

EXHIBIT "A"

Summary of RFP Process

Community Outreach Consulting Services
Temporary Ocean-Water Desalination Demonstration Project

PROPOSAL SCORING	Total Points	Katz& Associates	Faubel	Murakawa	Dolphin Group	Consensus Planning	RKR
Completeness of Proposal	5	5	5	5	4	4	4
Understanding of the Project and West Basin's Objectives	15	15	14	14	12	13	11
Approach the consultant would take in planning and implementing the public education and outreach campaign	15	14	13	13	12	12	11
Qualifications, background, and prior experience of both the project manager and the Respondent's firm(s) in conducting similar services	10	9	9	9	9	8	8
Cost and Price Proposal	5	5	5	4	4	4	5
TOTAL PROPOSAL SCORE	50	47	44	44	42	41	39
INTERVIEW SCORING							
Overall Presentation	25	25	22	22	22	19	17
Understanding of the Project and Relevant Experience	25	25	23	23	23	20	18
TOTAL INTERVIEW SCORE	50	49	46	45	45	38	35
TOTAL OVERALL POINTS PROPOSAL AND INTERVIEW	100	96	90	89	87	79	75

Justification:

- Katz and Associates has the best understanding of the specific goals of the demonstration project, West Basin as an agency, and water issues in general;
- Katz was the only consultant team interviewed who recommended leveraging the success of West Basin's pilot project, recycled water facility and program, and seawater barrier;
- The Katz team understands the project goals and clearly outlined how we will work together to achieve them, beginning with an investment in research, messaging, training, and planning;
- The Katz team would be led by a strong Project Manager, Patsy Tennyson, who has extensive experience as a Public Information Officer of a water agency and as a private consultant, has previous experience working with West Basin, and has been involved in other ocean-water desalination projects in Southern California;
- The Katz team recommended using initial surveys to gauge public support/awareness of not only ocean-water desalination, but West Basin as an agency and the other services we provide to the community;
- The project, as Katz proposed it, would involve a high level of commitment by the West Basin Directors, Management, and Staff to be the face of the organization presented to the public; Katz would be West Basin's arms and legs'.