



Request for City Council Committee Action from the Department of Communications

Date: May 20, 2008

To: Transportation and Public Works Committee

Referred to: Ways and Means Committee

Subject: RFP for Minneapolis Water Marketing

Recommendation: That the proper City officers be authorized to issue a Request for Proposals (RFP) for conducting a marketing campaign to promote Minneapolis tap water, contingent on PRC approval.

Previous Directives: none

Prepared by: Casper Hill, Communications Specialist, 673-2342

Approved by: Sara Dietrich, Communications Director _____

Steven Bosacker, City Coordinator _____

Presenter in Committee: Sara Dietrich

Reviews

Permanent Review Committee (PRC): PENDING

Civil Rights Affirmative Action Plan Approval 05/02/08

Financial Impact

Action is within current public works department budget.

Action is within business plan.

Community Impact

Neighborhood Notification: Not Applicable

Neighborhood Meetings: Not Applicable

City Goals: The marketing campaign promotes how Minneapolis tap water is safe, inexpensive, great tasting and better for the environment than bottled water.

Comprehensive Plan:

Zoning Code: Not Applicable.

Supporting Information

The City of Minneapolis is seeking to engage a professional marketing firm to develop and conduct a marketing plan that would promote drinking water produced by the City of Minneapolis. This campaign would cost up to \$180,000, and would begin the summer of 2008.

Through this campaign the City of Minneapolis seeks to:

- Build awareness of and confidence in Minneapolis tap water as pure, safe, great tasting, and environmentally friendly.
- Encourage people to choose tap over bottled. It's better for the environment, it's economical, it's safe and it's healthier.

Audiences are Minneapolis tap water customers (residents, visitors, suburban customers) and people in the entire metro area who may in the future be Minneapolis tap water customers.

The chosen agency will propose the direction of the overall marketing campaign, including all facets of consultation, marketing, advertising and other creative services. The agency will develop the marketing and advertising plan and design, create and implement marketing components.

Safe drinking water is one of the most critical needs for ensuring public health, and yet it's also one of the easiest to take for granted. The City of Minneapolis has invested significant resources to ensure that our customers can count on receiving safe, pure and economical tap water. Minneapolis' water is among the best in the nation, following the opening in 2005 of a new state-of-the-art ultrafiltration plant that cleans water well beyond federal standards. The new plant is the largest ultrafiltration plant in the Western Hemisphere, and it can filter out particles as small as some viruses. Building a second Minneapolis ultrafiltration plant is planned within the next several years, which will make Minneapolis one of the largest municipalities in the world whose water is processed completely by ultrafiltration.

The City of Minneapolis delivers drinking water to the city's residential population of more than 380,000 people and to those who live, work or spend time in Minneapolis. The City also provides water to residents of some surrounding suburbs. Roughly 20 percent of the drinking water produced by Minneapolis goes to seven cities (Golden Valley, New Hope, Columbia Heights, Crystal, Hilltop, and parts of Bloomington and Edina) and to the Minneapolis–St. Paul International Airport.