CITY OF MESA
Great People, Quality Service!

WATER USE IT WISELY.

Water Conservation Advertising Campaign
Letter of Agreement

Background

A regional public awareness campaign has been developed by and for municipal water providers throughout metropolitan Phoenix, the state of Arizona, and other interested parties in the private sector. The purpose of the campaign is to communicate specific water conservation measures to water users in Arizona and help develop and reinforce a water conservation ethic throughout the community. The campaign concept was developed in response to information collected through several water use studies, including:

- *Metro Phoenix Water Conservation Survey* conducted by Behavior Research Center on behalf of the Arizona Municipal Water Users Association (AMWUA), 1999
- Focus groups on multifamily water use commissioned by the City of Mesa and conducted by Wright Consulting, 1998
- *Xeriscape in Arizona* report conducted by the Human Productivity Center, 1998
- City of Phoenix Water Conservation Survey, 1996

The common theme that emerged from comments made by respondents to each of these surveys was, "Don't tell us to save water. Show us how to save water." This has become the central message of the campaign concept that was developed following a comprehensive branding exercise conducted by the City of Mesa Water Conservation Office and Park & Company, a full-service advertising, marketing, and corporate communications company. The City of Mesa executed a formal agreement with the firm in November 1999 to secure water conservation advertising services, and the City of Phoenix also negotiated a similar agreement with the company in order to join the regional effort.

If requested, most people will take steps to conserve water. The challenge is to remind them frequently and supply information on techniques and practices that lead to reduced water use. Advertising, which is properly conceived and presented with sufficient frequency, can provide the message that water conservation is the right thing to do. Effective advertising also can provide the specifics on how to save water and where to get additional information and resources.

The innovation in advertising is finding the right mix of media and creative messages that create a connection between a feeling, attitude, or concept and a product, service, or idea. This results in "branding," which establishes an identity for the product, and thus, cultivates a loyal following for that product. The same principles of branding have been applied to water conservation, as a beneficial ethic, in the campaign developed by Park & Company, City of Mesa, and City of Phoenix. The resulting campaign has become known as *Water – Use It Wisely.*

Benefits of a Regional Campaign

General advertising is the most efficient and cost-effective way to reach a large population. However, the reach of print and broadcast media, with the possible exception of cable television, overlaps city and town borders, making it difficult for urban and suburban water providers to use the popular media to direct messages to their water customers. This media overlap, while a

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problem for water agencies attempting to market water conservation information to their own service area, is a benefit for a regional or Valleywide media campaign.

Effective media placement requires reach and frequency. The appropriate demographics must be reached with enough frequency for the message to have impact; however, the costs are not economically feasible for one entity to fund on their own. Therefore, as more partners join the campaign, the funds are combined to purchase additional media advertisements that will effectively reach more water users.

Experience & Qualifications of Project Personnel

Park & Company is a 10-year-old Phoenix-based firm whose leaders have 20 years of experience in the Valley advertising and marketing communications industry. In addition to spearheading and producing marketing messages and campaigns for the City of Mesa, Park & Company has also produced environmental messages and marketing campaigns for Kartchner Caverns State Park, Phoenix's Clean Air Campaign, and the Bureau of Reclamation's Waddell Dam project on Lake Pleasant. The firm is also a vendor for the City of Phoenix, and has serviced the advertising and marketing needs of Phoenix Sky Harbor International Airport. In addition, Park & Company has gained extensive experience developing and implementing water conservation advertising by administering the *Water – Use It Wisely* campaign since 1999.

Services

Under the agreement established between the City of Mesa and Park & Company, the firm will write, design, illustrate, or otherwise prepare advertising materials, including print, broadcast, website, collateral, and other market pieces on a project-by-project basis as directed by City staff. The agreement sets forth provisions for unlimited use by the City of all advertising materials developed as part of the campaign, including photography, in and outside of the State of Arizona.

Guidelines for Use of Materials

The agreement grants the City of Mesa the right to authorize other persons, governments, corporations, or other entities located in Arizona the right to use the materials in the same or other mediums, provided that the third party use is limited to areas within Arizona. This provision is critical, as it enables Mesa to position and market the campaign as a regional and/or statewide effort. Additional production costs need only be paid for in-state use of the materials if special modifications or alternate formats are requested by the third party.

Subject to minor restrictions relative to intellectual property rights, all campaign materials are readily reusable by other participants who wish to join the regional campaign. Restrictions include that Mesa or any other signed partners do not have the right to transfer the logo, materials, or their uses to any other entity. Interested public and private water providers are encouraged to join the regional campaign effort with the understanding that all additional campaign materials developed by Park & Company on behalf of an individual participant must be reusable by other participating cities, companies, or organizations.

However, Park & Company reserves the right to resell the advertising materials created under the campaign to other persons, governments, corporations, or other entities located outside Arizona, provided that the use of materials is limited to areas outside of Arizona. While private water providers and other participating organizations have the option of sharing the campaign materials

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with subsidiaries or affiliated companies located in regions outside Arizona, such an arrangement must be negotiated separately with Park & Company.

The initial campaign materials created by Park & Company have been developed to achieve the maximum effectiveness. The font size, typeface, and placement of graphics were carefully selected to establish the campaign's distinctive identity and high-quality appearance. While participating organizations will have the flexibility to use elements from the campaign to independently produce additional promotional materials, the guidelines outlined in the Graphic Standards Manual developed specifically for this campaign must be followed.

This Letter of Agreement acknowledges that with the City of Peoria's monetary contribution, which varies from year to year depending on funding and the implemented campaign initiatives, the City joins the regional advertising campaign as a partner and is granted the right to use the campaign materials as described above.

Acceptance of Agreement

Term of Agreement: The term of any resultant agreement shall commence on the date of award and shall continue for a period of five (5) years thereafter, unless terminated or cancelled.

Acceptance of this Letter of Agreement by the City of Peoria indicates a willingness to comply with all applicable guidelines, terms, and conditions described above.

City Of Peoria, AZ
a municipal corporation

12-21-2005

Herman Koebergen
Materials Manager

Date

ATTESTED BY:

Mary Jo Kief
City Clerk

APPROVED AS TO FORM
William L. Emerson, Deputy City Attorney

Stephen M. Kemp
City Attorney

Acceptance of this Letter of Agreement in accordance with all applicable guidelines, terms, and conditions is hereby made by the City of Mesa.

Donna DiFrancesco 3-16-06

Signature Date

Donna DiFrancesco, Utilities Conservation Supervisor 480-644-3334

Printed Name Title Telephone

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