

WEST BASIN MUNICIPAL WATER DISTRICT

MARCH 10, 2005 – Communications

Kwan, Little

MARCH 21, 2005 - Board Meeting

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ACTION CALENDAR

WEST BASIN WATER RECYCLING PROGRAM 10-YEAR ANNIVERSARY EVENT

SUMMARY:

To celebrate the 10-Year Anniversary of the West Basin Water Recycling Program, the District will host a special event on Friday, June 3 at 11:00 a.m. at the West Basin Water Recycling Plant (WBWRP). The event will honor the valuable contribution of recycled water in conserving the precious supply of potable water in the South Bay region, as well as recognize a long list of partnerships that have collaborated with West Basin to build a nationally recognized program.

The parking lot of the WBWRP will be transformed to accommodate the guests, a stage and a variety of table top displays highlighting the District's programs. Parking arrangements will be made to provide comfortable transportation of the guests to the event site.

An internal meeting was held to discuss each department's roles and responsibilities to ensure a collaborative planning effort for this District-wide occasion. Staff met with various vendors to plan the logistics for the event. An expanded and up-to-date mailing list database will be developed for the event which will include elected officials, Directors' VIPs, regulatory agencies, retail agencies, water associations, school districts, environmental groups, civic organizations, City of Los Angeles, County of Los Angeles and a number of West Basin's state and federal partner agencies. The "Save the Date" for the event will be sent out in April, followed by a formal invitation in May.

As part of the program, the District will be recognizing several public and private entities whose partnerships have been instrumental in the success of the Water Recycling Program. In order to enhance the draw to the event and give it the stature befitting of this momentous occasion, staff solicited a "Request for Bids" for the production of a mini-documentary video on the District's Water Recycling Program, which would be hosted by a notable celebrity.

The bids were sent to Showreel, M Creative Group and the Dolphin Group. M Creative Group advised that they would not be submitting a proposal. Showreel submitted a proposal for \$69,201.32, not including the cost of securing a celebrity host. The Dolphin Group proposed a package deal that would address both the video and emcee needs. The Dolphin Group proposed that they would be able to acquire Huell Howser to host the commemorative video as well as emcee the event for an amount of \$40,500. The video would be produced by Howser after the anniversary event and distributed as a promotional piece to highlight the District's history and its water recycling and desalination programs.

Howser is a recognized figure in both the environmental and entertainment circles and would be a valuable asset in promoting the anniversary event as well as the District's programs. In addition, The Dolphin Group was the outreach consultant for the District when the WBWRP was being constructed.

Staff recommends that the District obtain the services of the Dolphin Group to acquire Howser as the emcee for the event and produce the documentary video. Public Affairs will coordinate internally with the rest of the departments and work with the Dolphin Group and Howser.

FISCAL IMPACTS:

Funds for this event are included in the Public and Governmental Affairs Event Planning and Desalination Outreach Budget for FY 2004-05.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the West Basin Joint Communications Committee members on March 10, 2005 and agendaized to the March 21, 2005 Board meeting Action Calendar for consideration.

RECOMMENDED MOTION:

That the Board authorizes the Co-General Managers to enter into an agreement with the Dolphin Group to provide services for acquiring emcee for the event and video production for a total amount of \$40,500, plus 10% for contingencies for a total not-to-exceed amount of \$44,550.

LIST OF EXHIBITS:

None.