# LA HABRA HEIGHTS COUNTY WATER DISTRICT

**BOARD MEETING** 

SEPTEMBER 9, 2025

### AGENDA FOR REGULAR MEETING BOARD OF DIRECTORS LA HABRA HEIGHTS COUNTY WATER DISTRICT SEPTEMBER 9, 2025 @ 4:00PM

- 1. Roll call of Directors by Secretary
- 2. Notation of staff members and others present
- 3. **Public Communications** (Comments will be limited to 3 minutes)
- 4. Directors Report Individual, Subcommittees and/or Attended Events
- 5. Report and recommendations of General Manager:
  - a. Discuss and Approve PFAS public communications agreement with CV Strategies

6. Adjournment

Any documents that are provided to the Board of Directors regarding items on this agenda less than 72 hours prior to this meeting will be available for public inspection at the front counter of the District office located at 1271 N. Hacienda Road, La Habra Heights, California 90631

# DISCUSS AND APPROVE PFAS PUBLIC COMMUNICATIONS AGREEMENT WITH CV STRATEGIES

### LA HABRA HEIGHTS COUNTY WATER DISTRICT

### **MEMORANDUM**

DATE: SEPTEMBER 04, 2025

TO: BOARD OF DIRECTORS

FROM: JOE MATTHEWS, SECRETARY/GENERAL MANAGER

SUBJECT: PFAS PUBLIC COMMUNICATIONS AGREEMENT

The District is planning to hold public meetings to inform the community about PFAS in the Central Basin's groundwater. I met with CV Strategies, a well-regarded public communications firm with extensive experience in public outreach related to PFAS, to discuss our needs. This company comes highly recommended by several agencies that have contracted them for similar work. They provided multiple options for our consideration and will attend the board meeting to deliver a presentation.

Attached are proposals from CV Strategies for your review.

# CVSTRATEGIES PRECISION IN PERCEPTION

CALIFORNIA | ARIZONA | UTAH

August 21, 2025

Joe Matthews General Manager La Habra Heights County Water District 1271 North Hacienda Rd. La Habra Heights, CA 90631 joe@lhhcwd.com

Project Goal: Create a compelling Consumer Confidence Report to educate and inform customers about their water supply and other significant District news

### Quote/Scope of Work

OUTREACH STRATEGY	DESCRIPTION	COST
Content Development & Design	<ul> <li>Produce content to inform and educate LHHCWD customers about water quality and other key District messages</li> <li>Create a visually appealing 8-page Consumer Confidence Report (CCR), including infographics, photography, icons and other design elements</li> <li>Provide LHHCWD with review opportunities throughout the CCR creation process</li> <li>Incorporate design and content revisions as needed</li> <li>Provide digital and print-ready files of designed documents</li> </ul>	\$6,000
Multilingual Support	« Translate and produce full 8-page versions in Spanish, Korean and Simplified Chinese	\$4,500
	Subtotal	\$10,500
STATE OF LA	Total Cost (Not to exceed)	\$10,500

### ····· Rates for Communication Services

- » President \$275/hour
- » Executives \$250/hour
- » Directors \$200/hour

- » Specialist/Design/Video/Photography \$175/hour
- » Translator \$125/hour
- » Support Staff \$100/hour

Fax: 760.776.1760 info@cvstrat.com Office: 760.776.1766 cvstrategies.com

	Strategies shall be paid for all hours and expenses accrued up to the date of termination. Hard costs incurred by CV Strategies will be billed to the client with a nominal service charge of 10% (not to exceed \$250 per item). This includes all anticipated hard costs such as printing, mailing, photography, video, advertising, etc. Required travel mileage will be billed at the published IRS rate. All services and hard costs will be billed monthly. Invoices should be paid in full upon receipt.
A	greed & Approved ·····
Name	Signature
Title	Date

# CVSTRATEGIES PRECISION IN PERCEPTION

CALIFORNIA ARIZONA UTAH

August 21, 2025

Joe Matthews General Manager La Habra Heights County Water District 1271 North Hacienda Rd. La Habra Heights, CA 90631 joe@lhhcwd.com

Project Goal: Write, design and distribute newsletters to effectively communicate information about La Habra Heights County Water District services and programs

### Quote/Scope of Work

OUTREACH STRATEGY	DESCRIPTION	COST
Digital Newsletters	Collaborate with staff to identify and prioritize relevant newsletter topics      Create compelling written articles promoting District news, programs, PFAS information and other relevant messages beneficial to residents      Incorporate graphics, icons, photos, and other images to establish a colorful and visually appealing layout that captures readers' attention      Translate all content into Spanish, Korean and simplified Chinese      Design a digital newsletter including all four languages      Create a multilingual bill insert promoting the newsletter, including a QR code to direct visitors to the online version	\$3,500
	Per-Newsletter Subtotal	\$3,500
	Total Cost Per Newsletter (Not to exceed)	\$3,500

### ····· Rates for Communication Services ····

- » President \$275/hour
- » Executives \$250/hour
- » Directors \$200/hour

- » Specialist/Design/Video/Photography \$175/hour
- » Translator \$125/hour
- » Support Staff \$100/hour

### ····· Terms & Compensation ······

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Name	Signature	
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Title	Date	

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CALIFORNIA ARIZONA UTAH

August 21, 2025

Joe Matthews General Manager La Habra Heights County Water District 1271 North Hacienda Rd. La Habra Heights, CA 90631 joe@lhhcwd.com

**Project Goal:** Educate LHHCWD customers about PFAS, including health impacts, state and federal regulations and treatment options and costs, through unified messaging and a community meeting

### Quote/Scope of Work

OUTREACH STRATEGY	DESCRIPTION	COST
Develop Key Messages	<ul> <li>Research the latest PFAS information regarding state and federal regulations, health impacts, District actions and responses and other details relevant to promoting accurate information for customers</li> <li>Provide a comprehensive list of key points for Directors and staff to share unified messages of accurate information with the public</li> </ul>	\$1,800
Meeting Presentation	Utilize key messages to create a visually-compelling and informative PowerPoint presentation	\$1,200
Community Meeting	« Provide in-person support during the live community meeting	\$1,200
Live Interpretation	« Facilitate live Spanish, Korean and Simplified Chinese interpreters	\$3,000
Meeting Outreach	Develop postcards to inform LHHCWD customers about the time, location and topic of the community meeting	\$600
Collateral Support	« Create flyers in English, Spanish, Korean and Simplified Chinese to distribute at the community meeting containing key messages	\$800
Video Recording	Record video and audio of the community meeting     Share the unedited video online for those unable to attend the community meeting in person	\$600

Fax: 760.776.1760 info@cvstrat.com Office: 760.776.1766 cvstrategies.com

Website Support is available online for future Subtotal	re reference \$400
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- » President \$275/hour
- » Executives \$250/hour
- » Directors \$200/hour

- » Specialist/Design/Video/Photography \$175/hour
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···· Agreed & Approved	······
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Name	Signature	
Title	Date	

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CALIFORNIA ARIZONA UTAH

August 21, 2025

Joe Matthews General Manager La Habra Heights County Water District 1271 North Hacienda Rd. La Habra Heights, CA 90631 joe@lhhcwd.com

Project Goal: Provide comprehensive outreach on a retainer basis to help La Habra Heights County Water District educate customers through a redesigned website, quarterly newsletters, an informative Consumer Confidence Report and a community meeting about PFAS

### Quote/Scope of Work

OUTREACH	DESCRIPTION	MONTHLY	MONTHLY
STRATEGY		HOURS	COST
PFAS educational Outreach	<ul> <li>Research the latest PFAS information regarding state and federal regulations, health impacts, District actions and responses and other details relevant to promoting accurate information for customers</li> <li>Provide a comprehensive list of key points for Directors and staff to share unified messages of accurate information with the public</li> <li>Develop postcards to inform LHHCWD customers about the time, location and topic of the community meeting</li> <li>Utilize key messages to create a visually-compelling and informative PowerPoint presentation</li> <li>Create flyers in English, Spanish, Korean and Simplified Chinese to distribute at the community meeting containing key messages</li> <li>Facilitate live Spanish, Korean and Simplified Chinese interpreters</li> <li>Provide in-person support during the live community meeting</li> <li>Ensure information shared at the community meeting is available online for future reference</li> </ul>	5.5	\$1,090

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Website Redesign	« Develop the LHHCWD website as a visually compelling communications tool and information depository	7.5	\$1,450
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DESCRIPTION AND DESCRIPTION OF THE PERSON NAMED IN COLUMN TWO

readers' attention  "Translate all content into Spanish, Korean and simplified Mandarin  "Design a digital newsletter including all four languages  "Create a multilingual bill insert promoting the newsletter, including a QR code to direct visitors to the online version  "Produce content to inform and educate LHHCWD customers about water quality and other key District messages  "Create a visually appealing 8-page Consumer Confidence Report (CCR), including infographics, photography, icons and other design elements  "Provide LHHCWD with review opportunities throughout the CCR creation process  Incorporate design and content revisions as needed  "Provide digital and print-ready files of designed documents  "Translate and produce full 8-page versions in Spanish, Korean and Simplified Chinese  "Facilitate monthly meetings to discuss project progress and District needs	Additional Support	26	\$5,015
readers' attention  Translate all content into Spanish, Korean and simplified Mandarin  Design a digital newsletter including all four languages  Create a multilingual bill insert promoting the newsletter, including a QR code to direct visitors to the online version  Produce content to inform and educate LHHCWD customers about water quality and other key District messages  Create a visually appealing 8-page Consumer Confidence Report (CCR), including infographics, photography, icons and other design elements  Provide LHHCWD with review opportunities throughout the CCR creation process  Incorporate design and content revisions as needed  Provide digital and print-ready files of designed documents  Translate and produce full 8-page versions in Spanish, Korean and Simplified Chinese  Facilitate monthly meetings to discuss project progress and District needs  Provide strategic counseling on current, future and potential outreach	Additional Support		
readers' attention  "Translate all content into Spanish, Korean and simplified Mandarin  "Design a digital newsletter including all four languages  "Create a multilingual bill insert promoting the newsletter, including a QR code to direct visitors to the online version  "Produce content to inform and educate LHHCWD customers about water quality and other key District messages  "Create a visually appealing 8-page Consumer Confidence Report (CCR), including infographics, photography, icons and other design elements  "Provide LHHCWD with review opportunities throughout the CCR creation process  Incorporate design and content revisions as needed  "Provide digital and print-ready files of designed documents  "Translate and produce full 8-page versions in Spanish, Korean and Simplified Chinese		2	\$375
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readers' attention  « Translate all content into Spanish, Korean and simplified Mandarin  « Design a digital newsletter including all four languages  « Create a multilingual bill insert promoting the newsletter, including a QR code to direct visitors to the online version  « Produce content to inform and educate LHHCWD customers about water quality and other key District messages	Consumer Confidence Report	5.5	\$1,050
readers' attention  « Translate all content into Spanish, Korean and simplified Mandarin  « Design a digital newsletter including all four languages  « Create a multilingual bill insert promoting the newsletter, including a QR code to direct			
prioritize relevant newsletter topics  « Create compelling written articles promoting District news, programs, PFS information and other relevant messages beneficial to residents  « Incorporate graphics, icons, photos, and other images to establish a colorful and visually appealing layout that captures	Quarterly Digital Newsletters	5.5	\$1,050

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**:	» Directors – \$200/hour  Terms & Compensation	» Support Staff – \$100/hour		
	» Executives – \$250/hour	» Translator – \$125/hour		
	<ul><li>» President – \$275/hour</li><li>» Executives – \$250/hour</li></ul>	<ul><li>» Specialist/Design/Video/Photography – \$17.</li><li>» Translator – \$125/hour</li></ul>		

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CALIFORNIA ARIZONA UTAH

August 21, 2025

Joe Matthews General Manager La Habra Heights County Water District 1271 North Hacienda Rd. La Habra Heights, CA 90631 joe@lhhcwd.com

**Project Goal:** Create a contemporary, visually compelling, aesthetically pleasing and easy-tonavigate website to engage with customers and provide relevant information.

### Quote/Scope of Work

OUTREACH STRATEGY	DESCRIPTION	COST
Website redesign		\$12,750
Photography	<ul> <li>Assess need for images to enhance website</li> <li>Determine which District facilities, staff, local landmarks, conservation and other water usage elements to include</li> <li>Schedule and coordinate a 3-hour photography shoot</li> <li>Capture photography with a crew of two         <ul> <li>Photographer</li> <li>Field producer</li> </ul> </li> </ul>	\$1,750
	Subtotal	\$14,500
	Total Cost (Not to exceed)	\$14,500

cvstrategies.com Office: 760.776.1766 Fax: 760.776.1760 info@cvstrat.com

	Rates for Communication Services					
	» President – \$275/hour	» Specialist/Design/Video/Photography - \$175/hour				
	» Executives – \$250/hour	» Translator – \$125/hour				
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