

Proposed to
**Municipal Water District
of Orange County**

Proposed on
May 26, 2023

Strategic Digital Communications Services

RFP No.PA0423-001

As proposed by  **HashtagPinpoint**



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Mr. Damon Micalizzi
Director of Public Affairs
Municipal Water District of Orange County
18700 Ward Street
Fountain Valley, CA 92708
RE: Municipal Water District of Orange County Request for Proposals (RFP) for Strategic Digital Communications Services: RFP No. PA0423-001

Dear Mr. Micalizzi:

HashtagPinpoint is pleased to submit our proposal in response to the Municipal Water District of Orange County's Request for Proposals for Strategic Digital Communications Services. For nearly six years, HashtagPinpoint has had the privilege to serve as MWDOC's strategic communications partner. Together, we have celebrated countless awards, events and campaigns, doing our best to surpass the expectations that a contractor would have for their digital consultant.

Since 2016, HashtagPinpoint has evolved from a remote social media consulting company into a full-service strategic communications firm with new offices, with a full studio, in Old Towne Orange. We are proud to serve many organizations throughout the state of California and assist them in their communications needs. We currently provide services to not only public water agencies in Orange County, but many nonprofit organizations and advocacy groups throughout the state. Our award-winning team has become a trusted partner for many organizations looking to improve their strategic communications plan and brand footprint.

We are proud to offer an array of services - From video production, digital strategy, and public affairs work. We have been successful for government, non-profit and corporate clients, as well as continue to maintain professional relationships with key stakeholders that will allow us to continue to help MWDOC achieve its strategic communication goals.

Together, we have learned much over these past five years. As times have changed, so has the need on how we communicate with stakeholders and the importance of being strategic. We are confident in our plan moving forward and are excited to continue our relationship so that we can continue to offer new and exciting ideas for your communication success.

Please contact me directly with any questions and thank you for the opportunity to submit our proposal.

Sincerely,



Pasquale Talarico
President, CEO
HashtagPinpoint



Section B: Background Information





BACKGROUND INFORMATION

LEGAL NAME:	HashtagPinpoint Corporation	
OFFICE LOCATION:	100 West Chapman Ave. Ste. 200 Orange, CA 92866	
WEBSITE:	www.HashtagPinpoint.com	
ORGANIZATION:	S Corporation, Established in 2014	
PRIMARY CONTACT:	Pasquale Talarico <i>President, CEO</i>	Phone: (714) 719-3345 Email: Pasquale@HashtagPinpoint.com

LITIGATION STATEMENT

At this time, HashtagPinpoint is not involved in any pending litigation, and is not subject to any circumstances that would affect its ability to provide communications support and services to Municipal Water District of Orange County.

STRATEGIC COMMUNICATIONS

DELIVERING THE **RIGHT MESSAGE**, TO THE **RIGHT PERSON**.

HashtagPinpoint (**#P**) was founded in 2014 providing social media services to political campaigns, government entities and nongovernment organizations. Since then, **#P** has developed an array of strategic communication services and tools that allow its clients to **deliver the right message, to the right person, at the right time.**

*"HashtagPinpoint is more than a consulting company, **they are an invested member of our team.** Together we have built a robust social media presence, increased our website traffic substantially and cemented our brand within Orange County."*

- Tiffany Baca, Public Affairs Manager - Municipal Water District of Orange County

HashtagPinpoint offers the following Services:

- **Full Agency**
 - Strategy, Design, Execution, Copy, Branding, Video/Photo, Social Media, Brand Management & Reporting
- **Content Curation**
 - Video Production - Studio-Style Interviews or Stories with Produced B-Roll
 - Video Animation - Cartoon, Explainer Type, Motion Graphics
 - Photography - Full Resolution RAW Images, Edited with Custom Designed Presets
 - Graphic Design - Custom, Branded Graphics for Promotion or Issue-Based Messaging
 - Copywriting - Strategic and Effective Copywriting to Deliver the Right Message, to the Right Person
- **News & Media Support**
 - In Collaboration with the Communications Team, Draft Effective Press Releases and Media Advisory Services to Appropriate Outlets to Gain Maximum Exposure
 - Utilizing Hashtags Press/Media Database (Statewide & National)
 - Commissioned Written Articles - As desired by the communications team, our award- winning team will write effective articles that may be used both for internal and external communications; as well as, earned media pieces
- **Online Advertising/Media Buy**
 - Boost content viewership and drive specific calls to action
 - Targeted by Consumer Demographic, Location, Issue/Message, Multiple Languages
 - Facebook/Instagram, YouTube, Google Search and Google Display Ads
 - Custom-built audiences utilizing behaviors, interests, interactions on posts, and more
- **Website Design & Development**
 - Design and development of full sites, landing pages, blogs, microsites
 - SEO - Keyword research, market analysis, monitoring traffic and user analysis, backlink management
- **Data Analysis & Review**
 - Review engagement, and tune messaging based on statistical information
 - Utilize *Meltwater Social Listening* Software for Brand and Reputation Management



Section C: Organization





ORGANIZATION BREAKDOWN

We have organized our Team to provide MWD OC with a offering of industry leading experts dedicated to providing high quality service. Our "in-house" focus on services keeps our team available for our clients, ensuring we're there when you need us!





Section D: Work Plan





Task One

Produce regular digital content for all the District's social media platforms through concept development, including quality graphic design and targeted hashtags.

Producing quality content, that is delivered on a regular basis, is the key to strong engagement. HashtagPinpoint's team of videographers, graphic designers and writers will ensure that the content being viewed by MWDOC's stakeholders is creative, relevant and effective.

- **Subtask:** Create Quality Content
 - Approach: Following best practices for each platform, use creatives that connect with the audience. These creatives will vary from high quality video production to quality graphics.
- **Subtask:** Deliver Digital Message
 - Approach: Develop messaging that connects with stakeholders. These messages will vary in topic, but it is essential that these messages be relevant and reflect the goals of the communication plan. It is also important that the delivery of these messages is improved targeted hashtags or tagging of groups or individuals.

Goal: Create the very best in content that will be seen by as many people as possible

Deliverables:

1. Graphics
2. Videos (Produced & Animated)
3. Photography

Task Two

Create messaging to promote audience interaction and generate interest through sharing relevant content such as events, news, programs, and milestone achievements.

Utilizing years of experience in the water industry, HashtagPinpoint will work alongside the team at MWDOC to identify key messaging areas and design campaigns centered around dynamic, relevant content and messaging with a clear call to action for engagement.

- **Subtask: Define clear messages that need to be communicated to stake holders and deliver them in a timely and relevant manner.**
 - Approach: Work with MWDOC Team, determine a messaging calendar for the year. This calendar will help us set clear expectations for each month on the message that is being sent out and making sure it is done in a timely manner.



Task Two (Continued)

Goal: Building and controlling a narrative that resonates with the Orange County community.

Deliverables:

1. Outside-the-Box Content & Creative Messaging Ideas
 - Utilizing multiple options and formats of delivery (Reels, Stories, Posts)
2. Op-Ed writings and placements

Task Three

Assist District staff in developing digital content for special events, including promotions, onsite support, and event highlights.

Building and maintaining brand strength and credibility should be a core focus for any organization, which is why HashtagPinpoint will work closely with MWDOC on special events, such as Water Policy Dinners, the OC Water Summit and more to establish trust and build a reputation of leadership to both the local community and industry professionals. Events serve as a great opportunity for content creation, which includes photography, videography and audio recording to be used in future messaging to highlight the District's efforts and expertise.

HashtagPinpoint's unique set of skills allows organizations, like MWDOC, to take advantage of services outside of a general communications scope including sound, lighting and general AV support.

- **Subtask:** Assist with promotions for MWDOC Special Events
 - Approach: Events are a lot of work and the HashtagPinpoint Team is no stranger to helping facilitate events. It is important these events utilize great promotion and teamwork to make them successful.

Goal: Assistance in the development of great events for MWDOC and the community.

Deliverables:

1. Promotional Materials
2. Day of Event Assistance (Sound, AV, Lighting, Photography, Videography, etc.)
3. Creatives to be used for event recap



Task Four

Maintain staff availability to respond to audience inquiries in a timely manner.

More than ever, people are using social media platforms as their preferred method for receiving news and contacting organizations. Our entire team becomes an active "watchdog" for the District; monitoring pages, managing direct messages and responding to inbound communication, with the support of the MWDOC team. Because of our understanding of the platforms and the sensitivity of timely messaging, our team is dedicated to working around the clock to manage messaging, as needed.

HashtagPinpoint's also offers tools, like Meltwater®, that help our team manage mentions of the District outside of our network. This includes news outlets, blogs and more.

- **Subtask:** Respond to inquiries that are sent over social media messenger and direct message in a timely manner.
 - Approach: Develop a social media response protocol so that HashtagPinpoint can assist in fielding any messages that come through the platforms, respond accordingly or route them to the correct individual so their question(s) can be answered.

Goal: Ensure that all inbound questions, comments, or complaints are responded to in a timely manner with a clear and accurate response.

Deliverables:

1. Development of a social media response plan
2. Daily monitoring of social media messaging platforms
3. Weekly report to MWDOC Team on messages and steps taken to resolve the inquiry.

Task Five

Manage social media posting schedule and purchases of sponsored content as requested.

It is important to maintain a reliable delivery of messages on each of the social platforms. Each platform functions differently and some may be more effective at different times. Utilizing social media scheduling software allows content creators the ability to determine the best time and type of post to schedule. HashtagPinpoint's has worked closely with the MWDOC team's CoSchedule® account for the past several years and is now actively preparing to switch to Hootsuite® to better accommodate the District's needs.



Task Five (Continued)

- **Subtask:** Scheduling of Posts
 - Approach: Utilize social posting software to deliver the right number of messages to each platform each day

Goal: Ensure that content is being posted in a timely fashion and that the content is being seen by as many people as possible.

- **Subtask: Deliver Sponsored Content**
 - Approach: Use social media ad platforms to deliver sponsored content. Utilize custom audiences and other important advertising strategies to make sure that the right people are seeing your message.

Goal: Use ad platforms to deliver desired content to targeted audiences in a cost-effective manner.

Deliverables:

1. Maintain schedule of content delivered on multiple platforms using scheduling software
2. Identify ad platforms that are best to deliver quality content
3. Maintain ad budgets and deliver reports on ad effectiveness

Task Six

Monitor, track, and analyze sentiment on social media related to water issues and the District and or its member agencies, as requested.

Monitoring, tracking, and analyzing sentiment on social media allows you to understand stakeholder perceptions, manage your brand's reputation, handle crises effectively, analyze competitors, and evaluate the success of your strategic communication efforts.

- **Subtask:** Stay informed on relevant news and District mentions in the local community
 - Approach: HashtagPinpoint utilizes 3rd party software, such as keyhole analytics, to view, evaluate and organize audience sentiment.

Goal: Stay Informed on relevant organizations and/or topics of importance

Deliverables:

1. Incorporate sentiment analysis software
2. Create alerts, in order to stay connected and updated on relevant news and information
3. Provide a sentiment update during weekly check-in calls and meetings



Task Seven

Attend the District's Committee meetings, as requested.

To maintain ongoing communication not only with MWDOC staff but the Board of Directors, HashtagPinpoint understands the importance of meeting attendance and is happy to offer both verbal and written reports to leadership and stakeholders.

- **Subtask:** Meeting Attendance
 - Approach: Tim Kearns, HashtagPinpoint's COO and MWDOC's Account Manager, will be in attendance of the monthly Public Affairs and Legislation (PAL) meetings, as requested, and will be prepared to report on social media and additional items as requested.

Goal: Maintain communication with leadership and provide insight on the strategic communications plan.

Deliverables:

1. Attend monthly Public Affairs and Legislation (PAL) Committee meetings.
2. Deliver both verbal and written reports to the committee

Task Eight

Prepare quarterly social media analytics reports and an annual audit.

Social media metrics are crucial for understanding and evaluating the performance and effectiveness of social media marketing efforts. They provide insights into the impact of your social media activities, audience engagement, and the overall success of your strategic communication campaigns. For the past 5 years, HashtagPinpoint has created a comprehensive, annual audit for MWDOC - highlighting each platform, audience breakdown and recommendations on strategy adjustments.

- **Subtask:** Quarterly social media analytics reports
 - Approach: Use social media metrics to track the performance of messages being used across multiple platforms. With these metrics, evaluate and determine if and what changes need to be made to increase effectiveness.

Goal: To be able to measure the effectiveness of the work that is being done.

Deliverables:

1. Quarterly report on metrics from all social platforms being utilized
2. Analysis of the report and offer thoughts and recommendations on them.
3. Annual audit of all social platform and recommendations for improvement



Section E:

Project Team





Pasquale Talarico

CEO | PRESIDENT

Pasquale Talarico has been active in Orange County public affairs for the last sixteen years. He served as a trusted advisor and Deputy Chief of Staff for California State Senate Senator John M.W. Moorlach, and has worked in a multitude of policy areas including homelessness, mental health, pension reform and water policy. He's considered an expert in social messaging, strategy and execution; leading numerous, successful local and State political campaigns including work with many political action committees and independent expenditures. After leaving the California State Senate, Pasquale became Director of Public Affairs with the Yorba Linda Water District (YLWD). During this time, Pasquale raised the bar for YLWD's messaging approach utilizing videos and engaging content to tell the story of the District. Pasquale is a sought- after speaker and thought leader around extending Facebook well beyond how the average person uses the platform for promotion.

Tim Kearns

COO | CREATIVE DIRECTOR

With a background centering around creative content and dynamic messaging, Tim leads the creative team with content design, development and management strategies. While working with a vast array of clients, he has mastered the skill of distilling messages down into consumable forms of content. Tim understands the importance of developing content specifically tailored to a unique, targeted audience. His ability to integrate messaging that combines passionate, persuasive storytelling with pioneering strategies has made him one of Orange County's most sought after digital experts. In addition to his work at HashtagPinpoint, Tim serves as President of the Orange County based Non-Profit, Moustaches for Kids.

ADDITIONAL STAFF SUPPORT

Our *award-winning* social media and video production team has become even stronger with the addition of industry-leading writers, designers & developers.

Alanzo Moreno
CONTENT CREATOR

Christian Samson
CONTENT CREATOR - VIDEO & PHOTO

Gino Jose
VIDEOGRAPHER

John Seiler
COPYWRITER

David Calavitta
LEAD DESIGNER

Carlos Madriles
LEAD WEB DEVELOPER

Ian Caberra
VIDEOGRAPHER

Dino Pastrano
PHOTOGRAPHER



Tim Kearns
COO, Creative Director

Awards/Recognition:

- 2019 CAPIO Award of Distinction
- 2020 CAPIO – EPIC (x2)
- 2019 DotComm
- 2019 OCPRSA - Award of Excellence
- OCPRSA – Award of Excellence

Relevant Accounts:

- MWDOC (2017 - Current)
- YLWD (2019 - 2021)
- Mesa Water (2017 - 2021)

HashtagPinpoint (#P) was founded in 2014 providing social media services to non-profits, political campaigns, and government entities & nongovernment organizations. Since then, we've developed an array of strategic communication services and tools that allow our clients to deliver the right message, to the right person, at the right time.

ACCOUNT MANGER

MUNICIPAL WATER DISTRICT OF ORANGE COUNTY

RESUME

With a background centering around creative content and dynamic messaging, Tim Kearns leads the digital team with content design, development and management strategies. While working with a vast array of clients, he has mastered the skill of distilling messages down into consumable forms of content. Tim understands the importance of developing content specifically tailored to a unique, targeted audience. His ability to integrate messaging that combines passionate, persuasive storytelling with pioneering strategies has made him one of Orange County's most sought after digital experts.

SELECTED PROJECT EXPERIENCE

HashtagPinpoint
COO/Creative Director

- Lead and Coordinate Creative Team with Strategy and Outlook
- Provide Strategy Approach for Clients
- Credited with Being the Deciding Factor in High Profile Campaigns
- Manage Daily Content, Including Graphics, Video, Animation and More
- Organize, plan and Direct Client Strategy Meetings (Weekly)
- Track Trends, Provide Analysis for Digital Movement

Assemblywoman Laurie Davies (AD74)
Communications Consultant

- Lead and Coordinate Overall Messaging Strategy and Delivery
- Work with Member and Key Staff to identify Issues pertaining to District
- Manage Daily Content, Including Graphics, Video, Animation and More
- Design & Send District Update Newsletters & Other Outbound Communications
- Main Contact for Press & Media Inquiries

Moustaches for Kids
Board President

- 501(c)(3) tax-exempt organization ID# 87-1231634
- Manage Vision and Brand
- Coordinate Events, Venues and Program
- Build and maintain relationships with key stakeholders and donors
- Build and maintain relationships with industry partners



Section F: Qualifications and Experience





WE KNOW WATER. WE KNOW MWDOC.

For nearly 6 years, HashtagPinpoint has worked closely with MWDOC as their Strategic Communications partner. Our firm has been **submerged** in the water industry, working with member agencies like Mesa Water, Yorba Linda Water District, and the Moulton Niguel Water District! We have also had the pleasure of working with key organizations surrounding the industry including WELL (Water Education for Latino Leaders), CA-NV AWWA and more!

HashtagPinpoint has had its fingerprints on countless awards, events and programs celebrated by the MWDOC team. Together, we've developed campaigns, built strategies and expanded partnerships!

We know your brand. We know your voice. We know your story.

CAMPAIGN HIGHLIGHTS

IMAGINE A DAY WITHOUT WATER

Imagine a Day Without Water (IDWW) is a national campaign that aims to raise awareness about the importance of water and the challenges associated with water scarcity. It is organized by the Value of Water Campaign, a collaboration of water utilities, businesses, and organizations.

Partnerships: Fullerton Fire Department, Brea Fire Department, Harris Farms, SEER, Santiago College, Bolsa Chica Conservancy, Miss Mini Donuts, Bottle Logic Brewing, MoonGoat Coffee and more!

OVER
75,000
VIDEO VIEWS





CAMPAIGN HIGHLIGHTS

STREAMS OF HOPE

Our coasts and waterways not only support and nourish us, they inspire us. That's why communities across southern California are working together this spring on "Streams of Hope," a countywide public art and community cleanup campaign. **Streams of Hope** is a great way to protect the resources we love and take actions that benefit everyone who lives downstream from us.

Partnerships: Wyland Foundation, OCCC, County of Orange, Inside the Outdoors, Laguna Beach Water District, Hope School and more!

OVER
76,000

TARGETED
PEOPLE REACHED

OVER
5,300

WEBSITE VIEWS*

*WEBSITE DESIGNED AND BUILT
BY HASHTAGPINPOINT



OC IS GARDEN SMART

OC's semi-arid climate supports the diverse landscapes that are enjoyed here, including coastal, canyon, mountainous, and metropolitan areas. Successful gardens and landscapes in these areas require a range of water and garden smart know-how, and OC residents and businesses are increasingly up to the challenge!

Partnerships: Orange County Coast Keepers, UCCE Master Gardeners and UCI

OVER
55,000
VIDEO VIEWS





EVENT COVERAGE

MWDOC takes an active role in public education, and provides informational materials to the public through participation in community events, speaking engagements, public meetings, water industry conferences, workshops and special events.

Previous Events Include: Water Policy Dinner & Forum, OC Water Summit, Press Conferences, Ribbon Cuttings and More

Services Provided: Audio/AV Support, Lighting, Photography, Videography, Live Streaming, Green Screen Production and Live Event Posting



ANALYTIC SNAPSHOT (LAST 90 DAYS)



What is Reach?

The number of Accounts Center accounts that saw any content from your Page or about your Page, including posts, stories, ads, social information from Accounts Center accounts that interact with your Page and more. Reach is different from impressions, which may include multiple views of your posts by the same Accounts Center accounts. This metric is estimated.



QUICK SUMMARY

MWDOC's platforms consist of a combination of videos and static imagery. In the last 90 days, over 507,000 people we're reached on Facebook/Instagram and a total of 19,100 minutes (318 hours) of video content has been viewed by **targeted, Orange County residents.**



Section G:

Client References





CLIENT REFERENCES

Marice DePasquale

Vice President - Mesa Water District

📞 949 - 433 - 4261

✉️ marice@mconsensus.com

Scott Maloni

Client Director, State and Local Government - Black & Veatch

📞 858 - 663 - 8838

✉️ malonis@bv.com

Desi Alvarez

Vice President - West Basin Water District

📞 310 - 739 - 1625

✉️ mcm_management@verizon.net

SERVICES PERFORMED FOR THE DISTRICT IN THE PAST THREE (3) YEARS

Since 2017, HashtagPinpoint has provided and performed our full suite of services.

Those services include:

- Strategic Planning
- Content Production
- Online Advertising/Media Buy
- Branding and Voice Development
- Media Relations
- Advocacy
- Website Design & Development
- Social Listening
- Reporting



Section H: Cost/Pricing Information





COST/PRICING INFORMATION

Previous RFPs have called for specific deliverables, which Hashtag*Pinpoint* regularly under-promised and over-delivered. Whether developing the Strategy & Best Practices document, providing a consistent framework for success, or providing last-minute coverage for an event, we have never waived in our commitment and support of MWDOC. As an ongoing sign of our commitment and partnership, Hashtag*Pinpoint* is pleased the same pricing from when we started in 2017 with the same level of commitment, excellence in work product, and new ways to engage and further the MWDOC mission.

Hashtagpinpoint offers 'Open Agency' pricing for clients & projects that require the strategy to determine what is in needed in a given week or month. Open Agency allows clients to receive exactly what is needed to complete our strategy and achieve our goal. **Our team truly becomes an extension of your staff!**

Description	Price Schedule
Open Agency access, including the entire suite of services (audience definition, regular meeting attendance, same day response	July 2023 – June 2023 = \$7,917/mo, \$95,000/year July 2024 – June 2025 = \$7,917/mo, \$95,000/year July 2025 – June 2026 = \$7,917/mo, \$95,000/year

APPROACH AND METHODOLOGY

Following is a description of the management roles **#P** will use to manage the account:

- **Tim Kearns** – Primary Account Manager; Representative for the overall direction for the deliverables and work performed for the District. Provides presentations and reports, works with staff on establishing best practices
- **Pasquale Talarico** – Secondary Account Manager; Provides operational support, lead on political and advocacy needs and concerns, submits billings and present on weekly team check-ins
- **Christian Samson** – Primary Creative; Provides additional photography and videography needs
- **Gino Jose** – Secondary Videographer; Provides content support
- **Dino Pastrano** - Secondary Photographer; Provides content support
- **John Seiler** - Primary Writer; Provides translation services and op-ed placement



Questions? Contact Us.



PASQUALE TALARICO

CEO/PRESIDENT

📞 714-719-3345

✉️ PASQUALE@HASHTAGPINPOINT.COM

TIM KEARNS

COO/CREATIVE DIRECTOR

📞 714-388-8307

✉️ TIM@HASHTAGPINPOINT.COM