

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

RECOMMENDATION FOR MADRONA LATERAL
CONSTRUCTION AWARENESS PROGRAM

SUMMARY

At the October Board meeting, staff informed the Board that a "Request for Proposals" (RFP) was sent out on October 1, 2004 to provide outreach services for the construction of the Madrona Lateral, the next phase of the Harbor/South Bay Water Recycling Project. 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.

The RFP was sent to the following eight (8) firms and posted on the District's web site:

1. The Solis Group
2. VMA Communications
3. Porter Novelli
4. Vandermost Consulting Services
5. The Dolphin Group
6. Jeff Maleman, Inc.
7. P. Dowell and Associates
8. DSO

A follow up phone call was made the same day to confirm that they had all received the RFP. A copy of the RFP was posted on the District's current web site in accordance with the procurement policy. The goal was to identify a professional firm with the experience and capability to meet the District's construction outreach needs. The deadline for the response to the RFP was Monday, October 18, 2004 by 2:00 p.m.

Staff received a total of five (5) proposals from the following firms:

1. VMA Communications
2. DSO/Murakawa
3. Porter Novelli
4. Dolphin Group
5. Dowell & Associates

Based on their proposals, they were invited to participate in an oral interview process. The interviews were held on Wednesday, October 27, 2004. Dowell & Associates withdrew from the selection process due to a scheduling conflict. The interview panel consisted of members from the Public Affairs and the Engineering Departments with one representative from the City of Torrance.

The candidates were evaluated based on the following six (6) criteria:

1. Completeness of the proposal 10 pts
 - Included the information requested in the “proposal requirement” of the RFP.
2. Evaluation of staff & experience 30 pts
 - Firm’s experience in developing & conducting awareness program.
 - Understanding of the project and “Scope of Work”.
3. Capability to meet project requirements 30 pts
 - Comprehensive strategy to meet the project goals.
 - Knowledge of systems & processes needed to perform the required tasks.
 - Possess a clear understanding of project impacts and mitigation measures.
4. Experience in construction awareness program 20 pts
 - Understanding of key issues that need to be addressed in developing an outreach plan.
 - Understanding of the role & responsibilities of outreach in ensuring a successful outcome of the project construction.
5. Flexibility 10 pts
 - Willingness to accommodate changing priorities & production schedule.
 - Availability of the project manager.

The candidates were asked a set of questions and scored based on the above criteria. Based on several discussions with Torrance and staff, an emphasis was placed on the candidate’s familiarity and work experience with the City. It was also acknowledged that the consultant would need to work with Torrance’s community relations department in addition to District staff. The individual scores were compiled into a master list (See Exhibit “A”). The candidates were ranked as follows (possible score of 100 points):

	DSO/Murakawa	Porter Novelli	Dolphin Group	VMA Comm.
Completeness of the proposal	8	8	9	5
Evaluation of staff & experience	23	22	20	21
Capability to meet project requirements	25	22	21	20
Experience in construction awareness program	16	14	13	14
Flexibility	8	8	8	8
Total Points	80	74	71	68

Each firm submitted a quote for cost of services listed in the RFP:

Name of Firm	Quote for Services
DSO/Murakawa	\$210,725
Porter Novelli	\$186,780
Dolphin Group	\$222,800
VMA Communications	\$ 39,050

These figures are based on best assumption by the firms as to the "Scope of Services" and how much time they estimate spending on them.

Based on the evaluation of the candidates, staff recommends DSO/Murakawa as the firm to perform the work listed in the RFP. They have extensive experience working on construction awareness programs and in-depth knowledge of City of Torrance.

Utilizing a professional firm with an experienced staff will allow the District to provide timely information to the public and ensure successful completion of the Madrona Lateral. The consultant 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 of the project.

A written notice was mailed on October 29 advising the candidates of the staff's recommendation for the Board's approval. The notice provides more than a one-week time period, as specified in the procurement policy, to allow any consultant a chance to address the Board at the next meeting at which the Board will consider awarding an agreement.

FISCAL IMPACTS:

Funding is available under the Capital Improvements Program for the Harbor/South Bay Water Recycling Project.

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 DSO/Murakawa to provide construction awareness program services for the Madrona Lateral Project for a total amount of \$210,725 plus 10% for contingencies for a total not-to-exceed amount of \$231,797.50.

EXHIBITS:

Exhibit "A" - Detailed Evaluation Scores