



TO: Trustees, Oklahoma City Water Utilities Trust

FROM: Chris Browning, General Manager

Request for Proposals to be advertised (OCWUT 16-20) for Communication Planning and Development Services.

Purpose:

To solicit proposals from qualified firms to provide communication planning and development services to Oklahoma City Water Utilities Trust.

Background:

Oklahoma City Water Utilities Trust (OCWUT) require professional services for communications planning and development services to effectively communicate:

- Recycling program to meet existing goals to reduce contamination and increase participation;
- Wastewater fats, oils, and grease program to reduce incidence of wastewater pipe clogs;
- Water conservation program to increase visibility, reduce summertime water demand, target irrigation messages;
- Help to Others (H2O) contributions campaign to increase customer participation;
- Garner community understanding of the true value of our water resources in support of rate changes to meet capital improvement plan objectives and continue providing quality service;
- Emergency response and critical communication strategy for internal and external stakeholders in response to weather events or disaster situations, including employees, elected officials, and other stakeholders; and
- Provide internal communication process improvement recommendations.

OCWUT currently has a contract in place for such services. OCWUT is seeking qualified firms who can provide services in creating a comprehensive Communications Planning and Development Services strategy.

A selection committee will review and evaluate the proposals received and make a recommendation to OCWUT to enter into a professional services agreement with the top ranked firm.

Proposal Receipt Date:

May 12, 2021 4:00:00 p.m.

Source of Funds:

Various Funds

Recommendation: Request for Proposals be approved, and the Secretary be authorized to advertise.