



Resource Management Commission
Resolution
Marketing Services for Water Conservation - Contract
Austin, Texas
December 18, 2007
Vote: 8-0-0-0-1

Motion by: C. Herbert

Second by: R. Amato

For: A. Donoho, A. Martinez, J. Beckage, F. Cohagan, L. Cunningham, G. Hsieh

Against: 0

Absent: 0

Abstain: 0

Vacant: K. Strnad

Motion: Passed

The Resource Management Commission supports Austin Water Utility's Conservation Program and recommends the City Council approve execution of a contract with TKO Advertising, Inc., Austin TX, for marketing and creative services to promote water conservation efforts. The contractor will design a comprehensive slate of collateral materials, print advertisements and radio and television spots for placement by AWU beginning in the 2008 watering season.

The amount is not to exceed \$88,000.

This contract addresses one of the recommendations set forth by the Water Conservation Task Force, to create a comprehensive marketing and outreach campaign to improve public awareness of existing and upcoming water conservation programs and restrictions.



Approved, Adán Martínez, Chair

December 19, 2007