



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
TO BE HELD ON TUESDAY, JUNE 13, 2023 AT 9:00 A.M.
AT
1720 W. CAMERON AVE., SUITE 100 IN WEST COVINA, CA**

Meeting Link:

https://us06web.zoom.us/join/zoom/register/tZEKceCrrD4pGtO7XzMLkQ65cp4_pTvotMJd

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

AGENDA

Committee Members: Valerie Munoz, Bob Kuhn and Robert Gonzales

Liaison Member: Lynda Noriega

- I. Call to Order
- II. Remote Participation Declaration - AB 2449
[Government Code Section 54953(f)]
 - a. Notification of Just Cause
 - b. Emergency Circumstances Requests
- III. Public Comment
- IV. Discussion Regarding Next Advertorial
- V. Discussion Regarding Proposed Services Provided by Civic Publications, Inc.[enc]
- VI. Legislative Activities/Reports
 - a. WQA – Sponsored Legislation
 - i. AB279 (Rubio) – WQA Annual Pumping Right Assessment
 - b. State
 - c. Federal
- VII. Executive Director’s Report
- VIII. Adjournment



San Gabriel Basin Water Quality Authority

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

AGENDA SUBMITTAL

To: Legislative/Public Information Committee
From: Randy Schoellerman, Executive Director
Date: June 13, 2023
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 2023/2024 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 2023-2024

<u>Product</u>	<u>Cost</u>	<u>Date</u>
California Water	\$8,755	July 2023
Sustainable Living 2-pages	\$8,755	Fall 2023
Civic Leadership	\$15,699	February 2024
Earth Day 2-pages	\$8,755	April 2024
Community Profiles (Annual Report) 2-pages	\$17,510	June 2024
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 16, 2023

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

Re: Proposal 2023 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