales

Liaison Member: Lynda Noriega

- I. Call to Order
- II. Public Comment
- III. Discussion Regarding Next Advertorial
- IV. Discussion Regarding Proposed Services Provided by Civic Publications, Inc.[enc]
- V. Discussion Regarding AB 2163 (Rubio) – San Gabriel Basin Water Quality Authority Act [enc]
- VI. Legislative Activities/Reports
 - a. State
 - b. Federal
- VII. Executive Director's Report
- VIII. Adjournment



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AGENDA SUBMITTAL

To: Legislative/Public Information Committee
From: Randy Schoellerman, Executive Director
Date: May 11, 2022
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 2022/2023 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 2022-23

<u>Product</u>	<u>Cost</u>	<u>Date</u>
Sustainable Living 2-pages	\$8,755	Fall 2022
Civic Leadership	\$15,699	February 2023
Earth Day 2-pages	\$8,755	April 2023
Community Profiles (Annual Report)	\$17,510	June 2023
California Water 2-pages	\$8,755	July 2023
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
Annual Insert 8-12 pages/gloss	\$26,328**	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

May 3, 2022

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

Re: Proposal 2022 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: 200
- 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