



**WEST BASIN MUNICIPAL WATER DISTRICT**  
17140 S. Avalon Blvd., Suite 210  
Carson, CA 90746

**AGENDA NO. 21**

**OCTOBER 8, 2008 – Communications**  
Kwan (Chair), Gray  
**NOVEMBER 24, 2008 – Board Meeting**  
Prepared by: E.J. Caldwell  
Submitted by: Ron Wildermuth  
Approved by: Rich Nagel

## ACTION CALENDAR

### PROFESSIONAL SERVICES AGREEMENT WITH WOODWORTH & HAGLUND AMENDMENT NO. 2

#### SUMMARY:

This item was discussed at the October 8, 2008 Communications Committee meeting and was referred to the November 24, 2008 Board meeting for consideration.

At the September 22, 2008 Board meeting, the Board approved an extension to Woodworth & Haglund's existing contract until October 31, 2008 so that pending bills could be paid. The Board requested that this item be brought back to the October Communications Committee for further discussion.

#### Background on the Woodworth & Haglund Contract

In August 2007, the Board approved a professional services agreement with Woodworth & Haglund (Carl Haglund), who agreed to provide support and counsel to West Basin staff for the amount of \$25,000, to be paid at an hourly rate of \$250.00. Since the original agreement was executed, West Basin amended this agreement in February 2008 to increase the total contract amount to \$50,000, of which, there is a remaining balance of \$17,514.

Over the past year, Mr. Haglund's assistance has reinforced his value to West Basin, particularly in enhancing the agency's image through customer agency outreach and high-profile events. Specifically, Mr. Haglund conducted the confidential customer agency survey that provided valuable input to the Board's strategic planning process, conceived and implemented key elements of the 60<sup>th</sup> Anniversary and Facility Re-naming Ceremony, provided advice in the procurement process for West Basin's ocean-water desalination public education and outreach consulting services, provided input on the possible West Basin name and logo change, helped with the Water Reliability 2020 research and outreach plan, and has further provided strategic counsel related to West Basin's pursuit of a full-scale ocean-water desalination facility.

At this time, staff recommends that West Basin amend the contract for professional services to include an additional \$25,000 for a total contract amount not-to-exceed \$75,000 and extend the term of the contract to expire on June 30, 2009.

Carl Haglund has been a long-time consultant and advisor to West Basin. His guidance, influence and understanding of issues in our service area have been invaluable. This amendment will ensure that the General Manager and the Public & Government Affairs Department will be able to continue to receive these services and further counsel from Mr. Haglund. The scope of this amended agreement shall include:

- Water Reliability 2020 strategic counsel and finding and gaining access to influential community, business and other key leaders for briefings;
- Assistance in obtaining Huell Howser for a Water Reliability 2020 and West Basin video and DVD;
- Continued expert advice in the execution of a public outreach plan for Water Reliability 2020 and West Basin, in general;
- Expert advice on crisis communications, if needed; and
- Other assistance with Public & Governmental Affairs Department initiatives and programs as required.

All services will be rendered on a time and materials (as needed) basis.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 5, Customer/Community Services – Provide for the needs of our customer agencies and the communities we serve in a way that reflects their needs.

Goal 6, Communications – Engage in effective two-way communications of West Basin’s programs and policies with the customer agencies and communities we serve.

COMMITMENT STATEMENT:

Customer Service – West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve.

FISCAL IMPACTS:

Funds are available in the Fiscal Year 2008-09 Communications and Public Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by Board at the September 22, 2008 Board meeting. The Board approved an extension of the current contract until October 31, 2008, and to bring the agenda item back to the October Communications Committee for further discussion. At that meeting, the Committee referred this item to the November 24, 2008 Board meeting for consideration.

RECOMMENDED MOTION:

Staff recommends that the Board approve amending Contract W1879 with Woodworth & Haglund for an additional \$25,000 for a total contract amount not-to-exceed \$75,000 and extend the term of the contract to expire on June 30, 2009.