



Request for City Council Committee Action from the Department of Communications

Date: June 8, 2009

To: Ways & Means/Budget Committee

Referral to:

Subject: Minneapolis Tap Water Awareness

Recommendation:

1. That the City Council approve a resolution accepting a donations designated for Minneapolis tap water awareness purposes.
2. That the City Council authorize the proper City officials to amend City Contract #C-26372 revising the scope of services to adjust the level of donations to be successfully secured by LaBreche for the Minneapolis tap water awareness effort and increasing the contract amount by \$5,000 due to the donations received for Minneapolis tap water educational purposes.

Previous Directives: Approved issuance of a request for proposals (RFP) to obtain services for the proposed tap water awareness campaign on June 6, 2008; authorized entering into contract with LeBreche,LLC on November 7, 2008.

Department Information

Prepared by: Casper Hill, Communications Dept. 673-2342

Approved by:

Presenters in Committee:

Reviews

- Permanent Review Committee (PRC): Approval ___ Date _____
- Civil Rights Approval Approval ___ Date _____
- Policy Review Group (PRG): Approval ___ Date _____

Financial Impact

- No financial impact

Supporting Information

In June 2008, The City of Minneapolis Communications Department issued a Request for Proposals to secure an agency to increase public awareness of Minneapolis tap water. The goal of this marketing effort was to encourage people to choose tap water over bottled because it is better for the environment, it's economical and it's healthier. Also, by building

an overall awareness of and confidence in Minneapolis tap water, this effort seeks to support Public Works' effort to expand its whole-sale customer base.

The LaBreche agency was chosen by the City to create and execute this public awareness effort. This initiative would cost up to \$180,000. The LaBreche proposal included the potential for securing sponsorships to leverage the City's investment in the awareness effort, which could include contributed funds, hours of service or other in-kind services.

The contract, which was approved by the City Council on Nov. 7, 2008, called for securing at least one Partnering Sponsor (\$25,000 contribution), five Presenting Sponsors (\$10,000 contribution) and a minimum of \$100,000 work of In-Kind Sponsorships. However, due to the national economic downturn, LaBreche and the City have been prompted to reexamine this strategy and adjust sponsorship levels to points that would better reflect current marketplace realities.

The revised plan offers \$5,000 turnkey sponsorships, which would include having the logos of sponsoring organizations included on the tap water marketing Web site and on printed t-shirts. The plan also offers formative sponsorships that may include in-kind donations or visibility through other elements of the tap water marketing campaign.

LeBreche has informed the City that LeBreche has received sponsorship offers from two entities to date, Caldera and Unisys. The Department of Communications has reviewed the firms to check for potential conflict of interest problems, special treatment concerns or other ethical issues as provided in Chapter 15 of the Minneapolis Code of Ordinances. As a result of the review, the Department of Communications has determined that:

Caldera has no contracts with the City of Minneapolis. The company is not registered as a lobbyist or a principal according to the Minnesota Campaign Finance and Public Disclosure Board website; and

Unisys has three contracts with the City of Minneapolis, for a total of \$59,519,874. Unisys is a registered principal according to the Minnesota Campaign Finance and Public Disclosure Board website and its lobbyist is Messerli and Kramer, a firm is involved in data practices and technology issues.

RESOLUTION
of the
City of Minneapolis

WHEREAS, the City of Minneapolis has wisely invested in a state-of-the-art filtration systems to ensure that its public drinking water meets and exceeds federal and state safety requirements; and

WHEREAS, such filtration capacity is valued by other municipalities in the region who have elected to purchase water from the City of Minneapolis; and

WHEREAS, educating the public about the quality of Minneapolis tap water and how it's less expensive and better for the environment than bottled water will get more people choosing to drink tap water over bottled; and

WHEREAS, the City has undertaken a unique educational effort to both inform the public about the benefits of Minneapolis tap water and at the same time, raise awareness about the environmental impact of bottled water; and

WHEREAS, LaBreche, LLC, the agency selected to lead this initiative, has proposed a thoughtful and creative plan to leverage the City's investment in the educational effort by seeking partnerships and contributions from the business community; and

WHEREAS, the LaBreche program has attracted voluntary donors and participants from the private and corporate sectors; and

WHEREAS, donors who provide up to \$5,000 in direct contributions or in-kind support for the program will be acknowledged as "Turnkey Sponsors" eligible to have their logos prominently placed on the campaign Web site, and on promotional t-shirts, signage and other materials developed for the program; and

WHEREAS, The Caldrea Company has generously offered to donate \$5,000 to be used in the campaign for the marketing and promotion of Minneapolis tap water; and

WHEREAS, Unisys has offered to provide printing and copying services of up to \$5,000 retail value to the initiative, and

WHEREAS, Section 465.03 of Minnesota Statutes requires such gift acceptance be made my resolution of City Council, adopted by two-thirds majority of its members and expressing such terms in full.

NOW THEREFORE, Be it Resolved by the City Council of The City of Minneapolis:

That The Caldrea Company's offer of \$5,000 shall be accepted as a gift on behalf of the City of Minneapolis for Minneapolis tap water awareness.

That Unisys' offer to provide printing and copying services to the campaign be accepted as a gift on behalf of the City of Minneapolis for Minneapolis tap water awareness.