

WEST BASIN MUNICIPAL WATER DISTRICT

JANUARY 11, 2007 - Communications

Little, Kwan

JANUARY 22, 2007 - Board Meeting

Prepared by: E.J. Caldwell

Submitted by: Cheryl Friedling

Approved by: Rich Nagel

ACTION CALENDAR

STATE GOVERNMENTAL AFFAIRS CONSULTANTSSUMMARY:

As an independent agency, the District desires to position itself as an influential leader to government and industry groups, particularly in the areas of water recycling, ocean-water desalination and conservation. Key to the District's success is an integrated team of state legislative and governmental affairs consultants that complement District staff in achieving targeted outcomes in the State Legislature.

To best determine the District's needs as they relate to governmental affairs consultants, District staff has conducted a thorough evaluation to identify consultant criteria best suited to promote the District's agenda on the state level. Utilizing the criteria and the recommendations from Sacramento "insiders" and industry leaders, staff carefully examined several qualified consulting firms and invited four candidate firms to a formal interview.

This memo highlights the criteria utilized in this process, the identification process of qualified firms and staff's recommendations.

State Governmental Affairs Consultants Selection Process and Recommendations:

- 1) Criteria for Future Governmental Affairs Consultants: Staff has developed detailed criteria to maximize the benefit the District receives from its governmental affairs consultants. This criterion ensures that the services provided by consultants are in alignment with the legislative goals of the District and result in tangible accomplishments.

The criteria for governmental affairs consultants include the following:

- Reputation and integrity,
- Significant experience managing policy issues related to water supply, water recycling, water conservation, desalination, energy and public utilities,
- Demonstrated ability to conceptualize and draft water related legislation and regulatory and administrative code,
- Demonstrated success in grantsmanship and bond initiative development,
- Strong relationships with the current Administration, Legislative Leadership and water related committee members,
- Ability to address the challenges of the Legislature's 2007 Freshman Class,
- Proven emphasis on water related clients and experience with government agencies, associations and coalitions,
- Ability to immediately marshal forces in support or opposition to pending legislation, and
- Ability to operate with minimal conflicts of interest or competing priorities.

- 2) Identification of Candidate Firms: Based on the District's criteria as a framework, staff consulted widely with experts in the Governor's Office, California State Senate and

Assembly, water industry, and with water utilities and other Districts to identify governmental affairs consultants best suited to further the District's legislative agenda.

This process identified four highly qualified firms:

- Nossaman, Guthner, Knox & Elliott LLP
- Lang, Hansen, O'Malley & Miller Governmental Relations
- The Dolphin Group
- Allan Lind and Associates

3) Interview Process: On December 20, District staff interviewed the four candidate consulting firms. Each firm's ability to represent and meet the needs of the District using the established criteria (identified herein) was evaluated.

4) State Consultant Recommendations: Based on the outcome of the interview process, staff recommends that the District be represented in Sacramento by two firms, each serving a specific role.

- Lang, Hansen O'Malley & Miller Governmental Relations
- The Dolphin Group

#### FISCAL IMPACTS:

Funds for governmental affairs consultants are included in the Fiscal Year 2006-07 Public and Governmental Affairs budget.

#### ENVIRONMENTAL COMPLIANCE:

Not applicable.

#### COMMITTEE STATUS:

This item was reviewed by the Communications Committee on January 11, 2007 and was recommended for approval at the January 22, 2007 Board meeting.

#### RECOMMENDED MOTION:

That the Board authorizes the General Manager to enter into agreements with:

1. Lang Hansen O'Malley & Miller Governmental Relations for state governmental affairs consulting services, beginning February 1, 2007 through December 31, 2007, for a total contract amount not-to-exceed \$72,000, plus reasonable expenses.
2. The Dolphin Group for state governmental affairs consulting services, beginning February 1, 2007 through December 31, 2007, for a total contract amount not-to-exceed \$54,000, plus reasonable expenses.