

March 7, 2011

Board of Directors  
Ventura Regional Sanitation District  
Ventura, California

## **VRSD BOARD GOAL (PUBLIC IMAGE) – PRODUCTION OF A VRSD PROMOTIONAL VIDEO**

### SUMMARY

Staff is seeking direction from the Board with regard to projected content and cost of a professionally produced video in support of the Board's 2011-2012 goal for enhancement of VRSD's public image.

### BACKGROUND

Among the objectives established at the Board's Goal-Setting Workshop on February 9 is the production of a video that showcases VRSD's broad range of services and its overall role in safeguarding and improving the environmental health of Ventura County. Subsequent to that Workshop, staff created a basic outline of the project and met with a local video production company to obtain a "ball-park cost estimate" for the Board's consideration.

Staff foresees the creation of an interactive DVD that would be playable on standard computers and DVD players. The interactive nature of the video would enable viewers to choose the subject matter in which they are most interested; or, they can choose to watch it in its entirety. The basic outline of the project includes:

- General profile of VRSD (history, organization, purpose, range of services)
- Details of primary services (solid waste management, biosolids processing, wastewater treatment plant operation and maintenance, potable/recycled water system operation and maintenance, environmental monitoring, closed-circuit TV pipeline inspection, sewer pipeline cleaning, manhole rehabilitation, industrial painting and coating, financial services for municipal agencies)
- The "VRSD Advantage" (cost-effectiveness, deep pool of expertise, local resources/response, quality service)

The DVD format would include a combination of live-action video and static images, supplemented by professional narration, both on- and off-camera. A "modular" design would allow for cost-effective updates (i.e., re-shooting/editing single sections as services are added, expanded, or eliminated). Staff has identified local companies that can provide "short-run" duplication to avoid obsolete inventory of outdated DVDs.

Potential uses for the DVD include:

- Meeting "leave-behind"
- Direct-mail piece to targeted groups (e.g., homeowners' associations)
- Media kit insert
- General PR use

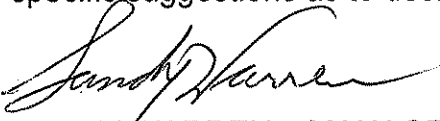
If you have any questions, please do not hesitate to contact me (805-658-4608 / sandywarren@vrsd.com).

#### FISCAL IMPACT

Staff estimates that a 15-18 minute interactive DVD could be produced for \$6,500-\$8,000. (The range incorporates a variable ratio of live-action video versus less costly static images). Although the current budget does not include specific funds for such a project, staff has determined that funding is available through intra-department transfer; no budget adjustment would be required.

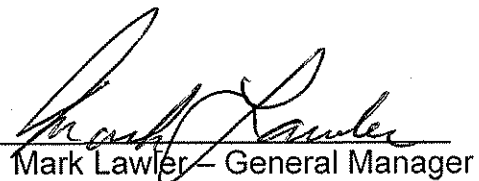
#### RECOMMENDATION

It is recommended the Board direct staff with regard to the proposed format, outline, and estimated cost of a promotional video for VRSD, including any specific suggestions as to desired content.



SANDY WARREN – MANAGEMENT ANALYST

APPROVED FOR MARCH 17, 2011 AGENDA



Mark Lawler – General Manager