

**WEST BASIN MUNICIPAL WATER DISTRICT****FEBRUARY 6, 2008 - Communications**

Kwan (Chair), Gray

**FEBRUARY 25, 2008 - Board Meeting**

Prepared by: Fernando Paludi

Submitted by: Fernando Paludi

Approved by: Richard Nagel

**ACTION CALENDAR**

PROFESSIONAL SERVICES AGREEMENT WITH CARL HAGLUND  
AMENDMENT NO. 1

SUMMARY:

In August 2007, the Board approved entering into a professional services agreement with Woodworth & Haglund (Carl Haglund) to provide support and counsel to West Basin staff, particularly during a period of transition between Public and Governmental Affairs Managers. Mr. Haglund's career experience in marketing communications, water industry knowledge, and long history of involvement with West Basin issues and programs makes him uniquely qualified to act in this capacity. The current contract expires June 30, 2008 and was approved for the amount of \$25,000 on a time and materials basis.

Over the past six months, 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 a 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, which West Basin has received much positive feedback, including the USC band and set of tall banners; and provided advice in the procurement process for ocean-water desalination public education and outreach consulting services. In fulfilling these services, Mr. Haglund has expended the current contract amount.

Staff is recommending amending the current contract amount for an additional \$25,000. The expiration date will remain the same June 30, 2008. This amendment will ensure that the General Manager and the Public & Governmental Affairs department continues to benefit from Mr. Haglund's assistance in important outreach projects as the new department manager is brought on board and up to speed on all issues. Specific scope items in the amended contract will include:

- Opinion research development, particularly for the ocean-water desalination program;
- Expert advice in development of a public education and outreach plan for the Temporary Ocean-Water Desalination Demonstration Facility;
- Develop a plan to broaden the usage of the 60<sup>th</sup> Anniversary banners in public places throughout the service area; and
- Continued review of media releases and assistance with concepts for generating media interest and coverage of West Basin events, projects and programs.

FISCAL IMPACTS:

Funds are available in the Fiscal Year 2007-08 Communications and Public Affairs Budget.