

WEST BASIN MUNICIPAL WATER DISTRICT

OCTOBER 14, 2004 - Jt. Communications

Dear, No Quorum

OCTOBER 25, 2004 - Board Meeting

Prepared by: Joone Lopez

Submitted by: Art Aguilar

Approved by: Art Aguilar

INFORMATION CALENDAR

“REQUEST FOR PROPOSALS” (RFP) FOR
MADRONA LATERAL CONSTRUCTION AWARENESS PROGRAM

SUMMARY:

To provide timely information to the public and ensure successful completion of the Madrona Lateral (Lateral 6A), an RFP was distributed to identify a Construction Awareness Program Consultant (CAPC). Based on prior experience with projects of this size, a comprehensive and front-end outreach effort is critical to the overall success. The RFP was sent on October 1 to the following eight firms and posted on the District’s web site:

- The Solis Group;
- VMA Communications;
- Porter Novelli;
- Vandermost Consulting Services;
- The Dolphin Group;
- Jeff Maleman, Inc.;
- P. Dowell and Associates; and
- Victor Griego .

The goal of the Construction Awareness Program is to implement a proactive strategy to inform the community along the alignments of the Madrona Lateral Project of potential construction disruptions and offer appropriate remedies. CAPC will work in collaboration with the project construction team to develop and disseminate public information to facilitate communication during the pre-construction and construction phases to ensure successful completion of the Project.

The Madrona Lateral is part of the Harbor/South Bay Water Recycling Project that is being implemented with the U.S. Army Corps of Engineers (Corps). The Corps will be the lead agency for the construction effort. They will be responsible for obtaining the construction contractor and providing construction management services. As the local sponsor, West Basin will be an active participant in all aspects of the construction Project. West Basin is responsible for the development and implementation of the Construction Awareness Program.

CAPC will interface directly with staff, Corps representatives, contractor, and local jurisdictional agencies to develop an effective communication strategy to inform the public about the Project.

The proposals will be evaluated based on the following criteria:

- Proposals will be examined for compliance with all the requirements in the sections of this RFP. Proposals that do not comply will be subject to disqualification without further consideration;

- Oral presentations, written questions for further clarifications and/or site visits may be required of all candidates;
- Final scoring will be based on a predefined method. Proposals with the highest scores will then be evaluated for final award; and
- West Basin will provide the candidates with a written notice of the recommended consultant. The notice will provide a one-week time period to allow any such consultant a chance to address the Board at the meeting in which a consultant will be considered.

Weighted Evaluation Criteria

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| Completeness of the proposal | 10% |
| Evaluation of staff & experience | 30% |
| Capability to meet project requirements | 30% |
| Experience in construction awareness programs | 20% |
| Flexibility | 10% |
| Total | 100% |

Schedule

- October 1, 2004 - RFP sent out to consultants
- October 18, 2004 - Deadline for submission of completed proposals
- Week of October 25, 2004 - Staff review of proposals & interviews
- Week of November 1, 2004 - Notification of staff's recommendation sent to vendors
- November 22, 2004 - Contract awarded to consultant

FISCAL IMPACTS:

None.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Joint Communications Committee on October 14, 2004. Due to a lack of quorum, Director Dear suggested that this item be agendized to the October 25, 2004 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

None.