




The difference is making one.

RFP for Communication and Marketing Services

martin. × **vvk** PR+
CREATIVE × **HEARST**



It's not about business
as usual—we're here
for positive change.

Meet Team MVH

A dynamic, custom-made communications support solution assembled for the specific needs of the Great Lakes Water Authority.

THE MARTIN GROUP

An award-winning Great Lakes regional integrated communications agency with 95+ dedicated associates.

VVK PR + CREATIVE

Born and bred in Detroit and one of Southeast Michigan's most forward-thinking public relations and creative firms.

HEARST

A global media and audience data powerhouse, with connections to insights from across North America and beyond.

The company we keep





A united front
of far-reaching
expertise.

A dramatic sunset over a body of water. The sky is filled with clouds in shades of orange, red, and yellow. The sun is low on the horizon, creating a bright reflection on the water. Waves are crashing on a rocky shore in the foreground, with white foam visible. The overall mood is serene yet powerful.

The challenge and opportunity

To better establish GLWA as the leading national water and wastewater services provider, an employer of choice, a steward of public dollars, and defender of clean water.



Our approach

Implementation of an innovative communications strategy that leverages technology

In-market knowledge and external experience

Analytical insights to engage audiences—like never before

A baby with light hair is sitting up, wearing a green and white striped shirt and blue shorts. The baby is holding a clear sippy cup with an orange handle and drinking from it. The background is a blurred indoor setting with a window and some furniture.

Team MVH services

BRAND AWARENESS AND POSITIONING

Through customer feedback learnings and GLWA business goals, we will build a brand position for both today and the future

MESSAGE DEVELOPMENT

This position will be activated through refreshed messaging and collateral materials

PROACTIVE MEDIA RELATIONS

Rapid and consistent storytelling across local, regional, and even national outlets, platforms, and mediums



Additional services

CONTENT MARKETING

Creation of an always churning content machine, producing thought leadership, social media calendars, infographics, videos, public reports, and informational flyers

COMMUNITY OUTREACH

Including support for public meetings, forums, and hearings, ratepayer communications, translations, and speaker's bureau planning

INTERNAL COMMUNICATIONS

Helping to institute low-risk, high-reward changes to employee communications, helping foster a culture of awareness, authenticity, and action



Coaching, crisis management, and measurement

COACHING AND TRAINING

Supporting GLWA through media training sessions, customer service audits and script edits, and other high-value consulting

CRISIS READY ASSISTANCE

Proven understanding of water and wastewater crisis issues, and an ability to respond with real-time support, as well as preparation planning and protocol

PERFORMANCE METRICS

Creation of an activity dashboard to measure and evaluate ongoing ROI

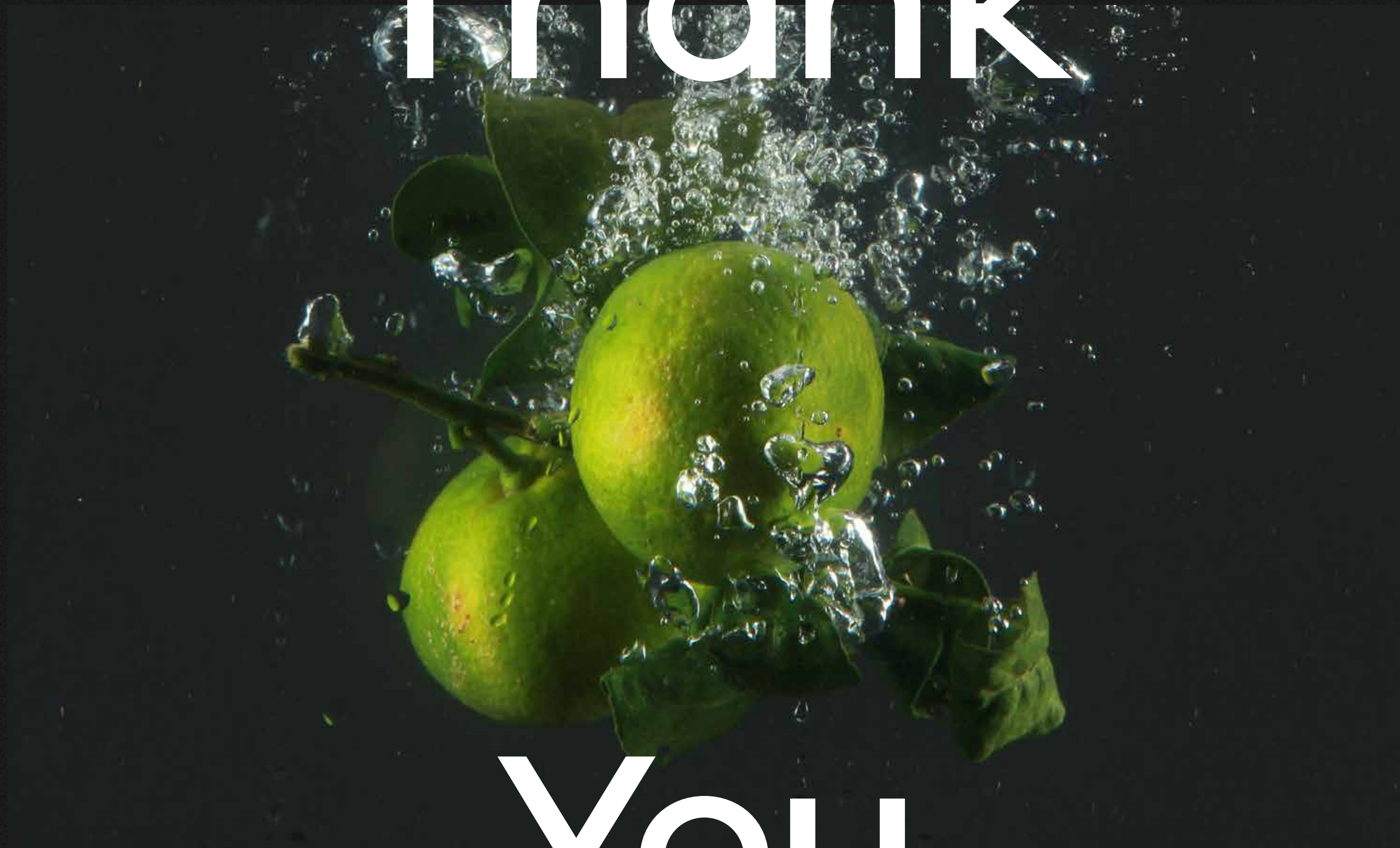


Why MVH?

- Big box, cookie-cutter solutions can only move the needle so far
- Creating change and achieving success require agility, flexibility, and a passion for doing more
- Our team can deliver the solutions and experiences that will make GLWA stand out
- We are passionate about SEM and taking your story out to the world



Thank




You

work addendum







Ratepayer Update from the Niagara Falls Water Board

The NFWB is considering a two-percent rate hike for the 2019 calendar year in order to offset rising operational costs, impending New York State minimum-wage increases, and overall economic inflation. This hike is expected to impact average residential ratepayers through an estimated \$1.97 in total additional service and delivery charges per quarter.

Prior to proposing a rate increase, the NFWB has made every effort to trim expenses and to increase revenues from sources other than ratepayers. This includes moves to generate more interest income on required reserve funds and efforts to overhaul the NFWB vehicle fleet, which have saved the NFWB \$100,000 per year. Additionally, the NFWB has applied for and received grant monies, but most of these require the NFWB to spend its own capital funds for at least 50 percent of the project costs. Moreover, these grants assist with capital projects, not operations and maintenance costs which, like inflation, rise every year.

Important Facts

- Affecting all companies, non-profits, and government entities, the general costs of doing business have continued to rise over the last several years, including in the operational areas of materials, fuel, wages, insurance, and benefits.
- The major driver of costs is increases in chemical and sludge hauling, which, at \$4,400,000, make up 11% of the proposed budget. By comparison, chemical and sludge hauling costs in 2017 were \$2,575,042.
- The NFWB's renewed focus on maintaining and improving its system, including repairing and maintaining hydrants and repairs to the wastewater treatment plant to maintain water quality, comes at a cost.
- The well-publicized July 29, 2017 discharge has not driven the need for a rate increase. In fact, the NFWB has received over \$20 million in grants in part because of attention that incident brought to wastewater treatment plants' massive investment needs.
- Salary and benefits at the NFWB remain in line with other peer water management authorities and are all accessible to the public. The NFWB keeps wages competitive in order to keep up with increases in wages across all industries and reduce costly turnover.

Questions?

If you have questions about the rate hike, please do not hesitate to contact the NFWB at contactnfwb@nfwb.org or 716.283.2870.

Mission Statement

The mission of the Niagara Falls Water Board is to provide safe and reliable water and wastewater management services to our community in an economical and efficient manner.

For more information, visit www.nfwb.org

Did you know?

With a two percent increase, most ratepayers' quarterly bill will go from \$164.89 to \$166.86, a \$1.97 increase, or \$7.88 per year.

Unlike some municipalities which charge just for drinking water supplied, the NFWB's charges include potable water, wastewater, and storm water treatment services.



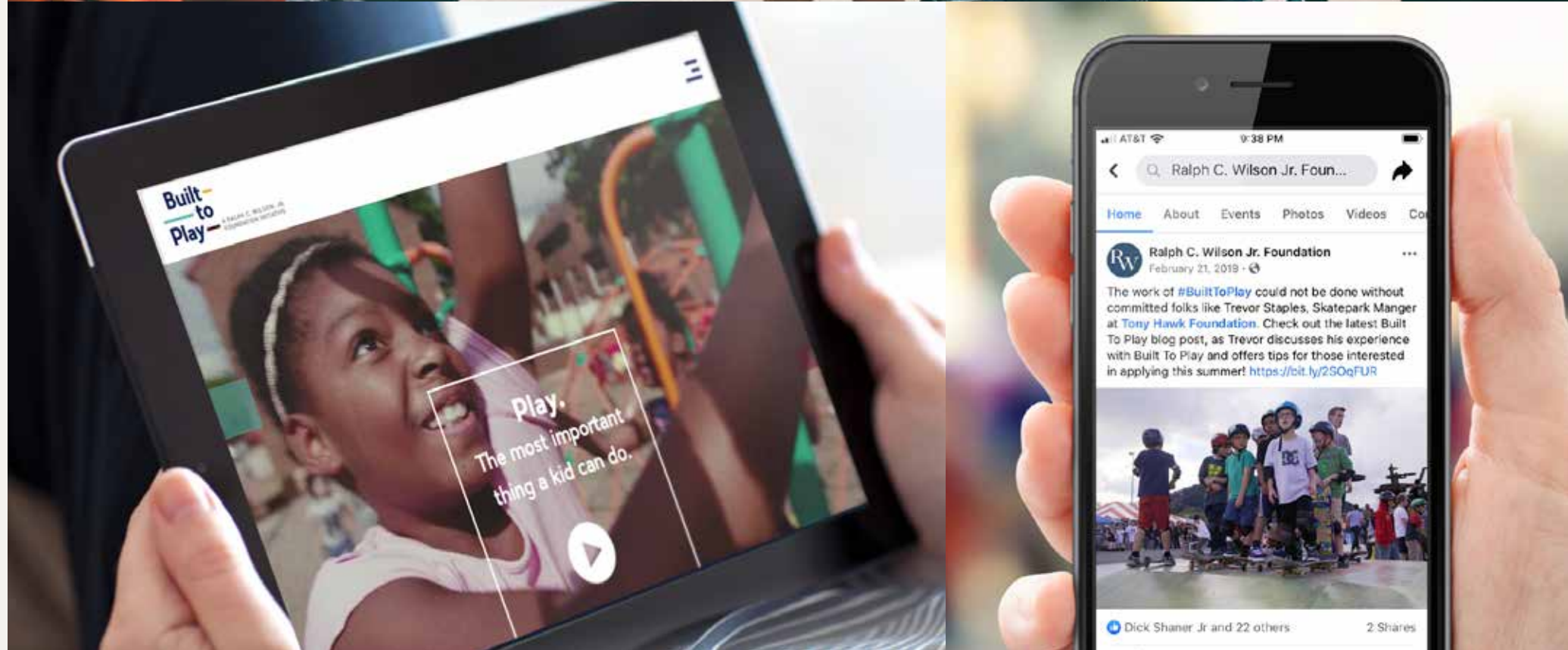


IMPACT REPORT 2017 - 2021



NIAGARA FALLS WATER BOARD

DETROIT FUTURE CITY



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