



**QUALITY WATER
QUALITY SERVICE**

REQUEST FOR PROPOSALS

SEPTEMBER 2015

Enterprise-Wide Communications Strategy

CLAYTON COUNTY WATER AUTHORITY

**1600 Battle Creek Road
Morrow, Georgia 30260**

Proposal Opening:	Wednesday, October 14, 2015 at 3:00 p.m. (local time) 1600 Battle Creek Road, Morrow, GA 30260
Non-Mandatory Pre-Proposal Meeting:	Thursday, September 17, 2015 at 3:00 p.m. (local time) 1600 Battle Creek Road, Morrow, GA 30260

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- A: 2014 Customer Satisfaction Survey Executive Summary
- B: CCWA Public Education Action Plan for 2014-2015
- C: Community Outreach Program Summary Update 2015
- D: 2015 Media Release Schedule
- E: 2013 Multi-Family Residential F.O.G. Education Outreach Campaign
- F: 2014 Non-Dispersibles & F.O.G. Education Outreach Campaign

Addenda

(None Issued at This Time)

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Division 1

General Information

Section 1: Request for Proposals

Clayton County Water Authority
1600 Battle Creek Road
Morrow, Georgia 30260

Name of Project: **Enterprise-Wide Communications Strategy.**

The Clayton County Water Authority will open sealed proposals from vendors at its office located at 1600 Battle Creek Road, Morrow, Georgia 30260, on **Wednesday, October 14, 2015 at 3:00 p.m. (local time)** for an Enterprise-Wide Communications Strategy. Any proposals received after the specified time will not be considered.

A non-mandatory Pre-Proposal Conference will be held on **Thursday, September 17, 2015 at 3:00 p.m. (local time)** at 1600 Battle Creek Road, Morrow, Georgia 30260.

In an effort to promote responsible environmental practices the proposal package is available in electronic (Adobe PDF) format and can be requested by calling **770-960-5223**, M-F, 8:00 am - 5:00 pm or by e-mail to **CCWA_Procurement@ccwa.us**. Proposers will need to provide contact information and an email address and any file size transfer limits to insure email transmittals can be made. A hardcopy proposal package can also be requested at a cost of \$25.

Clayton County Water Authority

By: John Chafin, Chairman

END OF SECTION

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General Information

Section 2: Project Overview

2.1 Objective

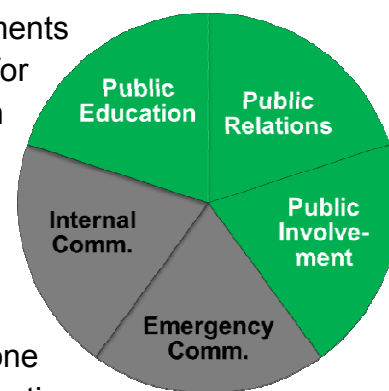
Clayton County Water Authority (CCWA) is requesting proposals from qualified firms for the purpose of developing a communications strategy/plan for customers and key stakeholders that will address areas identified for improvement in the 2014 Customer Satisfaction Survey Executive Summary (presence and involvement in the community, water taste and quality, customer understanding of infrastructure responsibility) (Exhibit A); build awareness of the unique value the CCWA brings to the Southern Crescent area of the metropolitan Atlanta region; and generate support of stakeholder groups to partner with CCWA to create economic development opportunities in Clayton County.

This would include a review of current practices and educational activities conducted, identification of areas to expand, and improve the existing public education/outreach program. The overall mission of the project is to tell our audiences what CCWA does and the value of services we provide. The strategy should focus on three components: public education, public involvement and public relations, but does not include web strategy, internal communications, or emergency communication.

2.2 Scope

The proposal should address the following scope of services:

- A. Review existing communications/outreach documents including the CCWA Public Education Action Plan for 2014-2015 (Exhibit B), Community Outreach Program Summary Update 2015 (Exhibit C), 2015 Media Release Schedule (Exhibit D), recent FOG (Fats, Oils and Grease) (Exhibit E) Outreach Campaigns (Exhibit F).
- B. Evaluate current practices. Schedule at least one meeting with CCWA staff to determine current practices and conduct brainstorming strategy session.
- C. Identify target audiences to ensure proper communications.
- D. Determine most effective communication practices.



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General Information

Section 2: Project Overview

- E. Brand Development
- F. Develop key messages to support the “Quality Water, Quality Services” Brand.
- G. Explore feasibility of securing additional resources to support communications, education and outreach through social media platforms.
- H. Develop benchmarks for level of improvement.
- I. Develop prioritized implementation plan for enterprise-wide communication strategy.
- J. Prepare a final report documenting the planning process, most effective communications practices and implementation plan.
- K. Present final plan to CCWA staff and a follow-up meeting with the CCWA Board of Directors.

2.3 Proposal Schedule

The following is a proposed schedule and a guideline for all Proposers (all time listed are local time):

Request for Proposal Released	Wednesday, September 2, 2015
Non-Mandatory Pre-Proposal Meeting	Thursday, September 17, 2015 at 3:00 PM
Deadline for Questions	Thursday, October 1, 2015 at 3:00 PM
Issue Last Addendum	Thursday, October 8, 2015 at 3:00 PM
Proposal Opening	Wednesday, October 14, 2015 at 3:00 PM
Short List Notification, if needed	On or about Friday, December 4, 2015
Shortlist Vendor Presentations, if needed	Tuesday, December 15, 2015
CCWA Board Approval	Thursday, January 7, 2016
Contract Execution	Monday, February 1, 2016
Planned Start Date	Tuesday, February 2, 2016

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Section 2: Project Overview

2.4 Addendum

Proposers may ask questions regarding this project prior to the proposal opening. To be considered, all questions must be received in writing via email (**CCWA_Procurement@ccwa.us**) or by fax (**770-960-5237**) by **3:00 p.m. (local time)** on **Thursday, October 1, 2015**. Any and all responses to proposers' questions will be issued in the form of Addenda by email. All addenda issued shall become part of the Proposal Documents.

2.5 Proposal Preparation Costs

Costs for developing proposals are entirely the responsibility of the Proposer and shall not be chargeable to the Clayton County Water Authority.

2.6 Proposal Submission

One (1) original and five (5) bound copies of the Proposal (**excluding the cost proposal form**) shall be submitted in a sealed container, and delivered by hand, courier service, or via the United States Postal Service to **Clayton County Water Authority, 1600 Battle Creek Road, Morrow, GA 30260**. No facsimiles will be accepted. At the time specified for the Proposal Opening, the sealed containers shall be publicly opened, but only the names of the Firms shall be read aloud.

2.7 Proposal Format

All proposals should be limited to 25 pages exclusive of any resumes and sample plan. All proposals should include the information outlined below and be tabbed to denote the sections as noted:

The Executive Summary information should be limited to a brief narrative highlighting the proposer's proposal. The summary should contain as little technical jargon as possible, and should be oriented toward non-technical personnel.

A one page letter of introduction and interest on letterhead. Company information must be provided as follows: the full name and physical address of the organization and the branch/office that will perform the work. Include telephone number, full mailing address, fax, email and website if applicable. Indicate whether you operate as a single proprietorship, partnership, or corporation. Include the State(s) in which you are incorporated and/or licensed to operate. A

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Section 2: Project Overview

representative who has the legal capacity to enter the organization into a formal contract **must** sign the cover letter.

A. Qualifications/Experience of Project Team and Sample Plan

This proposal response section should address the following items:

Provide an organizational chart and relevant summary experience and/or resumes of key personnel and any subcontractors proposed for the project.

Specify the office/location for each person, subcontractor identified, and the level of effort of involvement anticipated.

Submit a sample plan that you have completed in the past that most relates to this project which includes but is not limited to the following:

A comprehensive Enterprise-Wide Communication Strategy/Plan that includes such items as a conceptual plans for improvements, staffing needs and associated budget.

B. Project Understanding and Approach

Each proposal must contain a detailed description of how the proposer will provide the services outlined in the RFP. This part of the proposal may also include descriptions of any enhancements or additional services or qualifications the proposer will provide that are not mentioned in the RFP. Present a proposed schedule, including significant workshops, milestones, deliverables and activities to complete the project. Present a proposed approach to complete the services as described in this RFP.

C. References

Proposers must provide at least three (3) client references. Each reference should be for a similar project as the one being proposed for CCWA along with similar size and complexity of the CCWA requested services under this RFP.

Preference is given to clients within the State of Georgia, and in the Southeast.

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Section 2: Project Overview

Information should include at the minimum:

1. Client name, address, phone number, e-mail, and contact person.
2. A brief summary of the project and description as to the current status of the project i.e. was the plan implemented.
3. The team/staff and sub-contractors that worked on the project.

D. Cost Proposals

One (1) paper original of the cost proposal form must be submitted in a separate sealed envelope and placed within the sealed submittal package. The cost proposal envelopes will NOT be opened until all evaluations and references are completed for all proposers.

The cost must be proposed as a lump sum not to exceed cost which must be all-inclusive, including but not limited to travel, overhead, administrative costs and other incidentals.

Payments will be made based on deliverables as outlined Project Understanding and Approach. The proposer should further define their proposed deliverables with the corresponding lump sum cost with each deliverable as part of their cost proposal submission.

CCWA will make progress payments to the awarded consultant at the completion and acceptance of each proposed deliverable. The consultant will not have the ability to bill for percent of work complete within each deliverable.

CCWA reserves the right to negotiate cost with any and all Proposers that may be awarded work under this Request for Proposal. Such negotiations are at the sole discretion of the CCWA.

No other references or mentioning of costs should be included in any other section of your submitted proposal.

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Section 2: Project Overview

2.8 Evaluation Criteria:

Proposals will be evaluated by CCWA staff and ranked based on the following criteria items A-C below. CCWA staff will then evaluate the cost proposal submission and rank the proposals. CCWA reserves the right to develop a short list of the top ranked firms. At the discretion of CCWA and after a short-list of the top ranked firms is completed, presentations and interviews may be conducted to complete the selection process. Ranking of proposals, short-listing and proposed contract award will be made at the sole discretion of the CCWA and may or may not be required for this RFP.

Small Local Business Enterprise (SLBE) participation will be taken into consideration in evaluating this proposal. Determination of best responsive responsible proposer will be the sole judgment of the CCWA.

Item	Evaluation Criteria	Points
A	Qualifications/Experience of the Project Team and Sample Plan	30
B	Project Understanding and Approach	20
C	References	20
D	Cost Proposal	30
	Total Points Without Presentation	100
E	SLBE – RFP Preference Points ⁽¹⁾	5-10
F	Presentations and Interviews – <i>By short-listed firms (if requested by CCWA)</i>	20
	Maximum Total Points With Presentation	125-130

⁽¹⁾ Points to be determined depending on the proposer’s business location, after verification of CCWA SLBE certification. See Division 2, Section 8, page 2-8.3 of this proposal package.

END OF SECTION

Division 2

Proposal Requirements

Section 1: Instructions to Proposers

These instructions are to be followed by every entity proposing to provide the Clayton County Water Authority (CCWA) with goods and/or services. These instructions constitute an integral part of the proposal, and any Proposer agrees that tender of a proposal constitutes acknowledgment and acceptance of its obligation to adhere to these instructions, which are to be incorporated into and considered part of any contract the Proposer ultimately executes with the CCWA.

1. If there is any question whatsoever regarding any portion of the specifications, it shall be the Proposer's responsibility to seek clarification immediately from the CCWA, as early as possible prior to the proposal opening. Regarding public works projects, requests for interpretations of specifications must be made in writing to the department proposing out the project not later than five (5) days prior to receipt of proposals.
2. Unless it is otherwise stated in the proposal documents, it shall be the responsibility of the proposer to inform itself as to all conditions of the work site and to make and take account thereof in calculating and submitting its proposal. Documents may be made available by the CCWA during the proposal process; no warranty of accuracy is made in regard to these documents, and it is the responsibility of the proposer to make its own investigations as to the nature of the work and the conditions under which it shall be performed, and to make its own independent assumptions as to these matters. The burden of anticipating unforeseen circumstances, either hidden or latent, and the conditions of the work site and all related circumstances, and the cost of accommodating therefore should unanticipated circumstances be later encountered shall rest upon the proposer.
3. Pre-proposal meeting or any other information session will be held at the location as indicated in the solicitation. Unless indicated otherwise, attendance is not mandatory; although proposers are strongly encouraged to attend. However, in the event the meeting is mandatory, then a representative of the proposer must attend the meeting in its entirety to be considered eligible for solicitation award. Late entry to the meeting will not be allowed.
4. In the event that, after the acceptance of a proposal by the Board of Directors of the CCWA, any unsuccessful proposer wishes to contest such action, a written "Notice of Contest" must be filed with the General Manager no later than close of business on the 5th business day after the selection of successful proposer by the Board. Failure to timely file such notice shall forever preclude the filing of a contest of the award, or any civil action in the courts of the State of Georgia or of the United States.

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Proposal Requirements

Section 1: Instructions to Proposers

5. Information submitted by the Proposer in the proposal process shall be subject to disclosure after proposal award in accordance with the Georgia Open Records Act. Proprietary information must be identified and be accompanied by a signed affidavit outlining the redacted information. Entire proposals may not be deemed proprietary.
6. Proposals must be made on the enclosed Proposal Form. Unless otherwise requested, one (1) original and at least two (2) copies of the Proposal Form need to be submitted, and these copies must be typewritten or printed in ink. All copies of any Proposal Forms must be signed in ink by the person or persons authorized to sign the Proposal Form. The person signing the Proposal Form must initial any changes or corrections.
7. The name of the person, firm, or corporation making the proposal must be printed in ink, along with the Proposer's signature, on all separate sheets of the Proposal Form. If a proposal is made by an individual, his name and post office address must be shown. If made by a firm, or partnership, the name and the post office address of each member of the firm or partnership must be shown. If made by a Corporation, the person or persons signing the proposal must show the name of the State under the laws of which the Corporation is chartered and his, or their, authority for signing same. The names, titles and addresses of the President, Secretary and the Treasurer and the corporate authority for doing business in this state shall be listed and returned with the Proposal Form.
8. All proposals must be hand delivered, delivered by courier service, or mailed via the United States Postal Service. No facsimiles will be accepted. The person, firm, or corporation making the proposal shall submit it in a sealed envelope on or before the date and time specified in the proposal package. The envelope shall be marked "**Sealed Proposal**" and carry the proposal title, Contractor's License Number and date and time of opening as set forth in the proposal package. The envelope shall also bear the name of the party making the proposal and the party's address. Address proposals to *Clayton County Water Authority, 1600 Battle Creek Road, Morrow, Georgia, 30260*. Even if a proposal is not submitted, the Proposal Form should be returned signed and with an explanation, otherwise the result will be deletion from the mailing list.
9. If published price books are a part of your proposal, one price book must be included with your Proposal Form, and the successful Proposer is required to furnish additional current price books after award of the proposal.

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Proposal Requirements

Section 1: Instructions to Proposers

10. Alterations to the documents are strictly prohibited and shall result in automatic disqualification of the Contractor's proposal. If there are "exceptions" to the specifications or comments to any of the solicitation requirements or other language, then the proposer may ask questions regarding those requirements or submit additional documentation as to the variation from the specifications, but may not alter any of the language contained in the solicitation.
11. In the case of goods, the person, firm or corporation making the proposal may propose all items. All items may be considered separately, at the discretion of the CCWA.
12. Bids for public works whose price exceeds \$100,000.00 must be accompanied by a certified check, cashier's check, or acceptable bid bond in an amount not less than five percent (5%) of the amount bid.
13. Proposers for construction contracts where the laws of Georgia or the United States of America require a license in order to perform such construction must list the license number and class on the face of the proposal envelope and must enclose copies of any required license with the proposal.
14. When public work is let out for proposal, no person shall prevent or attempt to prevent competition in such proposal. Such Proposers must make an oath filed with the officer who makes payments under the contract that they have not prevented or attempted to prevent competition in the proposal process. Such oath must be signed by: if a partnership, all partners and any officer or agent or other person who acted on the partnership's behalf during the proposal process; if a corporation, all officers, agents, or other persons who acted for the corporation in the proposal process.
15. Proposals shall not be withdrawn or cancelled by the proposer past the proposal opening date and time. The proposer may make modifications/corrections to the proposal by submitting a corrected seal proposal but only if the change is prior to the proposal opening. The corrected document should be clearly marked that it supersedes the proposal originally submitted. No modification or corrections will be allowed subsequent to the proposal opening.
16. By tendering a proposal, a Proposer agrees to leave the proposal open for acceptance by the CCWA for ninety (90) days after the date set for the opening thereof.

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Proposal Requirements

Section 1: Instructions to Proposers

17. By tendering a proposal, the Proposer certifies that the Proposer has carefully examined these instructions and the terms and specifications applicable to and made a part of the proposal. The Proposer further certifies that the prices shown in any schedule of items on which the Proposer is proposing are in accordance with the conditions, terms and specifications of the proposal and that they are aware that any exception taken thereto may disqualify the proposal. Proposers are required to inform themselves fully as to the availability of materials and the conditions relating to construction and labor under which any work will be or is now being performed. No error or misjudgment nor any lack of information on local conditions, general laws or regulations on the part of the Proposer shall merit withdrawal of the proposal.
18. Copies of all communication pertaining to proposals must be sent to the Contracts, Compliance and Risk Management Section.
19. The purpose of this proposal is to establish contract prices. Unit price extension and net total must be shown if applicable. Cash discounts should be indicated separately. The CCWA is exempt from federal or state sales taxes; do not include such amounts in the proposal. Exemption certificates are furnished upon request.
20. Proposers are hereby notified and agree by submission of a Proposal Form that if additional items not listed in the Proposal Form become necessary and require unit prices not established by the Proposal Form, the unit prices of such items shall be negotiated and shall be directly proportional to the established unit prices of similar items in the Proposal Form.
21. All prices on goods shall be for delivery, our destination, f.o.b. freight prepaid Jonesboro, Georgia, and/or Morrow, Georgia, unless otherwise shown. Any deliveries shall be made as needed and requested throughout the contract period.
22. Quantities when shown are estimates only, based on anticipated needs. The CCWA reserves the right to purchase more or less based on actual need at contract price. If a Proposer intends to offer minimum or maximum shipment quantities, such intent and such quantities should be specified on the Proposal Form. Otherwise, none will be assumed.
23. The time for completion of the work is stated in the Proposal Form. Failure to complete the work within this period shall result in payment to the CCWA of liquidated damages in an amount provided for by contract for each calendar day in excess of the Contract time.

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Proposal Requirements

Section 1: Instructions to Proposers

24. The Proposer must employ such methods and means in carrying out the work as will not cause any interruption of or interference with any other Proposer.
25. The successful Proposer must comply with the applicable Risk Management Requirements prior to beginning performance, and during the contract period.
26. The Contract between the CCWA and the Proposer shall be executed on a form provided by CCWA and will be subject to all requirements of the contract documents (which include but may not be limited to the Contract, these instructions, any Purchase Orders, the Risk Management Requirements, and the Hold Harmless Agreement), and shall form a binding contract between the contracting parties.
27. Failure to execute the Contract, any required Surety Performance and Payment Bonds, or to furnish any required satisfactory proof of carriage of required insurance within ten (10) days from the date of notice of award of the Contract shall be just cause for the annulment of the award and for forfeiture of the proposal guaranty to the CCWA, not as a penalty, but in liquidation of damages sustained. At the discretion of the CCWA, the award may then be made to the next lowest responsible proposer, or the work may be re-advertised or constructed by the CCWA.
28. Any Contract and Contract Bonds shall be executed in duplicate.
29. Award of this proposal shall be by action of the CCWA Board at its regular monthly meeting.
30. The CCWA reserves the right, with or without notice or cause, to accept any proposal regardless of the amount thereof; to reject any proposal, or any number of proposals; to negotiate with any Proposer for a reduction of or alterations in its proposal; to reject all proposals and to call for additional proposals upon the same or different invitations to proposal, plans or specifications; to be sole judge, in its discretion, on all questions as to whether or not a proposal complies with the invitation to proposal, the plans or the specifications, and as to the solvency and sufficiency of any and all sureties on all bonds.
31. The apparent low proposal for goods shall be considered to be the lowest aggregate total price of specified products at their unit prices times the estimated required quantities of these specified products.
32. While price is the prime criteria, and the CCWA intends to purchase at the lowest responsible proposal available, price shall not be the sole criteria utilized by the

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Proposal Requirements

Section 1: Instructions to Proposers

CCWA in evaluating the proposal package submitted. The following criteria shall also be utilized by the CCWA in determining the lowest responsible proposal:

- a. Ability of proposer to perform in the time frame needed by the CCWA.
 - b. Reputation of the proposer in its industry.
 - c. Reasonableness of the proposal in relation to anticipated costs.
 - d. Ongoing relationships with the CCWA based on above-average prior performance of work with the Authority.
 - e. Preference for local proposers where there is no significant variance in price or service.
33. Proposers are notified that the Authority reserves the right except in the case of public works contracts to include among the factors considered in awarding the contract the proximity of each Proposer's place of business to any affected Authority facility. The Authority further reserves the right to award the contract to a Proposer other than the Proposer offering the lowest price where: (a) the difference in price between the low Proposer and the preferred Proposer is nominal; and (b) the Authority's Board determines that the preferred proposal provides the most cost effective option due to the closer proximity of the preferred Proposer's place of business to the affected Authority facility or facilities. In such a situation, by responding to this proposal, the Proposer waives any cause of action against the Authority for frustration of proposal or under any similar legal theory; furthermore, the Proposer agrees to pay all costs and expenses, including but not limited to attorney fees, incurred by the Authority in defending against any such claim.
34. It is the policy of the Clayton County Water Authority (CCWA) to promote award of sub-agreements for goods and/or services to qualified minority and women-owned businesses. Proposers are encouraged to solicit small local, minority and women-owned businesses whenever they are potential sources.
35. Proposers are encouraged to utilize the services and assistance of the U.S. Small Business Administration (SBA), and the office of the Department of Commerce Minority Business Development Agency (MBDA). These agencies can provide assistance in securing the names of qualified minority and women-owned businesses. Additionally, it is encouraged that proposers access certified Small Local Business Enterprise (SLBE) vendors from Clayton County, DeKalb County, and City of Atlanta.

The Georgia Department of Transportation (DOT) has established a list of qualified Disadvantaged Business Enterprises. Information is available online under the tab for "Directories", link for "UCP Directory - Excel" at:

<http://www.dot.ga.gov/PS/Business/DBE>.

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Proposal Requirements

Section 1: Instructions to Proposers

The successful Proposer will be asked to provide, along with his Request for Payment each month a list of qualified SLBE and MBE/WBE businesses utilized on this Project.

GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT OF 2006

36. Pursuant to the Georgia Security and Immigration Compliance Act of 2006, the successful Proposer understands and agrees that compliance with the requirements of O.C.G.A.13-10-91 and Georgia Department of Labor Rule 300-10-02 are conditions of this proposal and contract document. The Proposer further agrees that such compliance shall be attested by the Proposer and any of his Subcontractors by execution of the appropriate Affidavit and Agreement included after the Agreement Form of these documents.

END OF SECTION

Division 2

Proposal Requirements

Section 2: Risk Management Requirements

The Contractor will provide minimum insurance coverage and limits as per the following: The Contractor will file with CCWA Certificates of Insurance, certifying the required insurance coverages and stating that each policy has been endorsed to provide thirty (30) day notice to CCWA in the event that coverage is cancelled, non-renewed, or the types of coverage or limits of liability are reduced below those required. All bonds and insurance coverage must be placed with an insurance company approved by CCWA's Management, admitted to do business in the State of Georgia, and rated Secure ("B+" or better) by A.M. Best Company in the latest edition of Property and Casualty Ratings, or rated by Standard & Poors Insurance Ratings, latest edition as Secure ("BBB" or better). Worker's Compensation self-insurance for individual Contractors must be approved by the Worker's Compensation Board, State of Georgia and/or Self-Insurance pools approved by the Insurance Commissioner, State of Georgia.

CONTRACTS FOR UP TO \$50,000

Worker's Compensation – Worker's Compensation coverage on a statutory basis for the State of Georgia with an Employer's Liability limit of \$100,000 each Accident, Disease \$100,000 each employee, \$500,000 Disease policy limit.

Automobile Liability – Automobile liability coverage for owned, hired and non-owned vehicles in the amount of \$500,000 combined single limit.

Commercial General Liability – Coverage to be provided on "occurrence" not "claims made" basis. The coverage is to include Contractual liability, Per Project Limit of Liability, losses caused by Explosion, Collapse and Underground ("xcu") perils, the "Clayton County Water Authority" is to be added as an Additional Insured and Products and Completed Operations coverage is to be maintained for three (3) years following completion of work.

CONTRACTS FOR MORE THAN \$50,000

Worker's Compensation – Worker's Compensation coverage on a statutory basis for the State of Georgia with an Employer's Liability limit of \$1,000,000. The increased Employer's Liability limit may be provided by an Umbrella or Excess Liability policy.

Automobile Liability - Automobile liability coverage for owned, hired and non-owned vehicles in the amount of \$1,000,000 combined single limit.

Commercial General Liability – Coverage to be provided on "occurrence" not "claims made" basis. The coverage is to include Contractual liability, Per Project Limit of Liability, losses caused by Explosion, Collapse and Underground ("xcu") perils, the "Clayton County Water Authority" is to be added as an Additional Insured and Products and Completed Operations coverage is to be maintained for three (3) years following completion of work.

Division 2

Proposal Requirements

Section 2: Risk Management Requirements

RISK MANAGEMENT REQUIREMENTS (Cont'd)

CONTRACTS FOR UP TO \$50,000

CONTRACTS FOR MORE THAN \$50,000

LIMITS OF LIABILITY:

\$1,000,000	Per Occurrence
\$1,000,000	Personal and Advertising
\$50,000	Fire Damage*
\$5,000	Medical Payments*
\$1,000,000	General Aggregate
\$1,000,000	Products/Completed Operations per Occurrence and Aggregate

**These are automatic minimums*

Professional Liability – Professional liability is required at a coverage limit of at least \$1,000,000.

Umbrella and/or Excess Liability – The umbrella or Excess Liability Policy may be used to combine with underlying policies to obtain the limits required. The Management of the CCWA may elect to require higher limits.

Professional Liability – Professional liability is required at a coverage limit of at least \$1,000,000.

END OF SECTION

Division 2

Proposal Requirements

Section 3: Proposal Submittals

3.1 Required Submittals (Forms):

The following forms are required to be included as part of the proposal submittal. Failure to include any of these items may result in the proposal being deemed non-responsive:

- A. Cost Proposal Form – Proposers must submit their completed and signed Cost Proposal Form in a separate sealed container which should be marked “Cost Proposal Form”, and include the proposal title, opening date and time. **Cost Proposal Forms shall not be altered or modified.**
- B. Proposer Qualification Information Form.
- C. Georgia Security and Immigration Compliance Act of 2006 Form.
- D. Contractor Affidavit and Agreement Form.
- E. Subcontractor Affidavit Form.

If a Contractor/Subcontractor will not be performing any services under this contract, the Contractor/company submitting the bid MUST also complete, sign, date, and have both Affidavit forms notarized and make proper notation of "N/A" - Not Applicable.

Clayton County Water Authority (CCWA) cannot consider any proposal which does not include completed affidavits. It is not the intent of this notice to provide detailed information or legal advice concerning the Georgia Security & Immigration Compliance Act of 2006, as amended on May 11, 2009. All Proposers intending to do business with CCWA are responsible for independently apprising themselves and complying with the requirements of that law, and its effect on CCWA procurements and their participation in those procurements.

- F. Addenda (if any).
- G. SLBE Forms.

END OF SECTION

Division 2

Proposal Requirements

Section 4: Cost Proposal Form

This Form must be provided in a separate sealed envelope, and placed within the completed sealed RFP submittal package.

Proposal of _____

(Hereinafter "Proposer"), organized and existing under the laws of the State of _____, doing business as _____ (insert "a corporation," "a partnership," or "an individual" or such other business entity designation as is applicable).

To the Clayton County Water Authority (hereinafter "Owner").

In compliance with the Request for Proposals, Proposer hereby proposes to perform all work for **Enterprise-Wide Communications Strategy** in strict accordance with the Contract Documents as enumerated in the Request for Proposals, within the time set forth therein, and at the prices stated below.

By submission of this proposal, Proposer certifies, and in the case of joint proposal each party thereto certifies as to the party's own organization that this proposal has been arrived at independently, without consultation, communication, or agreement as to any matter relating to this proposal with any other Proposer or with any competitor. Proposer also certifies compliance with the Instructions to Proposers.

In submitting this proposal, Proposer certifies that he/she is qualified to do business in the state of Georgia as required by laws, rules, and regulations or, if allowed by statute, covenants to obtain such qualification prior to contract award.

CONTRACT EXECUTION:

The undersigned Proposer agrees, if this proposal is accepted, to enter into an Agreement with OWNER on the form included in the Documents to perform and furnish Work as specified or indicated in the Documents for the Contract Price derived from the proposal and within the times indicated herein and in accordance with the other terms and conditions of the Documents.

Proposer accepts the terms and conditions of the Documents.

CONTRACT TIME:

Proposer hereby agrees to commence work within ten (10) calendar days from the date the Contract is fully executed or on a date to be specified in the Notice to Proceed.

INSURANCE:

Proposer further agrees that proposal amount(s) stated herein includes specific consideration for the specified insurance coverages.

Division 2

Proposal Requirements

Section 4: Cost Proposal Form

PROPOSAL:

The undersigned proposes to complete, in all respects, sound, complete and conformable with this Contract Document the following work for the following amounts.

ADDENDA:

Proposer acknowledges receipt of the following Addenda:

In compliance with the Request for Proposals, Proposer hereby proposes to provide with **Enterprise-Wide Communications Strategy** in strict accordance with this Contract Documents as enumerated in the Request for Proposals, within the time set forth therein and at the lump sum price.

COST PROPOSAL FORM:

Item	Deliverable (as defined by Proposer)	Total Amount
1		
2		
3		
4		
5		
6		
LUMP SUM TOTAL (Not to Exceed)		\$

If the Proposer is certified as a Small Local Business Enterprise (SLBE) with CCWA, the CCWA SLBE Certification number must be entered below, as well as the County where the business is located in. According to the county of business address, the corresponding percentage of bid discount will be determined as outlined on page 2-8.3 of this package. Information provided on this form will be subject to verification by CCWA.

CCWA SLBE Certification No. _____ County: _____

Applicable Preference Points (please check one): 10 7.5 5

Submitted by: _____
COMPANY NAME OF PROPOSER

Division 2

Proposal Requirements

Section 4: Cost Proposal Form

Submitted by:

COMPANY NAME OF
PROPOSER:

By: (OFFICER NAME)

SIGNATURE:

TITLE:

COMPANY ADDRESS:

CITY, STATE, ZIP CODE:

PHONE NUMBER:

FAX NUMBER:

EMAIL ADDRESS:

DATE:

END OF SECTION

Division 2

Proposal Requirements

Section 6: Proposer Qualification Information

COMPANY NAME OF PROPOSER: _____

NUMBER OF YEARS IN BUSINESS _____

BUSINESS ADDRESS OF COMPANY: _____

TELEPHONE NUMBER: _____

FAX NUMBER: _____

POINT OF CONTACT NAME: _____

POINT OF CONTACT EMAIL ADDRESS: _____

COMPANY TAX ID NUMBER: _____

COMPANY WEBSITE: _____

ENTITY TYPE: Individual/Sole Proprietor Employee Owned Company
 Privately Held Corporation/LLC Partnership
 Publicly Owned Company Attorney
 Other (specify): _____

NAME OF PRINCIPAL OFFICERS: _____

END OF SECTION

Division 2

Proposal Requirements

Section 7: Contractor Affidavit and Agreement

GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT OF 2006

- A. Pursuant to the Georgia Security and Immigration Compliance Act of 2006, the Contractor understands and agrees that compliance with the requirements of O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-.02 are conditions of this Agreement. The Contractor further agrees that such compliance shall be attested by the Contractor through execution of the contractor affidavit required by Georgia Department of Labor Rule 300-10-1-.07, or a substantially similar contractor affidavit. The Contractor's fully executed affidavit is attached hereto as Exhibit ____ and is incorporated into this Agreement by reference herein.

- B. By initialing in the appropriate line below, the Contractor certifies that the following employee-number category as identified in O.C.G.A. § 13-10-91 is applicable to the Contractor:
 - 1. _____ 500 or more employees;
 - 2. _____ 100 or more employees;
 - 3. _____ Fewer than 100 employees.

- C. The Contractor understands and agrees that, in the event the Contractor employs or contracts with any subcontractor or subcontractors in connection with this Agreement, the Contractor shall:
 - 1. Secure from each such subcontractor an indication of the employee-number category as identified in O.C.G.A. § 13-10-91 that is applicable to the subcontractor;
 - 2. Secure from each such subcontractor an attestation of the subcontractor's compliance with O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02 by causing each such subcontractor to execute the subcontractor affidavit required by Georgia Department of Labor Rule 300-10-1-.08, or a substantially similar subcontractor affidavit. The Contractor further understands and agrees that the Contractor shall require the executed subcontractor affidavit to become a part of the agreement between the Contractor and each such subcontractor. The Contractor agrees to maintain records of each subcontractor attestation required hereunder for inspection by the Clayton County Water Authority at any time."

Contractor _____

Authorized Signature: _____

Name: _____

Title: _____

Date: _____

Division 2

Proposal Requirements

Section 7: Contractor Affidavit and Agreement

CONTRACTOR AFFIDAVIT AND AGREEMENT

By executing this affidavit, the undersigned contractor verifies its compliance with [O.C.G.A. 13-10-91](#), stating affirmatively that the individual, firm, or corporation which is contracting with the Clayton County Water Authority has registered with, is participating in, uses, and will continue to use for the duration of the contract, the federal work authorization program - EEV/Basic Pilot Program operated by the U. S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA), commonly known as E-Verify, in accordance with the applicability provisions established in [O.C.G.A. 13-10-91](#).

The undersigned further agrees that, in connection with the physical performance of services pursuant to this contract with the Clayton County Water Authority, the contractor will only employ or contract with subcontractor(s), who can present a similar affidavit verifying the subcontractor's compliance with [O.C.G.A. 13-10-91](#). Contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the Clayton County Water Authority within five days of the subcontractor(s) presenting such affidavit(s) to the contractor.

EEV / Basic Pilot Program* User Identification Number
Enter four to six digit numbers

BY: Authorized Officer or Agent
(Contractor Name)

Date

Title of Authorized Officer or Agent of Contractor

Printed Name of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME ON THIS

THE _____ DAY OF _____ 20____.

Notary Public

My Commission Expires

Division 2

Proposal Requirements

Section 7: Contractor Affidavit and Agreement

SUBCONTRACTOR AFFIDAVIT AND AGREEMENT

By executing this affidavit, the undersigned subcontractor verifies its compliance with [O.C.G.A. 13-10-91](#), stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract with _____ on behalf of the Clayton County Water Authority has registered with, is participating in, uses, and will continue to use for the duration of the contract the federal work authorization program - EEV/Basic Pilot Program operated by the U. S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA), commonly known as E-Verify, in accordance with the applicability provisions and deadlines established in [O.C.G.A. 13-10-91](#).

The undersigned further agrees that, in connection with the physical performance of services pursuant to this contract with _____ on behalf of the Clayton County Water Authority, the subcontractor will only employ or contract with sub-subcontractor(s), who can present a similar affidavit verifying the sub-subcontractor's compliance with [O.C.G.A. 13-10-91](#). The undersigned further agrees that the Subcontractor will maintain records of such compliance and provide a copy of each such verification to the Contractor within five days of the sub-subcontractor(s) presenting such affidavit(s) to the Sub-contractor.

EEV / Basic Pilot Program* User Identification Number
Enter four to six digit numbers

BY: Authorized Officer or Agent
(Subcontractor Name)

Date

Title of Authorized Officer or Agent of Subcontractor

Printed Name of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE _____ DAY OF _____
20____.

Notary Public

My Commission Expires

Division 2 **Proposal Requirements**

Section 8: Small Local Business Enterprises (SLBE) - General Information

8.1 Program Overview

Clayton County Water Authority (CCWA) has implemented a Small Local Business Enterprise Program to promote full and open competition in all government procurement and purchasing. Goals for participation of Small Local Business Enterprises (SLBE's) are set on a contract by contract basis for each specific prime contract with subcontracting possibilities. CCWA wants to ensure that Proposers are non-discriminatory in their process of selecting subcontractors. CCWA also wants to encourage Proposers to utilize small, minority or woman-owned businesses whenever possible. All forms included in this solicitation must be completed for Proposer to be considered responsive.

SLBE means a locally-based small business operating inside or outside of Clayton County, which meets the following criteria:

- A) Independently owned and operated business concern whose average annual gross receipts for the previous three years must not exceed (1) Construction Firms – \$5,000,000, (2) Professional Services Firms – \$1,000,000, (3) Architectural & Engineering – \$2,000,000, and (4) Goods & Services – less than 100 employees.
- B) Locally based, meaning located and operating in Clayton County or the ten (10) counties of Cherokee, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, Rockdale and Spalding for at least one year prior to submitting application for certification.

If a firm is locally-based in one of the counties mentioned above, is currently certified as a small business through the DeKalb County, Clayton County, or the City of Atlanta, and can provide evidence of its certification, the firm will be provisionally accepted as a SLBE, provided that they complete the official certification application for CCWA within two (2) years following the date of provisional certification. If a firm meets these qualifications, but is not currently certified as a small business, then the firm must complete an application for certification with CCWA no later than seven (7) business days following the deadline for proposal submission.

SLBE's must perform a commercially useful function, which means performance of provision of real and actual services under the contract or subcontract with CCWA. Factors such as the nature and amount of the work subcontracted; whether the SLBE has the skill and expertise to perform the work for which it has been certified; whether the SLBE actually performs, manages or supervises the

Division 2 **Proposal Requirements**

Section 8: Small Local Business Enterprises (SLBE) - General Information

work; and whether the SLBE intends to purchase commodities and/or services from a non-SLBE and simply resell them will be considered in determining if the SLBE is performing a commercially useful function.

8.2 SLBE Required Forms

This package contains the following forms that Proposers are required to submit along with their proposals (in addition to general contractor forms):

- A) SLBE-1 – Covenant of Non-Discrimination: The signed agreement stating that the firm will not discriminate on the basis of a firm's size (revenue or employee count) with regard to prime contracting, subcontracting, or partnering opportunities.
- B) SLBE-2 – Sub-Contractor Contact Form: A list of all firms contacted to participate as SLBE sub-contractors/suppliers on a contract.
- C) SLBE-3 – SLBE Sub-Contractor/Supplier Utilization Form: A list of all firms procured as SLBE sub-contractors/suppliers to be utilized on a contract.

8.3 SLBE Optional Forms

The following form is for information and tracking purposes only, to be provided post award, at the proposer's option:

- A) SLBE-4 – Post-Award–Monthly SLBE Participation Report–RFP Preference Points: Report detailing amount paid to SLBE sub-contractor on the contract.

8.4 Overview of RFP Preference Points

RFP Preference Points are incentives that range between 5 and 10 points for the use of a certified SLBE (prime or sub-contractor) located in Clayton County or the ten (10) counties outlined in this section. RFP Preference points will be added to the total score for evaluation purposes in determining the highest ranked responsible responsive proposer.

Division 2 Proposal Requirements

Section 8: Small Local Business Enterprises (SLBE) - General Information

<u>Example:</u>			
General proposal requirements		(POSSIBLE TOTAL 50 POINTS)	
Technical requirements		(POSSIBLE TOTAL 50 POINTS)	
SLBE Preference Points		(POSSIBLE TOTAL 10 POINTS)	
<u>SLBE Proposal</u>		<u>NON-SLBE Proposal</u>	
General Requirements	40	General Requirements	40
Technical Requirements	30	Technical Requirements	30
SLBE Preference Points –Clayton	10	No SLBE Preference	0
TOTAL POINTS	80	TOTAL POINTS	70

The calculation of RFP Preference Points shall be as follows:

There will be an applied tiered preference points based on what county the business is located:

- a) 10 points for SLBE’s in Clayton County.
- b) 7.5 points for SLBE’s in DeKalb, Fayette, Fulton, Henry and Spalding.
- c) 5 points for SLBE’s in Cherokee, Cobb, Douglas, Gwinnett and Rockdale.

Points will be given to Proposers who are SLBE Primes or Primes using a small local subcontractor.

In the event of a tie proposal between a SLBE Proposer and a Non-SLBE Proposer, the SLBE Proposer will be recommended for the contract.

By signing the proposal, the proposer is certifying that he/she has complied with the requirements of this program. Please contact Contracts, Compliance and Risk Management at ccwa_slbe_program@ccwa.us for a list of certified SLBE’s. For your convenience, the list is provided by clicking [here](#).

Division 2 **Proposal Requirements**

Section 8: Small Local Business Enterprises (SLBE) - General Information

FORM SLBE-1

COVENANT OF NON-DISCRIMINATION

The undersigned understands that it is the policy of the Clayton County Water Authority (CCWA) to promote full and equal business opportunity for all persons doing business with CCWA. The undersigned covenants that we have not discriminated on the basis of a firm's revenue or employee count with regard to prime contracting, subcontracting or partnering opportunities. The undersigned further covenants that we have completed truthfully and fully the required forms SLBE-2, SLBE-3 and SLBE-4. Set forth below is the signature of an officer of the proposing entity with CCWA to bind the entity.

I, _____ (Name, Title), on behalf of _____
_____ (Company), by my signature below, do hereby promise:

1. To adopt the policies of Clayton County relating to equal opportunity in contracting on projects and contracts funded, in whole or in part, with funds of CCWA;
2. Not to otherwise engage in discriminatory conduct;
3. To provide a discrimination-free working environment;
4. That this Covenant of Non-Discrimination shall be continuing in nature and shall remain in full force and effect without interruption; and
5. That this Covenant of Non-Discrimination shall be incorporated by reference into any contract or portion thereof which we may hereafter obtain.

We understand that our failure to satisfactorily discharge any of the promises of non-discrimination as made and set forth herein shall constitute a material breach of contract.

Signature of Attesting Party

Title of Attesting Party

On this ____ day of _____, 20____, before me appeared _____,
the person who signed the above covenant in my presence.

Notary Public

My Commission Expires

[Seal]

FORM SLBE-2

SUB-CONTRACTOR CONTACT FORM – PREFERENCE POINTS

INSTRUCTIONS TO CONTRACTORS

The prime contractor must complete and sign the sub-contractor contact form and submit the completed and signed form with the proposal. **Failure to submit this form may result in the proposal being deemed non-responsive.**

SLBE Prime Contractors: If you are the prime contractor on the project AND also the SLBE on the project and will NOT use any other SLBE firms as sub constructors, check the box at the top of the form and sign the form.

1. Name of contractor/supplier: Provide name of the contractor or supplier you contacted to perform on the contract.
2. Contact Name, Address and Phone Number: Provide the contact information of the contractor/supplier you contacted.
3. County of Clayton Business License: State if the contractor/supplier you contacted is a Clayton County Licensed business.
4. Type or work solicited for: Describe the type of work for which you are soliciting from the contractor/supplier.
5. Business Ownership (SLBE/non-SLBE): State whether the contractor/supplier you contacted is an SLBE or non-SLBE.
6. Results of Contact: Describe the results of your contact.
7. Sign and date the form.

FORM SLBE-2

SUB-CONTRACTOR CONTACT FORM – RFP PREFERENCE POINTS

List all sub-contractors or suppliers (SLBE and Non-SLBE) that were contacted regarding this project.

IF THE PRIME IS THE SLBE ON THE PROJECT CHECK THE BOX

Name of Sub-Contractor/ Supplier	Contact Name, Address and Phone Number	County of Clayton Business License? (Yes or No)	Type of Work Solicited for	Business Ownership <small>(Enter SLBE or Non SLBE)</small>	Results of Contact
Company ABC	123 Main Street Morrow, GA 30260 770-123-4567	Yes	Legal Services	Non SLBE	Not Available to perform as sub
Company 123	ABC Main Street Atlanta, GA 30303 770-456-1234	No	Legal Services	Non SLBE	Will perform as sub

FORM SLBE-2

SUB-CONTRACTOR CONTACT FORM – RFP PREFERENCE POINTS (Cont'd)

List all sub-contractors or suppliers (SLBE and Non-SLBE) that were contacted regarding this project.

Name of Sub-Contractor/ Supplier	Contact Name, Address and Phone Number	County of Clayton Business License? (Yes or No)	Type of Work Solicited for	Business Ownership <small>(Enter SLBE or Non SLBE)</small>	Results of Contact

Proposer's Name: _____ Project Name: _____

Signature: _____ Date: _____

FORM SLBE-3

SUB-CONTRACTOR/SUPPLIER UTILIZATION – RFP PREFERENCE POINTS

INSTRUCTIONS TO CONTRACTORS

The prime contractor must complete the project participation plan for sub-contractor/supplier utilization and submit the form with the proposal. **Failure to submit this form will result in being deemed non-responsive.**

1. Name of contractor/supplier: Provide name of the contractor or supplier you contacted to perform on the project.
2. Certified as SLBE: State if the subcontractor/supplier to be used on the project is an SLBE.
3. Which County?: If you are using an SLBE on the project, state in which county the SLBE is located.
4. NAIC or NIGP code: List the NAIC/NIGP code that relates to the service or work to be performed by the subcontractor/supplier.
5. Type of work to be performed: Describe the type of proposed work to be performed by the subcontractor/supplier.
6. Certification number and expiration date: If using an SLBE, provide the SLBE certification number and expiration date.
7. Estimated dollar value of work: Provide the estimated dollar value of the work to be performed by the subcontractor/supplier on the project.
8. Percentage of Total Proposal Amount: Enter the estimated % of the total proposal amount for which the SLBE will be paid.

Estimated Dollar Value of the Work / Total Proposal Amount = % of Total Proposal Amount

FORM SLBE-3

SUB-CONTRACTOR/SUPPLIER UTILIZATION – RFP PREFERENCE POINTS

List all sub-contractors and suppliers, including lower tiers, to be used on this project.

IF NO SUB-CONTRACTOR/SUPPLIERS WILL BE USED PLEASE CHECK THE BOX

Name of Sub-contractor/ Supplier	Certified as Small Local Business Enterprise (SLBE)- Yes or No	If SLBE, which county-Clayton, Cherokee, Cobb, DeKalb, Douglas, Fayette, Fulton, Henry, Gwinnett, Rockdale, Spalding	NIAC or NIGP Code	Type of Work to be Performed	Certification No. and Expiration Date	Dollar (\$) Value of Work	Percentage of Total Proposal Amount
Company 123	Yes	Fulton	96149	Legal Services	78-6945 1/15/2017	\$9500	9.5%

Proposer's Company Name: _____ Date: _____

Proposer's Contact Number: _____ Project Name: _____

Signature: _____

FORM SLBE-4

POST AWARD – MONTHLY SLBE PARTICIPATION REPORT – RFP PREFERENCE POINTS

INSTRUCTIONS TO CONTRACTORS

The prime contractor must complete the participation report and submit the form with each pay application to the CCWA Project Manager in charge of the contract. Failure to submit this form will result in payment application being deemed incomplete.

1. Report Number: Reports must be consecutively numbered. It will only be necessary to submit a report in a period when the approved SLBE has performed a portion of the work that has been designated for the contract.
2. Date: Actual date of the report.
3. Prime SLBE: If you are the Prime Contractor and also the SLBE on the contract please check yes and insert assigned CCWA SLBE certification number. Note that %100 of SLBE dollars spent will be counted towards the SLBE contract or annual goal, if applicable.
4. Pay application end date: Reports must acknowledge the end date for the period for which is being reported.
5. Prior Earned Pay Application Amount: The amount previously submitted for payment on pay application.
6. Current Earned Pay Application Amount: The amount submitting with current payment application.
7. Earnings To-Date: The actual amount that each SLBE has earned to-date under the contract.
8. Total SLBE Earnings To-Date: The total is achieved by adding all payments to SLBE to date. (Previous payments reported + current payment reported).
9. Certification: The contractor's authorized representative must sign this form prior to submittal.

GENERAL INFORMATION

When the approved SLBE is to provide materials, goods or services, this completed form must be submitted to the CCWA Project Manager. The prime contractor must notify CCWA of any changes to SLBE firms.

When the prime contractor is an approved SLBE, it will only be necessary to complete the total SLBE earnings to-date. Joint ventures between non-SLBE and certified SLBE: Only that portion of the work for which the certified SLBE is responsible may be used to satisfy the requirement.

FORM SLBE-4

POST AWARD – MONTHLY SLBE PARTICIPATION REPORT – RFP PREFERENCE POINTS

PROJECT NO. (S): _____

REPORT NO.: _____

CONTRACTOR: _____

DATE: _____

CONTRACT AMOUNT: \$ _____

PAY APPLICATION PERIOD END DATE: _____

PRIME SLBE CONTRACTOR? Yes No
If Yes, insert CCWA SLBE Certification # _____

Check if final payment >>> FINAL PAYMENT

NAME OF APPROVED SLBE	DESCRIPTION OF WORK	PRIOR EARNED PAY APPLICATION AMOUNT	CURRENT EARNED APPLICATION AMOUNT	EARNINGS TO-DATE

TOTAL SLBE EARNINGS TO-DATE: _____

I HEREBY CERTIFY THAT THE ABOVE STATEMENT IS TRUE AND CORRECT AND SUPPORTING DOCUMENTATION IS ON FILE AND IS AVAILABLE FOR INSPECTION BY CCWA AT ANY TIME.

SIGNED _____
CONTRACTOR

REMARKS _____

FOR DEPARTMENT USE ONLY:

THIS DOCUMENT HAS BEEN REVIEWED AT THAT PROJECT LEVEL BY:
SIGNED _____ TITLE _____

THIS DOCUMENT HAS BEEN REVIEWED AT THE PROGRAM LEVEL BY:
SIGNED _____ TITLE _____

Division 3

Contract Forms

Section 1: Agreement Form

**STATE OF GEORGIA
COUNTY OF CLAYTON**

AGREEMENT FOR SINGLE PURCHASE OF SERVICES

This Agreement made and entered into this ____ day of _____, 20____, between the **CLAYTON COUNTY WATER AUTHORITY** (hereinafter "the Authority") and _____, (hereinafter "the Contractor"), witnesseth:

WHEREAS, the Authority is contracting with the Contractor for certain services described below for the term specified herein;

NOW THEREFORE, the parties agree as follows:

1. **DESCRIPTION OF SERVICES**: The Contractor shall provide services to the Authority in such quantities as the Authority requires for **Enterprise-Wide Communications Strategy**, as described in the Request for Proposal dated September 2015.
2. **COSTS**: The Authority shall pay the Contractor the lump sum prices as stipulated in the Cost Proposal Form hereto attached as full compensation relative to the Proposal dated _____, a copy of which is attached and incorporated into this contract. The Contractor shall be paid for items of work as noted:

Lump Sum Work

Payment for Lump Sum work shall cover all work specified or shown in the Contract Documents and shall be for all-inclusive, including but not limited to travel, overhead, administrative costs and other incidentals.

Once the work commences the Authority shall make payments to the Contractor based on the deliverables and the associated price as outlined in the Proposal. Payment terms are net 30 days after acceptance of the work/deliverable and receipt of an invoice.

3. **TIME FOR COMPLETION OF PROJECT**: Contractor hereby agrees to commence work within ten (10) calendar days under this contract or on a date to be specified in the Notice to Proceed. The total time for the Contractor to complete this project shall not exceed one hundred and ninety (90) calendar days.
4. **WARRANTY ON SERVICES RENDERED**: The Contractor warrants its workmanship to be free from defects for a period of two (2) years from the date

Division 3

Contract Forms

Section 1: Agreement Form

of final acceptance. The Contractor further warrants that its workmanship will conform to all specifications and will perform as specified. Upon receipt of written notice of a defect in workmanship, the Contractor shall repair the defect in a timely manner at no expense to Authority.

5. **ASSIGNMENT AND SUBCONTRACTING:** The Contractor shall not assign this Agreement or any portion of this Agreement, nor shall the Contractor subcontract for completed or substantially completed services purchased hereunder without the prior express written consent of the Authority. No assignment or subcontract by the Contractor, including any assignment or subcontract to which the Authority consents, shall in any way relieve the Contractor from complete and punctual performance of this Agreement, including without limitation all of the Contractor's obligations under the WARRANTY provisions of this Agreement.
6. **CONTRACTOR'S AFFIDAVITS:** The Contractor shall issue a "Standard Contractor's Affidavit Interim Waiver and Release Upon Payment" and a "Standard Contractor's Affidavit Unconditional Waiver and Release upon Final Payment" provided by the Authority before receiving any interim or final payment for any services performed.
7. **THE AUTHORITY'S ASSISTANCE AND COOPERATION:** During the Contractor's performance of this Agreement, the Authority may, but has no obligation to, provide assistance to, or cooperate with, the Contractor in activities that facilitate the proper performance and completion of this Agreement by the Contractor. Such assistance and cooperation may include without limitation: (i) providing engineering or other analysis or advice on correcting problems; (ii) refraining from strict enforcement of time schedule requirements under this Agreement; (iii) permitting use of test materials or documentation not performed or produced under this Agreement. Such assistance or cooperation by the Authority shall not be construed, and the Contractor agrees that it will not claim that any such assistance or cooperation operates, to relieve the Contractor from complete, proper and punctual performance of all of the Contractor's obligations under this Agreement.
8. **WORK ON THE AUTHORITY'S DESIGNATED PREMISES:** In the event that the Contractor, the Contractor's employees or agents or the Contractor's subcontractors enter the Authority's designated premises for any reason in connection with this Agreement, the Contractor and such other parties shall observe all security requirements and all plant safety, plant protection, and traffic regulations. The Contractor shall defend, indemnify, and hold the

Division 3

Contract Forms

Section 1: Agreement Form

Authority harmless from all claims, actions, demands, loss, and causes of action, arising from injury, including death, to any person, or damage to any property, when such injury or damage results in whole or in part from the acts or omissions of the Contractor, the Contractor's employees or agents or the Contractor's subcontractors, save and except damage caused by the sole negligence of the Authority. The Contractor, and any subcontractor used by the Contractor in connection with this Agreement, shall carry Workmen's Compensation and Employees' Liability Insurance to cover the Contractor's and any subcontractor's legal liability on account of accidents to their employees. The Contractor and any subcontractor shall carry adequate Comprehensive General Liability and adequate Comprehensive Automobile Liability Insurance covering accidents to their employees. The Contractor and any subcontractor shall carry adequate Comprehensive General Liability and adequate Comprehensive Automobile Liability Insurance covering legal liability of the Contractor and any subcontractor on account of accidents arising out of the operations of the Contractor or any subcontractor and resulting in bodily injury, including death, being sustained by any person or persons, or in any damage to property. At the Authority's request, the Contractor shall furnish to the Authority certificates from the Contractor's insurers showing such coverage in effect and agreeing to give the Authority ten (10) days' prior written notice of cancellation of the coverage.

9. **RISK MANAGEMENT REQUIREMENTS:** The Contractor shall abide by the Authority's applicable Risk Management Requirements attached to this Agreement as Exhibit 1 and hereby incorporated into this Agreement.
10. **TERMINATION FOR DEFAULT:**
 - (a) The Authority may, subject to the provisions of subparagraph (c) below, by written notice of default to the Contractor, terminate the whole or any part of this Agreement in any one of the following circumstances: (i) if the Contractor fails to perform this Agreement within the time specified herein or any extension thereof; or (ii) if the Contractor fails to perform any of the other provisions of this Agreement, or so fails to make progress as to endanger performance of this Agreement in accordance with its terms, and does not cure such failure within a period of ten (10) days or longer period (as the Authority may authorize in writing) after receipt of notice from the Authority specifying such failure.
 - (b) In the event the Authority terminates this Agreement in whole or in part as provided in subparagraph (a) above, the Authority may procure, upon

Division 3

Contract Forms

Section 1: Agreement Form

such terms and in such manner as the Authority may deem appropriate, services similar to those so terminated, and the Contractor shall be liable to the Authority for any excess costs for the same, including without limitation all costs and expenses of the type specified in the "WARRANTY" paragraph of this Agreement Document; provided, that the Contractor shall continue the performance of this Agreement to the extent not terminated hereunder.

- (c) Except with respect to defaults of subcontractors, the Contractor shall not be liable for any excess costs if the failure to perform this Agreement arises out of causes beyond the control and without the fault or negligence of the Contractor. Such causes may include, but are not limited to, acts of God, or of the public enemy, acts of the Government in either its sovereign or contractual capacity, fires, flood, epidemics, quarantine restrictions, strikes, freight embargoes, and unusually severe weather, but in every case the failure to perform must be beyond the control and without the fault or negligence of the Contractor.

If the failure to perform is caused by the default of a subcontractor, and if such default arises out of causes beyond the control of both the Contractor and the subcontractor, and without the fault or negligence of either of them, the Contractor shall not be liable for any excess costs for failure to perform, unless the services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the Contractor to meet the required delivery schedule. The term "subcontractor" shall mean a subcontractor at any tier.

- (d) If, after notice of termination of this Agreement under the provisions of this paragraph, it is determined for any reason that the Contractor was not in default under the provisions above, or that the default was excusable under the provisions of this paragraph, the rights and obligations of the parties shall be the same as if the notice of termination had been issued pursuant to the "Termination for Convenience" paragraph of this Agreement Document.
- (e) The rights and remedies of the Authority provided in this paragraph shall not be exclusive and are in addition to any other rights and remedies provided by law or under this Agreement.

11. **TERMINATION FOR CONVENIENCE:** The Authority may at any time by written notice terminate all or any part of this Agreement for the Authority's

Division 3

Contract Forms

Section 1: Agreement Form

convenience. If this Agreement is terminated, in whole or in part, for the Authority's convenience, the Contractor shall be paid an amount, to be mutually agreed upon, which shall be adequate to cover the actual reasonable cost paid by the Contractor for the actual labor reasonably used by the Contractor to perform the work under this Agreement to the effective date of termination, plus a reasonable profit thereon; provided that no amount shall be paid to the Contractor for (i) any anticipatory profits related to work under this Agreement not yet performed, or (ii) costs incurred due to the Contractor's failure to terminate work as ordered on the effective date of termination. In no event shall the total amount paid under the provisions of this paragraph exceed the prices set forth in this Agreement for the work terminated.

12. **DISPUTES:** Pending resolution of any dispute hereunder, the Contractor shall proceed diligently with the performance of work in accordance with the Authority's direction.
13. **NOTICES:** All notices required or permitted to be given hereunder shall be deemed to be properly given if delivered in writing personally or sent by United States certified or registered mail addressed to the Contractor or the Authority, as the case may be, with postage thereon fully prepaid. The effective time of notice shall be at the time of mailing.
14. **ATTORNEYS' FEES:** The Contractor shall pay reasonable attorneys' fees to the Authority should the Authority be required to incur attorneys' fees in enforcing the provisions of this Agreement or in the collection of any monies herein required to be paid by the Contractor to the Authority.

(SIGNATURES ON NEXT PAGE)

Division 3

Contract Forms

Section 1: Agreement Form

IN WITNESS WHEREOF this ____ day of _____, 20__, said parties have hereunto set their seals the day and year above first written.

Executed on behalf of:

CLAYTON COUNTY WATER AUTHORITY

BY: _____

P. MICHAEL THOMAS

TITLE: GENERAL MANAGER

[Corporate Seal]

ATTEST: _____

DATE: _____

CONTRACTOR

BY: _____

TITLE: _____

[Corporate Seal]

ATTEST: _____

Corporate Secretary

DATE: _____

Division 3

Contract Forms

Section 1: Agreement Form

EXHIBIT 1

RISK MANAGEMENT REQUIREMENTS

The Contractor will provide minimum insurance coverage and limits as per the following: The Contractor will file with the Authority Certificates of Insurance, certifying the required insurance coverage and stating that each policy has been endorsed to provide thirty (30) day notice to the Authority in the event that coverage is cancelled, non-renewed, or the types of coverage or limits of liability are reduced below those required. All bonds and insurance coverage must be placed with an insurance company approved by the Authority's Management, admitted to do business in the State of Georgia, and rated Secure ("B+" or better) by A.M. Best Company in the latest edition of Property and Casualty Ratings, or rated by Standard & Poors Insurance Ratings, latest edition as Secure ("BBB" or better). Worker's Compensation self-insurance for individual Contractors must be approved by the Worker's Compensation Board, State of Georgia and/or Self-Insurance pools approved by the Insurance Commissioner, State of Georgia.

CONTRACTS FOR UP TO \$50,000

Worker's Compensation – Worker's Compensation coverage on a statutory basis for the State of Georgia with an Employer's Liability limit of \$100,000 each Accident, Disease \$100,000 each employee, \$500,000 Disease policy limit.

Automobile Liability – Automobile liability coverage for owned, hired and non-owned vehicles in the amount of \$500,000 combined single limit.

Commercial General Liability – Coverage to be provided on "occurrence" not "claims made" basis. The coverage is to include Contractual liability, Per Project Limit of Liability, losses caused by Explosion, Collapse and Underground ("xcu") perils, the "Clayton County Water Authority" is to be added as an Additional Insured and Products and Completed Operations coverage is to be maintained for three (3) years following completion of work.

CONTRACTS FOR MORE THAN \$50,000

Worker's Compensation – Worker's Compensation coverage on a statutory basis for the State of Georgia with an Employer's Liability limit of \$1,000,000. The increased Employer's Liability limit may be provided by an Umbrella or Excess Liability policy.

Automobile Liability - Automobile liability coverage for owned, hired and non-owned vehicles in the amount of \$1,000,000 combined single limit.

Commercial General Liability – Coverage to be provided on "occurrence" not "claims made" basis. The coverage is to include Contractual liability, Per Project Limit of Liability, losses caused by Explosion, Collapse and Underground ("xcu") perils, the "Clayton County Water Authority" is to be added as an Additional Insured and Products and Completed Operations coverage is to be maintained for three (3) years following completion of work.

Division 3

Contract Forms

Section 1: Agreement Form

RISK MANAGEMENT REQUIREMENTS (Cont'd)

CONTRACTS FOR UP TO \$50,000

CONTRACTS FOR MORE THAN \$50,000

LIMITS OF LIABILITY:

\$1,000,000	Per Occurrence
\$1,000,000	Personal and Advertising
\$50,000	Fire Damage*
\$5,000	Medical Payments*
\$1,000,000	General Aggregate
\$1,000,000	Products/Completed Operations per Occurrence and Aggregate

**These are automatic minimums*

Professional Liability – Professional liability is required at a coverage limit of at least \$1,000,000.

Umbrella and/or Excess Liability – The umbrella or Excess Liability Policy may be used to combine with underlying policies to obtain the limits required. The Management of the Authority may elect to require higher limits.

Professional Liability – Professional liability is required at a coverage limit of at least \$1,000,000.

END OF SECTION

Division 3

Contract Forms

Section 4: Non-Collusion Certificate

STATE OF _____, COUNTY OF _____

Personally appeared before the undersigned officer duly authorized by law to administer

Oaths _____
who, after being first duly sworn, depose and say that they are all the officers, agents,
persons or employees who have acted for or represented _____

_____ in proposing or procuring the Contract with the Clayton County Water Authority on the
following Project: **Enterprise-Wide Communications Strategy**, and that said _____

_____ has not by (himself, themselves) or through any persons, officers, agents or employees
prevented or attempted to prevent by any means whatsoever competition in such
proposing; or by any means whatsoever prevented or endeavored to prevent anyone
from making a proposal therefore, or induced or attempted to induce another to
withdraw a proposal for said work.

ATTEST: _____ By: _____
Proposer

By: _____ By: _____
Name Name

Title: _____ Title: _____

Sworn to and subscribed before me this _____ day of _____, 20 _____.

Notary Public: _____

My Commission expires: _____

END OF SECTION

Exhibit A



Clayton County Water Authority Relationship Study Impact Analysis

November 2014

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s1 - Overall Satisfaction.....	Error! Bookmark not defined.
s2 - Presence and Involvement in Community	Error! Bookmark not defined.
s3 - Protecting the Environment	Error! Bookmark not defined.
s4 - Infrastructure Maintenance.....	Error! Bookmark not defined.
s5 - Taste.....	Error! Bookmark not defined.
s6 - Clarity	Error! Bookmark not defined.
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m2 - Drink Tap Water?.....	Error! Bookmark not defined.
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s10 - Billing: Ease of Understanding	Error! Bookmark not defined.
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b1 - Aware of Toilet Rebate Program?.....	Error! Bookmark not defined.
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m10 - Likelihood to purchase Outside Protection Plan.....	Error! Bookmark not defined.
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Appendix A: Survey Script	Error! Bookmark not defined.

1. Methodology

The following are the results of a customer satisfaction program designed to gather customer feedback regarding residential customers' overall satisfaction with Clayton County Water Authority (CCWA) as well as their experiences and perceptions around water quality, billing processes, communications with CCWA and various programs offered by CCWA.

This is the summary result of approximately 400 telephone surveys (Appendix A) performed with a random sample of CCWA customers. All the surveys were completed during September and October of 2014.

The maximum Margins of Error for the top-level percentages provided in this report are as follows:

Segment	Sample Size	Margin of Error
Customer Population	400	± 5%

For the purposes of proportions analysis, each of the following categories were segmented by response across appropriate key attributes to determine if there were any significant differences between subsectors. Significant differences are highlighted in the section 3 of this report.

- Gender
- Tap Water Drinkers vs. Non-Drinkers
- Recent Contact vs. No Recent Contact
- Longtime Customers (>5 Years) vs. New Customers (<5 years)
- Average Monthly Usage (<5,000 gallons vs. ≥5,000 gallons)
- CCWA Credit Score

2. Impact Analysis Defined

For the purposes of this report, appropriate responses were compiled and analyzed for each of the following attributes:

Dissatisfaction [DISSAT]

Dissatisfaction is the percent of customers that selected a response in the less desirable portion of the response spectrum.¹ In the case of an attribute that is not necessarily undesirable, the proportion represents the response that most closely correlates with overall dissatisfaction.

Prioritizing management decisions solely on the ranked results of this measure would increase satisfaction in those areas with the lowest scores. However, without taking into account how important each attribute is to overall satisfaction, you may find little improvement in overall satisfaction and/or retention.

An example would be if it were determined that 80 percent of the customers calling your organization surveyed were dissatisfied with the hold time required to reach a representative. The end result of replacing the phone system or hiring more people would only ensure that more people would be more satisfied in regards to the hold time. After making the large capital expenditure there might be no shift whatsoever in the overall customer satisfaction because the hold time, though annoying, was not important.

Importance [IMPORT]

Importance is the relative amount of influence a measured item tends to have on the Overall Satisfaction score.

For the purpose of analysis, importance is represented as the average difference in the overall satisfaction score between those satisfied with a given attribute and those dissatisfied by the same attribute.

When deciding which areas to improve customer satisfaction, it is generally a good idea to take into account how important each measured attribute is to the average customer. A key concept to keep in mind about importance is that where items fall on the importance index are generally driven by culture (corporate, local, regional or national) and are more difficult to move up and down the list.

It is this combination of how many customers are dissatisfied [DISSAT] and to what degree [IMPORT] that we establish relative Impact on the overall satisfaction level of the customer base.

Impact [IMPACT]

Impact is defined as the degree to which the combination of Dissatisfaction and Importance impact the Overall Satisfaction score for the entire customer base. By prioritizing management decisions based on the ranked results (highest to lowest) of the impact values would tend to maximize the overall customer satisfaction score.

For the purpose of analysis, the impact index is calculated using the following equation:
 $[IMPACT] = [IMPORT] \times [DISSAT]$. The resulting values are then normalized so all the impact values add up to 100.

¹ This includes all scores less than 7 for score-based questions.

3. Executive Summary

	2014
Average Overall Satisfaction with Clayton County Water Authority	8.3
Percent Satisfied ¹ with Clayton County Water Authority (score ≥7)	82%

Overall satisfaction was significantly lower than the Metrix Matrix index of utility relationship surveys where the percentage of satisfied respondents is 88% and mean was 8.5.

How would the surveyed customer base be described in terms of their overall satisfaction with Clayton County Water Authority (CCWA)?

Eighty-two percent (82%) of respondents gave a satisfied rating with regard to their overall satisfaction with CCWA, yielding an average score of 8.3 on the 1 to 10 scale. Satisfaction with the Water Authority’s presence and involvement in the community is having largest influence on overall satisfaction. Any improvement in this attribute or its perception will subsequently improve overall satisfaction, conversely any decline in satisfaction with this attribute will have an undesirable effect on overall satisfaction. Satisfaction with the taste of tap water and infrastructure maintenance were the next two most impactful attributes to overall satisfaction, with billing accuracy coming in at a close fourth.

Overall satisfaction crosstabs (Section 6) show statistically significant differences in overall satisfaction with regard to the type of water that respondents typically drink, reinforcing the validity of our secondly ranked key driver, water taste. Those who said they drink tap water (regardless of whether or not it is the type of water they usually drink) gave an average overall satisfaction score of 8.6, while those who do not drink tap water rated their overall satisfaction with CCWA more than half a point lower at 8.0. There is an even more noticeable difference in the overall satisfaction between respondents who reported they use tap water to make flavored drinks like coffee or tea (8.5) and those who don’t (7.6). It is important to note however, that of the 55% of respondents who said they don’t drink tap water, two-thirds (66%) said they still use it to make flavored drinks like coffee and tea. With regard to the type of water respondents usually drink, tap water drinkers gave an average overall satisfaction rating of 9.0 out of 10, while those who typically drink filtered tap water or bottled water received average scores of 8.3 and 8.1 respectively.

¹ For the purposes of this study, satisfied is indicated by a score greater than or equal to 7 on a scale of 1 to 10.

Which attributes are more important, or, tend to have a larger influence on an individual respondent's overall satisfaction with CCWA?

1. Service Reliability
2. Billing Accuracy
3. Reasonableness of Rates

Which attributes most frequently produced dissatisfaction?

1. (55%) Don't Drink Tap Water
2. (38%) Recently Contacted CCWA
3. (21%) Water Taste

Which attributes, if improved, would more likely contribute to a higher level of overall satisfaction across the customer base?¹

1. Presence and Involvement in the Community
2. Water Taste
3. Infrastructure Maintenance

¹ **IMPORTANT:** Conversely, these IMPACT items would also be more likely lead to a lower overall satisfaction score if there were any increase in dissatisfaction among them.

Statistical Observations of Note

The following observations highlight statistically significant differences between respondent subgroups. These are differences that may be stated with some level of confidence based upon the current sample size and response distribution.

It is important to note that these observations only highlight differences that are large enough to identify with a reasonable level of confidence; meaning they are unlikely due to chance. The absence of an observation does not indicate the absence of a difference, but rather there is insufficient data to draw a conclusion with a reasonable level of confidence. **Bolded** observations indicate an attribute ranked in the top 3 Impact items.

Gender

- Male respondents were more likely (29%) to drink tap water when compared to their female counterparts (20%).
- Female respondents on the other hand, were more likely (65%) to drink bottled water, when compared to males (50%).
- Forty-two percent (42%) of women indicated they had contacted CCWA within the past 3 months, compared to only 31% of men.

Respondents Who Drink Tap Water vs. Those Who Don't

- Mean overall satisfaction scores were significantly higher for respondents who indicated they drink tap water (8.6) when compared to those who indicated they do not drink tap water (8.0).
- **Average scores regarding satisfaction with Clayton County Water Authority's involvement in the community were significantly higher among respondents who drink tap water (8.1) than they were for respondents who indicated they do not drink tap water (7.4).**
- **Nine out of ten (92%) tap water drinkers indicated they were satisfied with the taste of their water, while only 61% of non-tap water drinkers indicated the same.**
- Average satisfaction scores for attributes relating to water quality were all significantly higher for respondents who indicated they drink tap water when compared to those who don't. **Those attributes include taste (8.8 vs. 6.9), smell (8.9 vs. 8.0), water clarity (9.1 vs. 8.1) and water pressure (8.8 vs. 8.1).**
- Tap water drinkers were significantly more satisfied (9.4) than non-tap water drinkers (9.0) with regard to their satisfaction with the reliability of water service.
- Interestingly, tap water drinkers were more likely (92%) to be satisfied with the accuracy of their billing when compared to non-tap water drinkers (80%).
- Tap water drinkers were more likely (70%) to consider rates to be very or somewhat reasonable when compared to non-tap water drinkers (54%).
- Tap water drinkers were more likely (33%) to have been customers for more than twenty years when compared to non-tap water drinkers (20%).
- Non-tap water drinkers were more likely (57%) to be a CCWA customer for ten years or less when compared to tap water drinkers (45%).
- Respondents who don't drink tap water tended to be younger than those who do; only 13% of tap water drinkers were under the age of forty, compared to

30% of non-tap water drinkers. Similarly, 44% of tap water drinkers fell into the 60+ age group compared to only 25% for non-tap water drinkers.

Contacted CCWA in the Past 3 Months

- Respondents who had contacted CCWA in the past 3 months were less likely (75%) to be satisfied with the water authority overall when compared to those who did not contact CCWA (87%).
- **Mean scores regarding the water authority's presence and involvement in the community were a full point lower among respondents who had recently contacted CCWA (7.1) when compared to those who didn't (8.1).**
- Respondents who contacted the water authority in the past three months were less likely to be satisfied (79%) with the water authority's efforts to protect the environment when compared to respondents who had not contacted the water authority (88%).
- **Respondents who had not contacted CCWA in the past three months were more likely (84%) to be satisfied with how well the authority maintains water, sewer and storm water infrastructure when compared to those who had recently contacted CCWA (74%).**
- Recent contacts were less likely (75%) to give a satisfied rating with regard to water pressure when compared to those who did not recently contact CCWA (85%).
- Average satisfaction scores regarding the ease of reading and understanding the bill were significantly lower among respondents who recently contacted the authority (8.7) when compared to those who didn't (9.1).
- Mean scores regarding satisfaction with payment options were significantly higher among respondents who had not contacted the water authority in the past three months (9.0) when compared to those who did (8.5).
- Respondents who recently contacted the authority, on average, gave significantly lower scores (8.2) with regard to billing accuracy as compared to those who had not recently contacted the authority (8.8).

Longtime Customers (>5 years) vs. New Customers (≤5 years)

- The male/female ratio was significantly different for respondents who had been a CCWA customer for 5 years or less (27%/73%) and those who have been customers for more than 5 years (40%/60%).
- Longtime customers were more likely (87%) to be satisfied with CCWA's efforts to protect the environment when compared to new customers (77%).
- New customers gave a mean score of 9.5 with regard to service reliability, almost half a point higher than longtime customers at 9.1.
- Satisfaction rates relating to billing accuracy were higher among new customers (91%) when compared to longtime customers (82%).
- New customers were more likely (48%) to have contacted CCWA customer service within the past 3 months when compared to longtime customers (33%).
- New customers were more likely (29%) to indicate that email is the best way to communicate with them when compared to longtime customers (18%).
- Almost half (46%) of all new customer prefer to see how-to tips in the form of videos on the CCWA website as compared to only 34% of longtime customers.

- Longtime customers were more likely (18%) to consider rates to be somewhat or very unreasonable when compared to new customers (7%).
- Only 39% of new customers indicated they own their current home as opposed to renting; 85% of longtime customers were home owners.

Average Monthly Water Usage (<5,000 gallons vs. 5,000 gallons or more)

For simplicity, respondents with an average usage of less than 5,000 gallons will be referred to as low volume customers and respondents with an average usage of 5,000 gallons or more will be referred to as high volume customers.

- Low volume customers were more likely to be male, with a male to female ratio of 42%/58%, while high volume customers had a male to female ratio of 27%/73%.
- Overall satisfaction scores were half a point higher among low volume customers (8.5) than they were for high volume customers (8.0).
- A full 97% of low volume customers indicated they were satisfied with the reliability of their water service. Fewer (91%) high volume customer indicated the same.
- Low volume customers were 10% more likely (96%) to say they were satisfied with the ease of reading and understanding their bill when compared to high volume customers (86%).
- Nine out of 10 (90%) low volume customers indicated they were satisfied with the accuracy of their bill. High volume customers were less likely (79%) to say the same.
- High volume customers were considerably more likely (46%) to have contacted CCWA's customer service within the last 3 months when compared to low volume customers (29%).
- Interestingly, high volume customers were more likely (31%) to indicate that an automated telephone call was the best way to communicate with them when compared to low volume customers (19%).
- More (30%) low volume customers were aware of the toilet rebate program when compared to high volume customers (20%).
- Unsurprisingly, low volume customers were more accepting of rates than high volume customers. Two-thirds (67%) of low volume customers consider rates to be somewhat or very reasonable, compared to only 53% of high volume customers.
- Forty-one percent (41%) of low volume customers were age 60 and older. Only 25% of high volume customers fell in to the 60 and older age group.
- High volume customers were more likely (52%) to fall into the forties and fifties age group when compared to low volume respondents (38%).

CCWA Credit Score 'A' vs. 'B' or lower

- Respondents with a CCWA credit score of 'A' were more likely to be male with a male to female ratio of 40%/60%, as compared to a 29%/71% male to female ratio for respondents with lower credit ratings.
- Mean overall satisfaction scores were significantly higher for A-rated respondents (8.6) when compared to those with lower credit scores (8.0).
- **Mean satisfaction scores regarding CCWA's presence and involvement in the community were a full point higher among respondents with 'A' credit**

scores (8.2) than they were for respondents with a credit score of B or lower (7.2).

- Respondents with a credit score of 'A' were more likely (88%) to be satisfied with CCWA's efforts to protect the environment when compared to respondents with lower credit scores (78%).
- **Average satisfaction score relating to infrastructure maintenance were significantly higher for 'A' credit ratings (8.5) than they were for credit ratings of B or lower (7.4).**
- **We observe a significant difference in satisfaction with the taste of water between respondents with 'A' credit ratings (81% satisfied) and respondents with credit ratings of 'B' or lower (72%).**
- Respondents with 'A' credit ratings were more likely (27%) to drink tap water when compared to those with lower credit ratings (17%).
- Respondents with credit ratings of 'B' or lower were more likely (68%) to drink bottled water when compared to those with 'A' ratings (53%).
- A-rated respondents were more satisfied with all questioned attributes related to billing when compared to those with lower credit ratings, including:
 - The ease of reading and understanding the bill (9.2/8.6)
 - Payment options available (9.1/8.5)
 - Billing Accuracy (8.9/8.1)
- Respondents with a 'B' or lower credit rating were almost twice as likely (51%) to have recently contacted CCWA's customer service when compared to those with 'A' credit scores (26%).
- Respondents with 'A' credit ratings were more likely (25%) to indicate that bill inserts were the best way to communicate with them when compared to respondents with lower credit ratings (17%).
- Over half (51%) of A-rated respondents said that a brochure was the best way to present how-to tips for repairing common household leaks, compared to only 35% for respondents with 'B' ratings or lower.
- Respondents with 'B' or lower credit ratings were twice as likely (22%) as respondents with 'A' credit ratings (11%) to indicate they prefer free workshops for tips on how to repair common household leaks.
- Sixty-five percent (65%) of respondents with 'B' credit ratings or lower said they were somewhat or very likely to purchase an outside protection plan. Only 54% of A-rated respondents said the same.
- Eighty-eight percent (88%) of respondents with 'B' credit ratings said they were somewhat or very likely to purchase and outside and inside protection plan. Fewer (78%) A-rated respondents said the same.
- A-rated respondents were more likely (66%) to consider rates to be somewhat or very reasonable when compared to respondents with 'B' credit ratings or lower (55%).
- Almost half (48%) of respondents with 'A' credit ratings were of age 60 or older. Only 16% of respondents with credit ratings of 'B' or lower fell into the 60 or older age group.

4. Impact Results

Fourteen attributes were considered in the Impact Analysis regarding customers' overall satisfaction.

The following table is sorted in IMPACT order with those attributes at the top of the list having the greatest impact on overall satisfaction across the measured population.

IMPACT TABLE¹

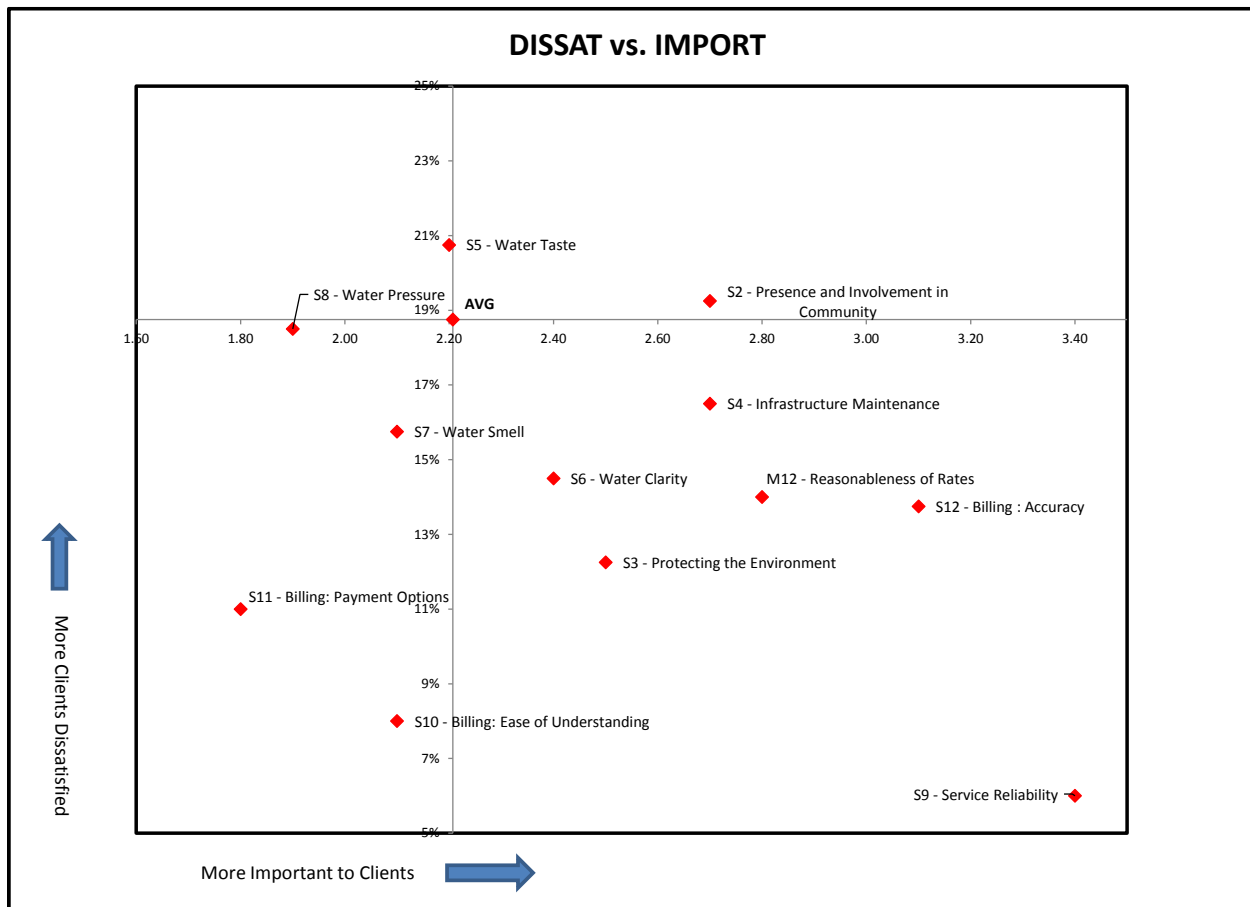
ATTRIBUTE	IMPORT	DISSAT	IMPACT
S2 - Presence and Involvement in Community	2.7	19.3%	11.1
S5 - Water Taste	2.2	20.8%	9.7
S4 - Infrastructure Maintenance	2.7	16.5%	9.5
S12 - Billing : Accuracy	3.1	13.8%	9.1
M12 - Reasonableness of Rates	2.8	14.0%	8.3
S8 - Water Pressure	1.9	18.5%	7.5
S6 - Water Clarity	2.4	14.5%	7.4
S7 - Water Smell	2.1	15.8%	7.0
M2 - Drink Tap Water?	0.6	54.8%	7.0
S3 - Protecting the Environment	2.5	12.3%	6.5
M5 - Recently Contacted CCWA	0.6	37.5%	4.8
S9 - Service Reliability	3.4	6.0%	4.3
S11 - Billing: Payment Options	1.8	11.0%	4.2
S10 - Billing: Ease of Understanding	2.1	8.0%	3.6
AVG	2.2	18.8%	7.1

¹ In the case of an attribute that is not necessarily undesirable, the proportion represents the response that most closely correlates with overall dissatisfaction.

Another view to place DISSAT and IMPORT into perspective is the X/Y scatter chart or Quadrant Analysis. Along the X-axis we find the relative importance of each attribute. Along the Y-axis we find the percent of the population that indicated they were dissatisfied with the particular attribute.

CAUTION: The axis is for the purposes of relative positioning of the attributes. It does not necessarily indicate Clayton County Water Authority standards.

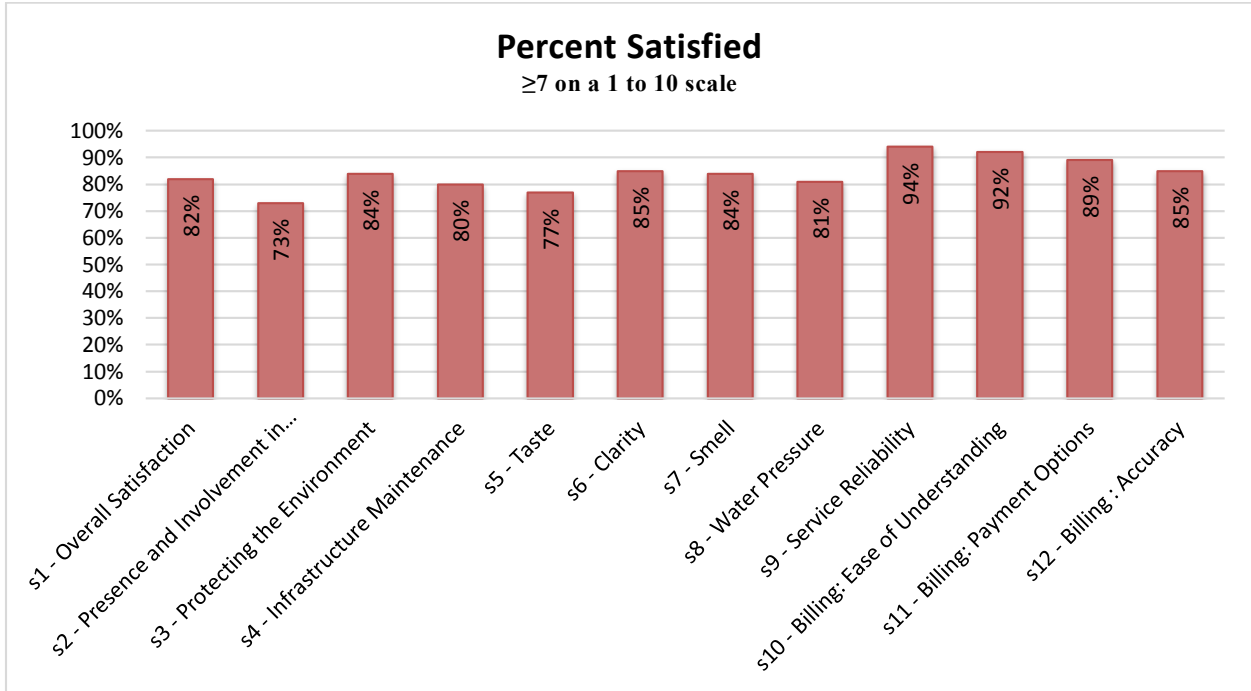
In the most general use of this chart, you would focus on any attributes that appear in the upper right quadrant as they represent a higher incidence of dissatisfaction with the more important attributes.



NOTE: For simplicity reasons, two attributes, 'M2 – Drink Tap Water' and 'M5 – Recently Contacted CCWA' are not shown on the above X/Y scatter chart. The DISSAT for these attributes are 38% and 55% respectively with very low importance values. This places them in the top left quadrant, where there is a higher than average percentage of respondents that fall into the response category correlating with dissatisfaction and a lower than average importance value. In this case although the DISSAT values were high, the importance values were so low that their impact on overall satisfaction is greatly diminished.

5. Survey Results

This section of the report includes all of the survey results in survey order along with any key findings or observations. The following charts are provided for the convenience of comparing all score-based responses on a single chart; the first by distribution and the second by average score.



Clayton County Water Authority

Exhibit B

Public Education Action Plan

Program Year 2014 - 2015



**QUALITY WATER
QUALITY SERVICE**

The Clayton County Water Authority's (CCWA) mission is to provide reliable water services to our community through innovation, efficiency and the protection of our water environment. The CCWA provides water, sewer and stormwater services to more than 260,000 customers throughout Clayton County.

The Authority, which was established in 1955, has three water production facilities, five raw water reservoirs, three water reclamation facilities, constructed treatment wetlands and two community use buildings/reservoir areas that are used for public recreation. The Authority has earned numerous industry awards for its operations.

CCWA has a drinking water capacity of up to 42 million gallons per day (MGD) and potable water storage capacity of 30.2 MGD, which is spread out among nine ground level and nine elevated tanks. The Authority has a daily wastewater treatment capacity of up to 38.4 MGD.

CCWA's Public Information Office is dedicated to providing efficient communications to our community through public relations, public affairs and public education.

Key Messages

- CCWA receives no tax dollars and is fiscally responsible, depending solely on water, sewer and stormwater revenues to operate the utility
- CCWA is proactive in its planning, staying ahead of technology and regulations and continues to receive industry recognition for its innovative sustainability practices
- CCWA operations and facilities are recognized by industry associations for innovations in leak detection and constructed treatment wetlands
- CCWA's Stormwater Utility brings unified stormwater services to all Clayton County residents
- Proper disposal of pollutants helps reduce stormwater runoff and helps the water quality in lakes, streams and reservoirs
- CCWA encourages customers to use water wisely and fix any leaks – to save water and reduce their monthly water bills
- CCWA customers need to properly dispose of fats, oils and grease and know what to flush (3 Ps) to reduce the likelihood of clogged pipes and sanitary sewer overflows
- CCWA customers need to properly dispose of pharmaceuticals to keep them out of water supply
- The water industry offers a wide range of careers for students to consider

Key Stakeholders

The following key stakeholders (publics) are considered for communications and public education objectives and strategies:

- Residential and Commercial Customers
- CCWA Board of Directors
- Clayton County Board of Commissioners
- CCWA management, staff and employees
- Clayton County students
- CCWA vendors, contractors, professional service providers
- Industry professional associations
- Regulators, legislators, policy makers (local, state and federal)
- Civic, community interest groups
- Media

Overall Campaign Goals

To increase stakeholders' awareness and knowledge – especially those in the Authority's service area – concerning the issues and operations of the Water Authority.

Public involvement is a critical component to the success of any public education plan. Educating utility customers of all ages about the CCWA's operations in general is mutually beneficial to garner public support for short-term and long-term objectives and helps garner buy-in from customers about the level and quality of service they receive from the CCWA. Specific goals include:

- Continue educating customers on the importance of using water wisely and fixing leaks to save water and reduce their monthly water bills
- Continue educating customers about the importance of disposing of pollutants properly to help reduce storm water runoff and improve the water quality in our local lakes, streams and reservoirs
- Continue educating customers on proper disposal of fats, oils and greases to reduce the likelihood of clogged pipes and sanitary sewer overflows
- Expand education on what not to flush and what to flush (3Ps)
- Expand education about proper disposal of pharmaceuticals
- Increase customer awareness of our innovative sustainability practices through more community events, customer newsletters, the government access channel and local media
- Increase the number of school presentations & Career Day presentations

- Increase participation in three largest public education events – Wetlands & Watershed Festival, Rivers Alive and Amnesty Day

Objective 1: Facilities and Operations

Educate the public on the operations of each of the Authority's facilities, primarily focusing on water production, water reclamation, distribution and conveyance operations, stormwater utility operations, watershed protection and management, as well as public recreation. Increase awareness of and appreciation for the function and impact of these public facilities on the economic growth and quality of life in our community.

Strategies for Objective 1:

Special Events – Host educational tours at Water Authority facilities, including structured site visits at water production plants, water reclamation facilities, and recreational facilities, to provide the public with an up-close observation of a water system's assets and operations. Examples of tours include those offered during Drinking Water Week, Clean Water Week, industry conferences and an educational initiative with Clayton County Public schools.

Direct Communications – Produce and distribute educational brochures, flyers and pamphlets on Water Authority facilities and operations.

Mass Media – Provide story ideas for local media on the operations and maintenance of existing Water Authority facilities, highlighting those that are unique or innovative technologically. Regular news announcements and feature pitches, covering specific facilities, will be included in regular media releases.

Social Media – Continually update CCWA web site and expand information about our operations.

Objective 2. CCWA Personnel

Provide continuing public educational opportunities for Water Authority personnel, in addition to promoting their specific activities and accomplishments, featuring those personalities who operate the utility on a day-to-day basis.

Strategies for Objective 2

Continuing Education. Provide resources for operators, supervisors, managers, etc. to participate in public education sessions and obtain professional materials (related to communications and public education specifically designed for water utilities) through industry and trade conferences, such as those hosted continually by the Georgia Association of Water Professionals.

Communications Training. Provide ongoing training and/or advisement for Water Authority personnel in all areas of communication, particularly with those tools associated with this action plan, such as media relations, advertising, direct mail, interpersonal communication, special event planning and social media.

Mass Media. Place features with local media that spotlight novel accomplishments of unique or trend-setting CCWA employees. Emphasize the work in their respective area of operations, not to mention their specific contributions to other aspects of the ongoing public education plan at the Authority.

Objective 3. The Industry, The Issues and The Programs

Educate the public on the dynamics of the water, wastewater and stormwater industries, focusing on the issues that the Authority must continually address in order to maintain a first-class system and remain compliant with regulatory oversight.

Increase the level of credibility of the Authority by sharing with customers those instances of compliance and cooperation on the part of the Authority with industry and professional guidelines for facilities and operations. Also, let the public know about those educational programs initiated by CCWA, primarily in order to address industry or regulatory changes.

Strategies for Objective 3.

Special Events. Organize industry events on a local scale, especially those sponsored through GAWP and related professional groups, such as national Clean Water Week in the fall, Drinking Water Week in the spring, Earth Day and Wetlands Month.

Community Relations. Team up with local organizations to address mutually beneficial environmental and community issues, such as the Adopt-A-Stream, Household Hazardous Waste Amnesty Day and Rivers Alive campaigns.

Direct Communications. Bill inserts to inform customers of the developments at the Authority, especially concerning industry trends, policy changes and measures of professionalism.

Mass Media. Raise awareness of the critical environmental issues, industry developments, regulatory changes and other influences of policy coming from local, state and federal regulatory influences. For example, inform customers of the importance of watershed protection for the future of development in the community. Also, educational messages with broad implications on the industry (hence their inclusion in mass media) continue to be important

Public Involvement

Wetlands and Watersheds Festival. CCWA's largest public education event takes place in October; includes exhibits, tours, and activities coordinated by Carol Lambert with CCWA Wetlands Center.

Rivers Alive Cleanup. Statewide event in October; this event is sponsored by CCWA. The event moves to a different waterway in the county each fall.

Amnesty Household Hazardous Waste Collection Day. This event is sponsored by CCWA every spring to give residents the chance to properly dispose of hazardous household waste free of charge.

Adopt-A-Stream Program Events and Classes. CCWA hosts classes regarding water quality monitoring for volunteers, which is coordinated by Carol Lambert.

Stream Naming Contest. New stream names are submitted to the U.S. Geological Survey for adoption on federal maps. Contest frequency varies; coordinated by Stormwater Section.

CCWA Speakers' Bureau. Presentations available to churches, civic groups, and other organizations; list distributed to stakeholders annually.

Adopt-A-Street Program Events. Volunteer program sponsored by CCWA and Clayton County

CCWA Website. CCWA website is located at: <http://www.ccwa.us>

Wetlands Center Activities. Field trips and educational information center. Activities and material distribution coordinated by Carol Lambert with CCWA.

Plant tours. Scheduled upon request.

Water Quality Tools. Test kits, EnviroScape™ models, water videos available to schools maintained by CCWA and Clayton County.

Billing Inserts. Periodically billing inserts on special topics (such as toilet rebate program and fats, oils and grease prevention) are included in the CCWA customer bills.

Customer Newsletters. CCWA provides a quarterly newsletter, *Water Works*, which includes CCWA news, information and tips for customers. We also send out an Annual Storm Water Report every August. Both publications are included in 76,000 customer bills.

Media Relations. Releases are scheduled in coordination with newsworthy information to local media that highlight program and policies of CCWA.

GM Meetings. This is an internal, annual CCWA event where the General Manager, two Assistant General Managers and Human Resources Director meet with individual department/sections to give an update on the Authority and find out employees' concerns.

Employee Newsletter. A monthly newsletter is published for CCWA employees and retirees.

Exhibit C

Clayton County Water Authority's Community Outreach Program



Diversity of Activities Enables CCWA Ambassadors to 'Reach and Teach'

CCWA's Employee Ambassadors educate customers of all ages about the cycle of water, water conservation, leak detection, proper disposal of fats, oils and greases and the importance of protecting our water quality through:

- ✚ Melvin Newman Wetlands Center
- ✚ School Presentations
- ✚ Facility Tours
- ✚ Community events

During 2014, 96 Ambassadors participated in 49 outreach events reaching 7,971 community members.

Melvin Newman Wetlands Center

The Wetlands Center includes an Interpretive Center and ½ mile walking trail and is the focal point of our outreach efforts. This facility is used to educate school groups, scouts, seniors, birders and other visitors and has hosted almost 300,000 visitors from all over the world since opening in 1995. CCWA's Senior Conservationist Carol Lambert runs the center and all events held there. She can be reached at clambert@ccwa.us or 770.603.5603.

- ✚ Site of our Annual Wetlands & Watershed Festival the first Saturday in October, which is our largest public education event (at least 500 visitors); 28 CCWA Ambassadors/family members volunteered to help with every aspect of the festival.
- ✚ Site of the West Regional High School Envirothon Competition
- ✚ Last year, the Center conducted tours or hosted programs involving 2,567 visitors

School Presentations

Employees enjoy visiting local elementary, middle and high schools to educate students about the water cycle, water conservation, preventing backflow, proper grease disposal and preventing stormwater pollution. CCWA's Public Information Officer Suzanne Brown coordinates school presentations. She can be reached at sbrown@ccwa.us or 770.960.6972.

- ✚ During Career Day presentation, employees talk about their own careers and career opportunities in the water industry. Equipment demonstrations are also a big hit with students.

Facility Tours

CCWA water reclamation and water production facilities are a source of great pride for CCWA staff that enjoys every opportunity to explain our processes to interested citizens and students. Tours are coordinated with plant staff by Suzanne Brown.

- ✚ Last year, 555 visitors toured our Terry R. Hicks Water Production Complex and W.B Casey Water Reclamation Facility

Community Events

Household Hazardous Waste Amnesty Day in April (Stormwater Sponsored)

CCWA's annual Amnesty Day is held the fourth Saturday in April from 10 a.m. – 2 p.m. at our W.B. Casey Water Reclamation Facility. CCWA's Stormwater Manager Kevin Osbey coordinates this event. He can be reached at kobsey@ccwa.us or 770.961.2130, ext. 5504.

- ✚ During our 2015 event on 4/25, 212 vehicles were signed in and we were able to collect more than 57,900 lbs. of household hazardous waste.
- ✚ Partner with the Clayton County Police Department again to collect prescription and over-the-counter medications and narcotics.
- ✚ 20 CCWA Ambassadors/family members volunteered their Saturday to check in vehicles and distribute information on fats, oils and greases, disposing of pharmaceuticals, preventing storm water pollution and safely disposing of household products.

Rivers Alive Stream Cleanup in October (Stormwater Sponsored)

Community volunteers of all ages work together during CCWA's annual stream cleanup to clean trash and other debris from a local waterway. CCWA's Water Resource Engineer Shayla Nealy coordinates this event. She can be reached at snealy@ccwa.us or 770.961.2130, ext. 5508.

- ✚ Held in late October and moves to different locations in the county
- ✚ In 2014, 230 volunteers cleaned 1.2 tons of trash from a portion of the Beaverdam Creek in Jonesboro on 10/.18
- ✚ 19 CCWA Ambassadors/family members volunteered their Saturday to help get volunteers registered and distributed t-shirts, bags and gloves to clean up volunteers. Some Ambassadors participated in actual river cleanup.

Clayton Regional Science & Engineering Fair

CCWA partners with Clayton County Public Schools to provide judges to the Clayton Regional Science & Engineering Fair held every February. Along with judging the projects, CCWA selects two outstanding water related projects from the science fair. The two students are then recognized at our May Board of Directors Meeting and presented CCWA's Water Environment Awards. Our Water Quality Lab staff also provides assistance to students who ask to utilize some of our lab equipment for their science fair projects.

Summer Internship Program

For the past 13 years, CCWA's Summer Internship Program has given local high school and college students the opportunity to learn more about the water industry while working alongside CCWA staff for two months. Interns work in our Program Management/Engineering Department, Customer Service, Stormwater Section, Water Production and Water Reclamation Department. CCWA's Training and Development Coordinator Pat Heinzerling manages this program. She can be reached at pheinzerling@ccwa.us or 678.422.2839.

Fix A Leak Week Education Campaign

2015 marked CCWA's inaugural 'Fix A Leak Week Education Campaign'. Nine members of the Meter Services staff each spent time the week of March 16 -20 in the HQ and Forest Park lobbies providing information on finding and fixing leaks, showing how easy it is to repair most toilet leaks and giving out leak dye tablets. They were able to reach more than 400 customers during this outreach campaign. Customers were very appreciative of the information and the 'down to earth attitudes' displayed by the team. One customer was so thankful for the helpful tip David Judson shared on a possible leak that he came back to the office to thank the meter services staff member for helping him find a hidden leak. This will be an annual campaign.

Exhibit D

CCWA Media Release Schedule | 2015

January

Tips to prevent and thaw frozen pipes during extreme cold temps	January 6
Small Local Business Enterprise Monthly Workshop	January 12
Georgia F.O.G. Alliance Program of the Year Award	January 26

February

Keep Our Pipes Free of Wipes radio PSA on Total Traffic Network	Week of February 9
Small Local Business Enterprise Monthly Workshop	February 12
Fishing Season Opens	February 27

March

Fix A Leak Week (also run AWWA video on local govt channel & HQ lobby tv)	March 13
Small Local Business Enterprise Monthly Workshop	March 12
Atlanta Audubon Birdwatching Fieldtrip – if held	March ?
Household Hazardous Amnesty Day Preview local calendars	March 29

April

Household Hazardous Day Amnesty Day	April 10
Small Local Business Enterprise Monthly Workshop	April 12
Wetlands Center Hosting River of Words Exhibit	April 13
Atlanta Audubon Birdwatching Fieldtrip – if held	April ?
Stormwater Pollution Prevention Tips radio PSA on Total Traffic Network	Week of April 14

May

GAWP Spring Conference Awards	May 7
60 th Anniversary Open House	May 12
Small Local Business Enterprise Monthly Workshop	May 12
Water Environment Research Award Winners (science fair)	May 15
Atlanta Audubon Birdwatching Fieldtrip – if held	May ?
Reservoir Schedule for Memorial Day	May 23

June

Newman Wetlands Center Participating in Camp Macys	June 11
Small Local Business Enterprise Monthly Workshop	June 12
National Finance Reporting Award	June 18
Recreation Opportunities (reservoirs/July 4 th schedule)	June 27

July

Small Local Business Enterprise Monthly Workshop	July 12
Ways to save money & water (including Toilet Rebate Program)	July 25

Exhibit D

CCWA Media Release Schedule | 2015

August

Stormwater Annual Update	August 2
Small Local Business Enterprise Monthly Workshop	August 12

September

Wetlands Festival preview (submit for local calendars)	September 7
Small Local Business Enterprise Monthly Workshop	September 12
Atlanta Audubon Birdwatching Fieldtrip – if held	September ?
Wetlands Festival	September 20
Rivers Alive preview (submit for local calendars)	September 29

October

Rivers Alive – Call for volunteers	October 3
Wetlands Festival Recap	October 6
Small Local Business Enterprise Monthly Workshop	October 12
Rivers Alive	October 15
Atlanta Audubon Birdwatching Fieldtrip – if held	October ?

November

FOG Prevention during holiday season (also run radio PSAs)	November 10
Small Local Business Enterprise Monthly Workshop	November 12
GAWP Fall Conference Awards – if any	November 17

December

Rate Adjustment – if one is planned	December 7
Cold Weather tips – prevent pipes from freezing	December 20

Exhibit E

2013 Multi-Family Residential F.O.G. Education Outreach Campaign

Clayton County Water Authority (CCWA) staff embarked on a new campaign in 2013 to expand our public education outreach efforts to educate customers living in multi-family residential communities about the damaging effects of fats, oils and grease (F.O.G.) and the proper way to dispose of F.O.G.

Objective

To increase awareness about the proper disposal of fats, oils and greases (FOG) within Clayton County's multi-family residential communities. By educating adults and children in their community, we hoped to help reduce grease blockages and sanitary sewer overflows in the sewer outfalls that historically have a large number of incidents. Our objective was to reach 250 adults and children during this initial campaign. We were able to personally reach 439 customers during the campaign, plus provide maintenance staff at the complexes information for the other tenants.



Outreach Team Members

Our outreach team brought together Environmental Compliance staff, Conveyance staff and our public information officer.

Outreach Tactic

We selected four communities near outfalls that historically have a large number of blockages or overflows based on Cityworks data. After getting buy-in from property management, we set up a fun, educational display area in the complex so that students getting off the school bus and parents coming home from work could stop by and learn about the proper disposal of F.O.G. The display included brochures, magnets, grease can lids, pencils, a 'Grease Blockage in an 8" Sewer Pipe', a cool cockroach race car and a CCWA Jet Truck or CCTV Truck.



This campaign took place in September, October and November of 2013 and worked in tandem with bill inserts,

education at additional community events and F.O.G. public service announcements that ran on the Total Traffic Network on 14 radio stations.

Residents at the complexes were very receptive, and adults continually told us that they were not aware of the problems grease causes when poured down the drain. Children would walk away talking about the problem as well. The most effective way to change behavior is to reach people personally and leave an impression. Our staff was able to do this at each event.



The new outreach tactic was an innovative approach and definitely a success! CCWA staff connected with customers; customers learned the proper way to dispose of F.O.G. in a fun, entertaining way and property maintenance staff found a new resource for tackling a problem they constantly face.

**Best customer comment from
the campaign:**

“You just solved my problem!”



Exhibit F

2014 Non-Dispersibles & F.O.G. Education Outreach Campaign



Objective

To expand the scope of CCWA's F.O.G. Education Outreach Campaign to include education on non-dispersibles. Both F.O.G. and Non-dispersibles cause blockages in CCWA's sanitary sewer system which leads to sanitary sewer overflows (SSOs). The objective of this campaign is to educate industrial and multi-family customers about the proper disposal of fats, oils and grease (F.O.G.) and the importance of keeping non-dispersibles out of our sanitary sewer system. By educating adults and children, we will help reduce grease blockages and sanitary sewer overflows in the sewer outfalls that historically have a large number of incidents. Our objective is to reach 500 adults and children during this campaign.

Outreach Team Members

Environmental Compliance - Jennifer Brandon, Jim Powell

Distribution & Conveyance - Charles Ecton, Al Loftis, Orlando Kendall, Dean Howell, Gerald Fuller, Steve Kite, Andre Sanford, Richard Bergmann and Crystal Dodson

Public Information - Suzanne Brown

Outreach Tactic

Select one industrial customer, two mobile home parks and two multifamily complexes near outfalls that historically have a large number of blockages or overflows based on Cityworks data. After getting buy-in from property management, we will set up a fun, educational display area in the complex so that students getting off the school bus and parents coming home from work can stop by and learn about the proper disposal of F.O.G. and the harm non-dispersibles pose to our sanitary sewer system. The displays will include our 'Grease Blockage in an 8" Sewer Pipe' Display; a non-dispersibles display; educational materials, CCWA Jet Truck or CCTV Truck.

Educational Materials

CCWA FOG magnets

CCWA grease can lids

CCWA Pencils

Bi-Lingual Fat Free Sewers brochures

FOG Flyers

Toilet Is Not a Trash Can brochure

Dates/Locations

July

The Palms at Lake Spivey

Independent/Assisted Living Facility

8080 Summit Business Parkway, Jonesboro

770.477.7207

Contact: Sharon Samuels

Program Service Director/Independent Living

SSamuels@5sqe.com

September

Hunter Ridge Mobile Home Park

696 Tara Road, Jonesboro

770.477.5774

Contact: Candy Daly

cdaly@yescommunities.com

October

Country Estate Mobile Home Park

6569 Homestead Road, Rex

Or

Mill Mobile Home Community

6545 Highway 42, Rex