



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

AGENDA NO. _____

JANUARY 7, 2009 – Communications
Kwan (Chair), Gray
JANUARY 26, 2009 – Board Meeting
Prepared by: Darryl Ramos-Young
Submitted by: Ron Wildermuth
Approved by: Rich Nagel

ACTION CALENDAR

EXHIBIT DESIGN CONSULTANT RECOMMENDATION

SUMMARY:

This past November, West Basin issued a “Request for Proposals” (RFP) for exhibit design consultant services to develop a plan, a project budget, an exhibit fabrication schedule and display installation promoting West Basin’s Water Reliability 2020 Program and ocean-water desalination research efforts. Exhibit planning and development will be closely aligned with the Temporary Ocean-Water Desalination Demonstration site design and community outreach schedules.

The awarded exhibit design team will provide the following services:

1. Develop a conceptual framework for exhibits at SEA Lab, Roundhouse Aquarium, and the Edward C. Little Water Recycling Facility along with West Basin staff and aquarium partners;
2. Provide conceptual renderings of educational and exhibit spaces for promotional and fundraising efforts;
3. Translate conceptual exhibit renderings into fabrication plans and supervise exhibit production and installation; and
4. Develop and produce an exhibit operations and maintenance manual and training program for installed exhibits.

The projected budget for this project is \$300,000.

In response to the RFP, West Basin received four proposals. A review panel was assembled consisting of three West Basin staff members and two external representatives from Sea Lab and Cabrillo Marine Aquarium with exhibit planning, installation and maintenance experience. All five panelists reviewed the proposals and participated in the interviews of the four responding firms.

The proposals were evaluated on the following criteria:

- Completeness of proposal, including previous project samples, staffing organization and proposed work plan;
- Understanding of the project & West Basin’s objectives;

- Project approach & implementation;
- Qualifications & experience; and
- Cost proposal.

Interviews were evaluated on the following criteria:

- Overall presentation; and
- Understanding of the project and relevant experience
 - Budget constraints
 - Exhibit design philosophy
 - Planning approach
 - Knowledge of water and water conservation concepts
 - Ability to provide exhibit repair and warranty
 - Feedback from references

The average scores from the proposal and interview for the four firms are as follows:

Criteria	Total Possible Points	CR&A	Think Jacobson & Roth	General Graphics Exhibits & The Acorn Group	Bang! Creative
		Los Angeles	Los Angeles	San Francisco & Tustin	Vista
Proposal	50	30	34	46	44
Interview	50	28	30	46	37
Total Score	100	58	64	92	81

The exhibit design team of General Graphics Exhibits and The Acorn Group was recommended by the panel as the exhibit design vendor to provide the planning and construction for the exhibit project. This team scored the highest in their proposal and interview for the following reasons: their philosophy and planning approach in working with their clients and project stakeholders, extensive experience in exhibit planning, project management and display fabrication, ability to contribute water knowledge and creative ideas to the project, proposal to remain on schedule and within budget, and the ability to provide a team of high-quality professionals to execute the project. Overall, this team met all the requirements of the RFP and represents the strongest team to fulfill the “Scope of Work.”

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

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:

Funding for exhibit design consultant services is provided for in the Capital Improvement Projects Budget for Fiscal Year 2008-09.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on January 7, 2009 and was recommended for approval at the January 26, 2009 Board meeting.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to enter into a contract with General Graphics Exhibits (teamed with Acorn) for exhibit design services in the amount of \$300,000, plus a 10% contingency for a total not-to-exceed contract amount of \$330,000.

LIST OF EXHIBITS:

Exhibit “A” – Vendor Score Detail

Exhibit “B” – Company Overviews, The Acorn Group and General Graphics Exhibits