

WEST BASIN MUNICIPAL WATER DISTRICT

NOVEMBER 13, 2001 – Communications

Hawkins & Treviño

McDonald & Kwan

NOVEMBER 26, 2001 – Board Meeting

Prepared by: David Hill

Submitted by: Art Aguilar

Approved by: Darryl G. Miller

ACTION CALENDAR

WEST BASIN INFORMATIONAL VIDEO PRODUCTION

SUMMARY:

Last month, staff issued a "Request for Proposals" (RFP) to gather bids from production companies to update the District's "Drought-Proof 2000" video. These production companies were asked to bid on revising West Basin's existing video (Drought-Proof 2000) to a conservation and water recycling savings concept. Staff received proposals from the following production companies:

Media Host Network, Los Angeles  
Gallanty & Company, Santa Monica  
Showreel International, Hollywood  
Jack Foster Productions, Covina  
Matrix Communications, Torrance

Staff recommendation is to enter into an agreement with Showreel International. Of all the proposals, they understand the concept the best. Plus their proposed budget (not including 10% contingency) is within West Basin's budget for this project. Also, they intend to shoot a new video using some existing material instead of simply revamping the existing Drought-Proof 2000 video.

The Showreel proposal uses a theme of conserving and protecting our regional water resources and how West Basin is accomplishing this task. Video will include interviews with West Basin management and representatives of recycled water users as well as interviews with young children.

The schedule is to have a completed video by February 1, 2002.

FISCAL IMPACTS:

This West Basin FY 2001-02 budget includes \$20,000 for a District video.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed at the West Basin Joint Communications Committee members on November 13, 2001 and was recommended for approval at the November 26, 2001 West Basin Board meeting.

RECOMMENDED MOTION:

Authorize the General Manager to enter into an agreement with Showreel International in an amount not-to-exceed \$19,972 plus 10% for contingencies for a total not-to-exceed amount of \$21,969.20.

LIST OF EXHIBITS:

Exhibit "A" – Proposers Matrix

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