

WEST BASIN MUNICIPAL WATER DISTRICT

NOVEMBER 4, 2004 - Jt. Communications

Kwan, No Quorum

NOVEMBER 22, 2004 - Board Meeting

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Approved by: Art Aguilar

ACTION CALENDAR

OUTREACH STRATEGY FOR OCEAN-WATER DESALINATION

SUMMARY:

The District's outreach campaign for fiscal year 2003-04 was a success and established a roadmap to move forward with the next phase. The summary of accomplishments demonstrates the benefits and effectiveness of managing the Program in-house (see Exhibit "A") with outside services for specific projects. As West Basin continues to pursue its plans for desalination, staff has monitored and evaluated outreach efforts from previous years to develop an improved strategy.

The next phase of outreach involves a significant education component that will create partnerships with local schools and environmental groups to educate youth about water issues. Currently, a "Water Wandering" Program is being developed in conjunction with the SeaLab for fourth graders in the District's service area. This Program takes the classroom to the schools via a mobile marine aquarium unit with a staff who will facilitate an interactive learning experience that is both educational and fun.

With the pending site agreement for the Demonstration Plant and new partnerships, staff is prepared to take advantage of many prospects for outreach opportunities. To ensure a successful continuation of past efforts toward greater results, an outreach plan that builds on progress made thus far is critical. For the sake of continuity, consistency and effectiveness of the District's outreach efforts, staff is planning to sole source the listed services. These firms have demonstrated a strong working knowledge of the District's projects and delivered successful results.

Consultant	Services	Amount	Reasons
Lang, Pan, & Chan	<ul style="list-style-type: none"> • Speakers Bureau; and • Multi-cultural media outreach. 	\$25,000	<ul style="list-style-type: none"> • Very successful in booking presentations with civic organizations in the key areas; • Provided quick response to Directors' and staffs' requests; and • Developed a strong working relationship and familiarity with community and civic groups.
MBI Media	<ul style="list-style-type: none"> • Update the Desalination video; • Secure programming on local cable stations to air the desalination video; and • Production assistance for media events. 	\$30,000	<ul style="list-style-type: none"> • Produced the original 7-minute video; • Responsible for securing cable programming in 19 cities for airing the desalination video; • Possesses a strong understanding of District's message points for updating the video to reflect current and accurate information; and • Track record of being responsive to District's needs and accommodating requests.

Digital Synergy	<ul style="list-style-type: none"> • Expand the desalination page on the District's web site; • Develop electronic collateral for desalination; • Build an interactive learning environment for the District's web site; and • Coordinate desalination information with existing conservation and education programs. 	\$25,000	<ul style="list-style-type: none"> • Current vendor for web site development and maintenance; • Responsible for the redesign of the District's web site; • Developed and designed the current desalination web page and links; and • Possesses strong understanding of District's desalination project.
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In addition, these consultants have developed close working relationships with the community groups, civic organizations, city officials, media and the District, which will allow for a more accelerated and aggressive outreach campaign. Utilizing these firms will ensure a time-efficient and cost-effective strategy that will increase public support for the District and its projects. As new needs arise, staff will advise the Board regarding any solicitation for additional services.

FISCAL IMPACTS:

The Fiscal Year 2004-05 Budget includes funds for ocean-water desalination outreach.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Joint Communications Committee on November 4, 2004. Due to a lack of quorum, Director Kwan suggested approval at the November 22, 2004 Board meeting.

RECOMMENDED MOTION:

That the Board authorizes the Co-Acting General Managers to enter into an agreement with:

1. Lang, Pan, and Chan to provide Speakers' Bureau scheduling and multi-cultural media outreach services as described above for a total not-to-exceed amount of \$25,000,
2. MBI Media to provide media production and program scheduling services as described above for a total not-to-exceed amount of \$30,000, and
3. Digital Synergy to design and develop additional desalination web pages and electronic collateral as described above for a total not-to-exceed amount of \$25,000.

LIST OF EXHIBITS:

Exhibit "A" - Desalination Outreach 2003-04 Summary