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(1913 – 1988)

ROBERT E. HARDWICKE, JR.
(1917 – 1991)

JUSTIN S. LIGHT
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December 16, 2019

Via CMRRR #7017 1450 0001 7321 7325
and E-Mail: rmontoya@empowertexans.com

Mr. Robert Montoya
PO Box 700981
Dallas, Texas 75370

Re: Request for Public Information dated December 3, 2019 (the “Request”);
TRWD PIR 19.133

Dear Mr. Montoya:

This letter is sent to you in response to your Request dated December 3, 2019 directed to the Tarrant Regional Water District (“TRWD”), which we represent as General Counsel. Your Request seeks the following:

For the period of time from 1/1/19 to Present

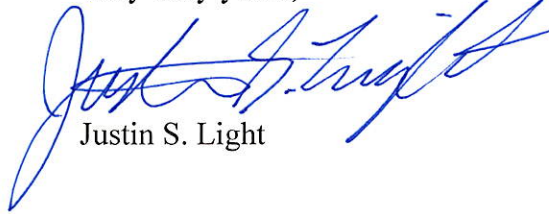
- Records corresponding to Request for Proposal (RFP’s) for the water conservation marketing campaign between TRWD, City of Dallas, and the North Texas Municipal Water District.

Pursuant to Sections 552.301(d) and 552.305 of the Texas Government Code, we hereby advise you that **TRWD and TRVA wish to withhold a portion of the responsive information** to your Request and on this date have asked for a decision from the Attorney General about whether the information is within certain exceptions to public disclosure. We also enclose herewith a copy of the written communication to the Attorney General asking for such a decision and arguments being submitted to the Attorney General. Enclosed with this correspondence is the responsive Request for Proposal not subject to the Attorney General’s ruling.

By copy of this letter to the Attorney General, we are certifying compliance with the cited sections of the Texas Government Code.

Mr. Robert Montoya
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Very truly yours,



Justin S. Light

JSL

Enclosures

P:\TRWD\Public Info Requests\Montoya, Robert (Water Campaign RFP)\Montoya, Robert 12-16-2019 (Notice of Request for Attorney General Opinion).docx

cc: Honorable Ken Paxton, Attorney General of Texas (w/o enclosures)
Tarrant Regional Water District

REQUEST FOR PROPOSAL

Project Overview

The following outlines the necessary items for the “Keep Texas Water on Tap” campaign from the Tarrant Regional Water District, City of Dallas Water Utilities, and North Texas Municipal Water District. This campaign runs throughout the summer and focuses on the need to conserve water in order to ensure there is enough for future generations of North Texans. The return date for responses to this document is **EOD May 23, 2019**.

Project Scope

We are seeking a production partner to handle production, post production, and final delivery for the following projects. *Concepts and scripts developed by agency (attached).*

Television

One (1) spot

- Includes English and Spanish overdubs
- Assumes there will be two TV actors and two voiceover actors

Radio

One (1) spot

- Includes English and Spanish overdubs

Pre-roll

Two (2) spots

- Two :15 spots; two English and two Spanish overdubs
 - Script in development for :15 pre-rolls

Social

Two (2) social media videos

- Two :6 to :15 second videos based on footage from TV broadcast

Stills

Ten (10) images

- Stock-style shots of sprinklers, water running down sidewalk, father with daughter, using images captured during TV shoot etc.

Production Timeline

W/O 5/28 – Production

6/24 - Campaign goes live

Budget

\$120,000

All-inclusive (radio and TV – production, post-production, talent negotiation/fees, all stock photography, stock video*, and music* etc.)*

**Any stock footage must be approved by client prior to purchasing.*

Locations

Primary locations include:

- House
- Park with splash pad
- Self-serve car wash

Shot list

Primary shots include:

- Man sitting in Adirondack chair with a glass of water
- Sprinkler running in the yard
- Man washing vehicle with no water coming out of the hose
- Jogger running up to a water fountain that doesn't work
- A splash pad that does not have water coming out of it
- Broken sprinkler running in the yard
- Man fixing broken sprinkler
- Daughter walking up to man outside with a glass of water taking a seat next to man

Potential alternative shots include:

- Turning on a tap and nothing coming out
- Watering plants with a jug that does not have water in it
- A dry slip and slide/home water play feature
- Power washer with no water coming out
- A dog drinking from a dog bowl with no water

Draft broadcast script

"KEEP TEXAS WATER ON TAP" :30

In this spot, we'll see a Texan enjoying some Texas water – and then considering what life would be like without it.

FRAME 1: Open on a man sitting in an Adirondack chair on his front lawn. He's enjoying the summer day while sipping on a cold glass of water.

FRAME 1 VO: *A good 'ol glass of Texas tap.*

FRAME 2: We see the sprinkler is running in the yard.

FRAME 2 VO: *It's not just for drinking, we use it for everything.*

FRAME 3: Cut to sad, waterless images. The same man is now raising a hose up to his dirty vehicle in a car wash and realizing there's no water to clean it. Cut to see him now jogging up to a drinking fountain. He goes to take a sip of water and nothing comes out. We see the sad, disappointed thirst in his eyes. Then we cut to him on a dry splash pad with someone who looks to be his young daughter. She looks up at him, goggles on, with a disappointed look on her face.

FRAME 3 VO: *Imagine what life would be like without it...*

FRAME 4: Cut back to the man. It appears that he daydreamed those waterless scenes, and he's snapped back to reality.

FRAME 4 VO: *So let's not waste it.*

FRAME 5: Now he's staring at his sprinkler, watching half the water that comes out of hit the driveway and the street.

FRAME 5 VO: *Fix your leaking taps and toilets.*

Cut down your shower time.

And when you need to water the lawn, make sure you're actually watering the lawn.

FRAME 6: The man reaches over and fixes the placement of his sprinklers.

FRAME 6 VO: *Its' the little things that can help add up...*

FRAME 7: His daughter walks out of the house with her own glass of water, taking a seat next to her dad.

FRAME 7 VO: *To keep Texas water on tap.*

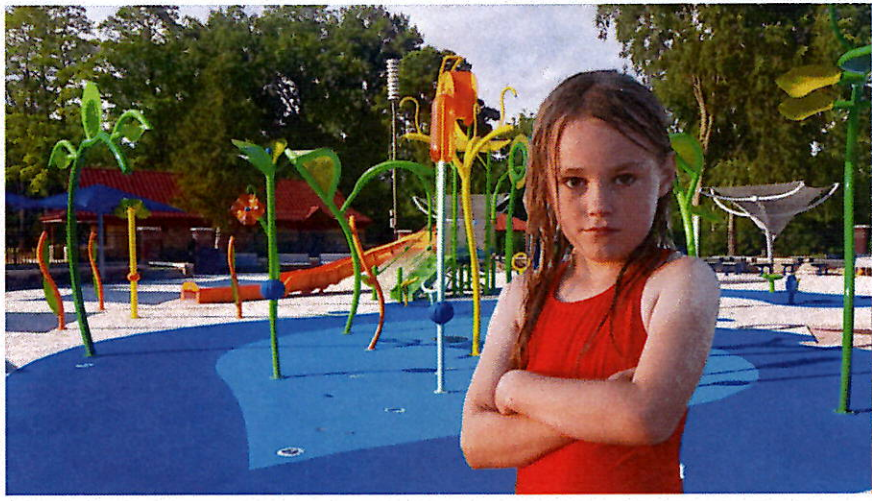
FRAME 8: Cut to art card.

FRAME 8 VO: *Visit WaterIsAwesome.com to learn more.*

ART CARD: LOGOS

Boards







LESS WATERING



Visit www.WaterIsAwesome.com