

WEST BASIN MUNICIPAL WATER DISTRICT

NOVEMBER 9, 2006 - Communications

Little, No Quorum

NOVEMBER 27, 2006 – Board Meeting

Prepared by: Cheryl Friedling

Submitted by: Cheryl Friedling

Approved by: Rich Nagel

ACTION CALENDAR

COMMUNITY OUTREACH CONTRACT EXTENSION

SUMMARY:

Murakawa Communications (and its sub-consultant, DSO Services) is a minority-owned public relations firm with extensive experience managing construction outreach projects for the City of Torrance and other public agencies.

Murakawa/DSO is currently the District's construction outreach consultant for the Madrona Lateral pipeline extension on Crenshaw Boulevard in Torrance. Murakawa Communications managed the earlier phases of the Madrona Lateral Project extremely successfully, as these construction activities were well accepted by the public despite delays that extended longer than anticipated.

The final phase of the Madrona Lateral project will not be completed until March 2007 and construction outreach for a new disinfection station/pipeline to serve American Honda with recycled water will be required. The District is working closely with the City of Torrance to meet American Honda's new facility opening of March 27, 2007 with an accelerated schedule in the areas of Del Amo Boulevard and Crenshaw Boulevard. As such, residential areas and businesses will be impacted by lane closures and construction activities. Additional costs associated with construction outreach for the final phase of the Madrona Lateral and American Honda are \$80,120, see Exhibit "A".

Murakawa's current contract will expire December 31, 2006. Staff recommends amending Murakawa's contract term through April 2007 and amending the contract amount by \$80,120, plus 10% contingency for a total not-to-exceed amount of \$88,132 to complete construction outreach related to the Madrona Lateral and recycled water service to American Honda, and a total not-to-exceed contract amount of \$308,822

FISCAL IMPACTS:

Funds for construction outreach services are included in the Fiscal Year 2006-07 Harbor/South Bay construction fund.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was presented at the meeting of the Communications Committee on November 9, 2006. There was no quorum; Director Little suggested this item be considered at the November 27, 2006 Board meeting.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to amend Murakawa's contract term through April 2007 and amend the contract amount by \$88,132 for a total not-to-exceed contract amount of \$308,822.

TASKS	ESTIMATED HOURS FOR 3 MONTH PERIOD						
	TM	JT	VG	TT	MS	IP	HOURS
PHASE I: DEVELOP CONSTRUCTION AWARENESS PROGRAM							
Task 1.1 – PROJECT TEAM INTERACTION	24	20	8	20	8	18	98
Task 1.2 – CRISIS MANAGEMENT	8	8	8	8	0	0	32
Task 1.3 – RECONNAISSANCE OF PROJECT AREA	16	16	2	4	4	4	46
Task 1.4 – DATABASE RESEARCH, DEVELOPMENT AND MANAGEMENT	4	16	0	0	0	0	20
PHASE II: PUBLIC COMMUNICATION PROGRAM ELEMENTS							
Task 2.1 – COORDINATION OF COMMUNICATION TOOLS	4	0	0	0	0	0	4
Task 2.2 – DEVELOPMENT OF COMMUNICATION TOOLS							
⊙ Program Brochures	0	0	0	0	0	0	0
⊙ World Wide Web Page	2	4	0	0	0	0	6
⊙ Monthly Newsletter	0	0	0	0	0	0	0
⊙ Construction Notices	10	4	0	8	0	0	22
⊙ Fact Sheets	2	2	0	2	0	0	6
⊙ Flyers	4	2	0	2	0	0	8
⊙ Display Advertisements	2	4	0	2	0	0	8
⊙ Press Releases / Press Advisories	2	0	0	0	0	0	2
⊙ Press Kit	0	0	0	0	0	0	0
Task 2.3 – APPROVAL AND PRODUCTION OF PROGRAM ELEMENTS	2	2	0	0	0	0	4
PHASE III: PROGRAM IMPLEMENTATION							
Task 3.1 – PUBLIC ENGAGEMENTS							
⊙ Direct Mail	2	2	0	12	0	12	28
⊙ Information Displays	0	0	0	0	0	0	0
⊙ Canvassing	6	30	0	0	30	30	96
⊙ Open Houses/Community Meetings	8	8	4	8	10	24	62
⊙ Presentation/Briefings	8	8	0	8	0	0	24
⊙ Media Relations	2	0	0	0	0	0	2
Task 3.2 – 800-TELEPHONE NUMBER AND OFFICE STAFFING	2	2	4	4	0	80	92
Task 3.3 – DOCUMENTATION AND REPORTS	2	22	0	0	0	0	24
TOTALS	110	150	26	78	52	168	584

TASK	ESTIMATED COSTS DIRECT & INDIRECT						
	TM	JT	VG	TT	MS	IP	
	\$ 150.00	\$ 125.00	\$ 200.00	\$ 125.00	\$ 75.00	\$ 75.00	COSTS
PHASE I: DEVELOP CONSTRUCTION AWARENESS PROGRAM							
Task 1.1 – PROJECT TEAM INTERACTION	\$ 3,600	\$ 2,500	\$ 1,600	\$ 2,500	\$ 600	\$ 1,350	\$ 12,150
Task 1.2 – CRISIS MANAGEMENT	\$ 1,200	\$ 1,000	\$ 1,600	\$ 1,000	\$ -	\$ -	\$ 4,800
Task 1.3 – RECONNAISSANCE OF PROJECT AREA	\$ 2,400	\$ 2,000	\$ 400	\$ 500	\$ 300	\$ 300	\$ 5,900
Task 1.4 – DATABASE RESEARCH, DEVELOPMENT AND MANAGEMENT	\$ 600	\$ 2,000	\$ -	\$ -	\$ -	\$ -	\$ 2,600
PHASE II: PUBLIC COMMUNICATION PROGRAM ELEMENTS							
Task 2.1 – COORDINATION OF COMMUNICATION TOOLS	\$ 600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600
Task 2.2 – DEVELOPMENT OF COMMUNICATION TOOLS				\$ -			
⊙ Construction Notices	\$ 1,500	\$ 500	\$ -	\$ 1,000	\$ -	\$ -	\$ 3,000
⊙ Program Brochures	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
⊙ World Wide Web Page	\$ 300	\$ 500	\$ -	\$ -	\$ -	\$ -	\$ 800
⊙ Monthly Newsletter	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
⊙ Fact Sheets	\$ 300	\$ 250	\$ -	\$ 250	\$ -	\$ -	\$ 800
⊙ Flyers	\$ 600	\$ 250	\$ -	\$ 250	\$ -	\$ -	\$ 1,100
⊙ Display Advertisements	\$ 300	\$ 500	\$ -	\$ 250	\$ -	\$ -	\$ 1,050
⊙ Press Releases / Press Advisories	\$ 300	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300
⊙ Press Kit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Task 2.3 – APPROVAL AND PRODUCTION OF PROGRAM ELEMENTS	\$ 300	\$ 250	\$ -	\$ -	\$ -	\$ -	\$ 550
PHASE III: PROGRAM IMPLEMENTATION							
Task 3.1 – PUBLIC ENGAGEMENTS							
⊙ Canvassing	\$ 900	\$ 3,750	\$ -	\$ -	\$ 2,250	\$ 2,250	\$ 9,150
⊙ Direct Mail	\$ 300	\$ 250	\$ -	\$ 1,500	\$ -	\$ 900	\$ 2,950
⊙ Information Displays	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
⊙ Open Houses	\$ 1,200	\$ 1,000	\$ 800	\$ 1,000	\$ 750	\$ 1,800	\$ 6,550
⊙ Presentation/Briefings	\$ 1,200	\$ 1,000	\$ -	\$ 1,000	\$ -	\$ -	\$ 3,200
⊙ Media Relations	\$ 300	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 300
Task 3.2 – 800-TELEPHONE NUMBER AND OFFICE STAFFING	\$ 300	\$ 250	\$ 800	\$ 500	\$ -	\$ 6,000	\$ 7,850
Task 3.3 – DOCUMENTATION AND REPORTS	\$ 300	\$ 2,750	\$ -	\$ -	\$ -	\$ -	\$ 3,050
SUBTOTAL	\$ 16,500	\$ 18,750	\$ 5,200	\$ 9,750	\$ 3,900	\$ 12,600	\$ 66,700

OTHER DIRECT COSTS		
	photocopies	\$ 1,000.00
	postage and mail house	\$ 2,500.00
	display ads	\$ 2,000.00
	refreshments	\$ 250.00
	printing	\$ 1,000.00
	SUBTOTAL	\$ 6,750.00

FIXED FEE 10%		\$ 6,670
	TOTAL CONTRACT COST	\$ 80,120

HOUR %
17%
5%
8%
3%
1%
0%
1%
0%
4%
1%
1%
1%
0%
0%
1%
5%
0%
16%
11%
4%
0%
16%
4%
100%

BUDGET %
18%
7%
9%
4%
1%
4%
0%
1%
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2%
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0%
1%
14%
4%
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12%
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100%

