



*A healthy watershed
that meets the water
needs of all users*

Carson Water Subconservancy District

Board of Directors Meeting

April 19, 2023

Supplemental Materials

Material provided to CWSD Board of Directors by staff before the meeting:

- Item 9 For Possible Action: Approval of #2023-12 Contract with Neon for Watershed Moments PSA campaign not to exceed \$15,000:

See attached changes to proposed Neon Contract #2023-12, Exhibit A, pages 5-7

- Item 16 For Possible Action: Approval of Carson Valley Conservation District Emergency Funding Requests for 4 projects totaling \$208,805

See attached conceptual layout of emergency riverbank repair at Buzzy's Ranch

Supplemental materials posted in accordance with NRS 241.020.

**DRAFT**

EXHIBIT A

NEON Scope of Work

The “I Am Carson River Watershed” Education/Outreach Campaign is the pillar of CWSD’s Watershed-Literacy Program (WLP). The WLP aims to increase community knowledge of watershed issues, encourage and track actions that reduce nonpoint source pollution (polluted run-off); ultimately leading to water quality improvements.

Context and Background:

1. Carson River Watershed Coordination/Watershed-Literacy Project Objectives and Goals

The Watershed-Literacy survey (2015) provided baseline information about watershed resident's knowledge allowing CWSD to target Environmental Education (EE) efforts. The Carson River Coalition’s (CRC) vision is: “A Carson River watershed community that believes their behavior impacts watershed wellness and applies their knowledge to act in ways that benefit the watershed as a whole.” Thus, educating and providing example actions people can take is critical to improving water quality and reducing Nonpoint Source (NPS) pollution in the Watershed.

2. Watershed-Literacy Implementation Goals:

- a) The Watershed-Literacy Program and the “I Am Carson River Watershed” Campaign is consistent with the concept and objectives 1, 4-6 in the 2015 Watershed-Literacy Action Plan (WLAP), Watershed-Literacy survey results, and recommendations from the Marketing and Communications Plan, the 2016 EE Roundtable, and other relevant research.

Objective 1. Determine how existing programs address main messages and reach target audiences.

Objective 4. Create new and/or modify existing messages and programs. Develop new partnerships that will enhance existing programs and fill identified gaps (in survey analysis).

Objective 5. Conduct a watershed-wide media campaign to increase basic understanding of watershed concept main themes based on gap analysis. Focus on particular audience groups (adult public, youth, and policy/decision makers) using specific messages for particular topics. Messages should be developed using the seven main driving forces.

Objective 6. Implement an on-line interactive Stewardship Pledge that tracks commitments to activities that indicate behavior change.

- b) Implementation of relevant portions of [Carson River Marketing and Communication Strategy 2016](#) to be achieved through this project. See Recommendations on Page 87.
- c) With the targeted audience recommendations, continue creation of “I Am Carson River Watershed” assets supported by targeted, action-oriented, message delivery methods. The campaign will build on the existing campaign and specify actions that residents can take to improve water quality and the health of the Carson River Watershed. Obtaining community created content “Watershed Moments” to show actual actions being taken by residents in the watershed, along with the Stewardship Pledge outlined in Objective 6 above.



- d) The ultimate goal is for CR Watershed communities to remember the campaign and act on what they learned or saw others doing and for that to be evident in our next watershed-wide survey proposed for FY2024/25.

3. Build on existing "I Am Carson River Watershed" Campaign and "Watershed Moments" Campaign.

Overall NEON is responsible for creating and communicating informative, engaging, and compelling print, social media/online advertisements, educational materials, videos/public service announcements, and other campaign materials. Neon will continue to implement *I am Carson River Watershed* campaign using assets created over the past few years including stickers, splash page, short videos, and watershed moments. The watershed moments will continue to be promoted through traditional news and social media platforms over 2023-2024 and will be housed on our splash page at iamcarsonriver.org. Neon will use their independent expert knowledge and ideas to spread education and outreach messages through low or no-cost channels to as many Carson River Watershed residents, business owners and property owners as possible. CWSD will be the lead contact agency and will coordinate involvement with our broader CRC-EE partners. Neon will deliver a portfolio of creative assets in a usable digital form to CWSD based on the tasks below and the contents of this contract.

Neon will do the following tasks and provide the following deliverables:

- (a) Continue to implement overarching media campaign/strategy to engage residents to improve water quality and the health of the watershed. Create targeted media message content, graphical elements, Public Service Announcements (PSA videos) and incorporate existing and new campaign assets into various social media platforms, standard media (e.g., newspapers, online news outlets) and into the web interface/splash page for the "I Am Carson River Watershed" Campaign. NEON will coordinate media buys.

Deliverables:

- i. Media design and content for existing sites (Facebook, Instagram and CWSD's website), and the "I Am Carson River Watershed" Splash Page updates.
- ii. Any new media created such as press releases, point of sale advertising, or newspaper ads.
- iii. Media activities tracked using hashtags and provide tracking analysis using means provided by each platform and/or agreed upon tracking/analytics with CWSD.
- iv. Quarterly analytics to inform CWSD's Quarterly report to NDEP and CWSD's Board.
- v. Media buy documentation.

- (b) Professionally edit existing "Watershed Moments" (videos) to produce ~~seven-six (6)~~ 30secs long films for both television (visual) and radio (audio) time. These edited Watershed Moments will maintain their original theme encouraging local people to make personal changes and take actions to protect the watershed and limit the effects of non-point source pollution. 30 second videos will be completed in ~~both English and in Spanish~~.

Deliverables:

- i. Work with CWSD and NDEP to choose six(6) Watershed Moments to edit and create 30-second-long assets for both radio and television spots associated with the original "Watershed Moments" created by NEON in English.
- ~~i. Work with CWSD and NDEP to choose a minimum of seven Watershed Moments to edit~~



~~and create 30-second-long assets for radio and television spots associated with the original "Watershed Moments" created by NEON in English.~~

~~ii. Close Caption the 6, 30-second-long television spots for Spanish.~~

~~ii. Minimum of seven, 30-second long radio and television spots in Spanish.~~

iii. Update Campaign Splash Page/Spanish access for all the "Watershed Moments."

- (c) Neon will seek free, ~~and fee-based~~ ad space from local media groups such as Sinclair, Sierra and others to promote the new ~~six~~ seven 30-second-long radio and television spots ~~in English and Spanish~~, or the original long format videos when possible.

Deliverables:

- i. Media coordination and buy documentation.
- ii. Statistics on timing and viewership.

- (d) Continue to promote a targeted social media campaign designed to obtain additional community created "Watershed Moments." Use the existing 15 videos and newly created PSAs to encourage our community to create additional "Watershed Moments" and/or sign the pledge. Obtaining these community created vignettes and commitments will document actual actions being taken by residents in the watershed and is our updated form of our Stewardship Pledge outlined in Objective 6 above. Neon will provide their professional expertise in designing easy to follow steps for the public to create their own "Watershed Moments" and will work with CWSD and the CRC to determine the parameters.

Deliverables:

- i. Targeted Campaign documentation.
- ii. Any community created content.
- iii. Summary of tracking analytics and analysis.

- (e) Adaption of Floodplains as Community Assets PSAs with into I AM CARSON RIVER WATERSHED campaign. Update with new logos.

Deliverables:

- i. Adapted Floodplains as Community Assets videos with new logos.

- (f) An analysis of the "I AM CARSON RIVER WATERSHED" campaign 2023/2024 Social Media push to determine what worked well and what could be done differently in the future.

Deliverables:

- i. Provide a written strategic feedback summary and outcomes to CWSD to assist with final reporting and work on follow up campaigns.

- (g) CWSD may, at any time prior to the completion of the Work, direct in writing, change the Work including but not limited to the revision of the Work's scope, time period, or schedule of performance. NEON shall perform such changes to the Work as directed by CWSD in writing and shall be paid for such Work at rates established by the Agreement.

