

WEST BASIN MUNICIPAL WATER DISTRICT

FEBRUARY 6, 2008 - Communications

Kwan (Chair), Gray

FEBRUARY 25, 2008 - Board Meeting

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Approved by: Rich Nagel

INFORMATION CALENDAR

OCEAN-WATER DESALINATION PUBLIC EDUCATION AND OUTREACH SERVICESSUMMARY:

In December, the Committee endorsed staff's recommendation to proceed with a "Request for Proposals" (RFP) for public relations firms to assist with Ocean-Water Desalination Public Education and Outreach services. The Demonstration Project schedule calls for CEQA compliance activities and project permitting to extend through 2008, with anticipated construction for the temporary demonstration facility to begin in early 2009.

Staff has drafted and released an RFP to a list of 25 public relations consultants (Exhibit "A"), local media and chambers, and posted it on the West Basin website, with proposals due by February 22, 2008. A consultant will be recommended in March for Board consideration, with outreach services to commence in April 2008.

The budget for the community outreach effort for the Demonstration Facility is \$200,000. Major cost components are anticipated to include consultant labor in both creative and management; copy, art, and printing of project-specific print materials; audio-visual materials; and grassroots organizing and maintenance, including events and transportation. Staff anticipates that public education and outreach efforts for ocean-water desalination will be ongoing throughout the construction and operation phases of the Demonstration Project.

FISCAL IMPACTS:

Funding for the community outreach efforts for the Ocean-Water Desalination Demonstration Facility is included in the Fiscal Year 2007-08 Capital Improvement Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on February 6, 2008 and agendized to the February 25, 2008 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – Public relations consultant RFP list