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Silicon Valley Power
FY 2019-2020 SCOPE OF WORK
ADVERTISING AND PUBLIC RELATIONS SERVICES

By Essense Partners

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POST MEETING MATERIAL

I. INTRODUCTION

This scope of work covers advertising and public relations services for Silicon Valley Power (SVP) for the 2019-2020 Fiscal Year, from July 1, 2019 to June 30, 2020.

The services that Essense Partners shall perform are outlined below.

II. PR STRATEGY IMPLEMENTATION & MONITORING

Government entities like Silicon Valley Power have an important relationship with the public and their approach to public relations must strategically reflect that. Essense Partners will take a greater role in supporting SVP's public relations efforts. Our PR goal for SVP is to help deepen connections with customers and the greater public, to create a balance between proactive and reactive communications, and expand media relations with national, local, and industry outlets.

ARTICLE PLAN DEVELOPMENT & IMPLEMENTATION

- We will create articles; some of these will be the stakeholder-specific PR activities listed in the subsequent sections, while others will be aimed at boosting SVP's profile overall
- We will maintain a schedule of PR topics over time, and proactively build out those stories
- We will select the right media channel and placement type by topic (i.e. paid distribution service vs. social media push vs. traditional news media outreach)
- We will respond to media inquiries and provide proactive communications to media

MEDIA METRICS AND MONITORING

- For earned and paid media placements and social media, we will set engagement goals every quarter, and monitor our progress towards those goals.
- We will conduct media monitoring to identifying opportunities to comment on stories, topics and trends, so that SVP can insert its voice into relevant conversations and providing timely and strategic proposed direction for response.

PRESS RELEASES, EMERGENCIES AND SVP MEDIA PREP CALLS

- Essense will support the writing and dissemination of SVP press releases, including the drafting of media pitches
- Essense will also provide SVP with prep for media inquiries, and any specific phrases to avoid
- Essense will support emergency communication as needed by SVP

MEDIA LISTS

- We will review, refine, and update the existing SVP media list and develop subsets of media lists as necessary (i.e. industry contacts, community groups, etc.), and nurture those relationships on an ongoing basis.

III. BRAND CAMPAIGNS

Branding is about connecting your customers to your business strategy. It is the steadfast identity that guides all program experiences, outreach efforts and communications touchpoints, so that customers continue to have a meaningful relationship with the organization, even in an evolving marketplace.

In FY 2018-2019, Essense worked with SVP to develop an updated brand style guide that provides an aligned vision and guides SVP collateral to have consistency in output and ultimately providing a stronger SVP brand identity. This refined brand strategy includes positioning, key messaging, visual identity, verbal identity and channel mix strategy. It was utilized to guide the development of all new collateral and outreach efforts starting in FY 2018-2019.

In FY 2019-2020, Essense will continue to develop brand campaigns that boost brand awareness and align customer perception of SVP. The overall campaign strategy will consist of multiple campaigns that can coexist together and cover the business areas and stakeholders as outlined in **Table 1**.

BUSINESS AREA	STAKEHOLDER GROUP
Programs	Business customer
Customer service	Residential customer
Advanced metering	Staff
Fiber optics	The public in general
	Media

Table 1. The business areas and stakeholder groups that the SVP campaigns will target

Essense Partners shall develop each campaign to include the following information:

- Target stakeholder group
- Target business area
- Campaign objective
- Creative execution ideas
- Channel mix
- Duration

IV. COLLATERAL AND ADVERTISING DEVELOPMENT

Collateral and advertising development is the most significant work activity for this contract. Work stream IV covers the actual development of channel-specific assets, by customer type. Essense Partners shall perform the following services for each business area and/or stakeholder type:

RESIDENTIAL CUSTOMERS

SVP residential customers are still largely receiving paper bills, so our scope of services involve servicing the full spectrum of paper-based communications pieces, in addition to expanding more into the digital arena over time. Scope may include the following:

MARCOM ACTIVITY

- Monthly bill inserts (x12)
- Direct mail pieces
- Energy efficiency flyers
- Public benefits brochure
- Santa Clara Weekly ads (x12)
- Inside Santa Clara ads and/or comics
- Infographics
- Videos

PR ACTIVITY

- Bylined articles and op/ed pieces
- Press releases
- News items
- Social media pieces
- Contributions to Inside Santa Clara
- Blogposts

BUSINESS CUSTOMERS

Our goal with business customers is to effectively serve their differential needs over time, by creating targeted outreach collateral. Scope of services include, but is not limited to, the following:

MARCOM ACTIVITY

- Quarterly newsletters for all business customers (x4)
- Public benefits brochure
- Direct mail pieces, by target group
- Case studies

PR ACTIVITY

- Bylined articles and op/ed pieces
- Press releases
- News items

FIBER OPTIC

Dark fiber leasing is a small but growing and important aspect of SVP's service. As such, Essense anticipates that the scope of services will evolve over time, and an important part of our scope is to find opportunities for promotion. Currently identified scope includes:

MARCOM ACTIVITY

- Advertising opportunities for dark fiber

PR ACTIVITY

- Press releases

Case studies

WEBSITE

Essense Partners will provide website user experience and content support. The scope includes creation of new content on an as-needed basis, and simple rearrangement of existing content to streamline the site experience. Essense will work with the SVP web team to ensure correct uploading of the information.

The scope does not include a website refresh that involves rethinking the front end UX, site development, and a backend content management system integration.

V. PROJECT MANAGEMENT

Effective project management is critical for maximizing ROI on advertising and public relations campaigns. Essense Partners shall perform the following services:

CAMPAIGN IMPLEMENTATION

Essense Partners will handle print coordination, digital and media placement, and public relations, under the guidance of SVP.

MEDIA TRACKING

Educational campaigns are most effective when optimized in real-time with audience feedback. Essense Partners shall track social media engagement (views, followers, likes, shares, comments), return on paid social/digital exposures (views, followers, likes, shares, comments, retweets), ROI on print collaterals, and program participation rates. These will be communicated to SVP in a timely manner for each channel, so that campaigns may be updated as we go.

VI. BUDGET

CONTRACT COST

Based on the above, the monthly bill will be based on the number of hours worked and the hourly rates listed below. Essense will provide estimates of probable construction costs at each phase of design submittal.

	Role	Rate
1	CEO	\$225
2	Project/Account Manager	\$150
3	Senior Strategist	\$200
4	Director	\$165
5	Copywriter	\$110
6	Copyeditor	\$150
7	Public Relations Specialist	\$200
8	Market Researcher	\$150
9	Media Coordinator	\$165
10	Outreach Coordinator	\$150

The actual set of services provided by Essense for FY 2019-2020 will be a subset of the above proposed scope, at the agreed-upon rates, with a total not-to-exceed budget of \$200,000 plus \$40,000 in pass-throughs (zero mark-up) for a total of \$240,000. Of the \$200,000, administrative costs will not exceed 20% of the total, excluding pass-through expenses.

In the event that the effort required to complete the scope is substantially above what was expected, we will regroup with SVP and discuss appropriate modifications.