

WEST BASIN MUNICIPAL WATER DISTRICT**FEBRUARY 6, 2002 – Water Resources**

McDonald, Little

FEBRUARY 25, 2002 – Board Meeting

Prepared by: Art Aguilar

Submitted by: Art Aguilar

Approved by: Darryl G. Miller

INFORMATION CALENDAR

REQUESTS FOR PROPOSALS – PUBLIC RELATIONS SERVICES
FOR PHASE IV EXPANSION PROJECT AND DESALINATION PROJECTSUMMARY:

Staff prepared and submitted at the Feb. 6, 2002 Water Resources Committee a Request for Proposal (RFP) for public relations services on the Phase IV Expansion Project that will increase the amount of recycled water used in the West Coast Basin Seawater Barrier. Subsequently, at a Seawater Desalination study meeting Feb. 7, 2002, the Board of Directors requested staff to include both the potential Seawater Desalination Project and Seawater Barrier Project in the same public relations RFP. This necessitates the rewriting of the proposal that was submitted to the committee for information and the development of a new timetable. Staff plans to bring results of the selection process to the Board at the April 22, 2002 Board meeting.

Staff is preparing the new RFP for release on Monday, February 22, 2002. In addition to the duties and requirements outlined in the original Project IV Expansion RFP, the "Scope of Work" will be expanded to include additional activities for the desalination project, including the holding of topic specific informational meetings for District staff and interested outside parties, development of a specific media campaign, and other seawater-specific needs.

Developing and disseminating information about both projects to the public, private businesses, governmental agencies and District Board members and staff will be a key component in obtaining support and funding for the projects. In addition to a detailed outreach plan, the accepted proposal will need to address methods for educating the District Board of Directors and staff on the many aspects of the project and training them to carry the message to the public.

It is important that the District hire a public relations firm that has the experience, trained staff, contacts, "brainpower", and overall ability to handle the large and complex tasks to be outlined in the RFP.

The RFP will be released February 25, 2002 to a list of vendors developed by staff with input from within the District (including Directors) and the industry. The schedule, which will also be outlined in the RFP, is as follows:

- February 25, 2002 – RFP released to vendors
- March 15, 2002 – Deadline for submission of completed proposals
- March 18-20, 2002 – Staff review of proposals
- March 25-27, 2002 – Interviews with selected proposers
- April 11, 2002 – Staff recommendation to Joint Communications Committee

- April 22, 2002 – Board awards contract
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FISCAL IMPACTS:

None.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Water Resources Committee on February 6, 2002 and agendaized to the February 25, 2002 Board meeting as an information item. However, the Board, at its February 7, 2002 Seawater Desalination study session requested staff to expand the RFP to include the proposed desalination project and Phase IV Expansion Project in one contract proposal.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – RFP to be provided at the February 25, 2002 Board meeting.

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