



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

AGENDA NO. _____

JANUARY 15, 2009 – Water Resources
Smith (Chair), Little
JANUARY 26, 2009 – Board Meeting
Prepared by: E.J. Caldwell
Submitted by: Marc Serna
Approved by: Rich Nagel

ACTION CALENDAR

CONSTRUCTION AWARENESS PROGRAM CONSULTANT CONTRACT AWARD

SUMMARY:

In October 2008, the Board approved the distribution of a “Request for Qualifications” (RFQ) to identify and select consultant(s) to assist staff with the implementation of a Construction Awareness Program for future construction projects. At the Board’s direction, staff distributed the RFQ via the Chambers of Commerce and published it on the West Basin website and in local papers.

Although West Basin received numerous inquiries regarding the RFQ, several firms did not apply due to the nature of the work. Three firms, specializing in construction awareness, submitted their qualifications for the work to be performed. After receiving the responses and interviewing three qualified firms, staff recommends the award of contracts, in the amount of \$167,000 to Murakawa Communications and \$83,000 be awarded to Constructive Community Relations, for the purpose of securing “as-needed” construction awareness services for Calendar Year 2009.

Construction Awareness:

As adopted by the Board, the Strategic Business Plan calls for the development of new water infrastructure and identifies several strategies including the continuation of effective project management practices to ensure successful infrastructure implementation.

In 2009, West Basin will continue its effort to expand the use of recycled water and several construction projects are in the planning process with construction tentatively scheduled to begin in January. Construction impacts to the community can result in the community reacting to the interruption of their daily lives. In some cases, projects have been stopped and delayed because the community was not aware of project specifics and the potential benefits of the project. This can result in significant delay costs and impact the ability to meet customer demands. That is why, competent and thorough construction awareness is so important to any construction project.

To determine the budget for the 2009 Construction Awareness Program, staff has identified six potential projects, including the Anza Lateral, Imperial Lateral, Torrance Pump Station, Chevron, Mills Park and Inglewood Disinfection Station. Included in the budgets for each project, staff has earmarked 2.5% of the total construction costs for Construction Awareness. Currently, these projects are expected to cost approximately \$10 million, including \$250,000 for construction awareness. These funds will ensure that a qualified consultant will be assisting staff to achieve the following goals:

1. Development and implementation of a construction awareness plan approved by the Board, including but not limited to the following;
 - a. Development of construction awareness materials;
 - b. Distribution of construction awareness materials, door hangers, flyers and published media, and other information materials as needed;
 - c. Staffing a construction awareness hotline and communicating the data, comments and other timely feedback to West Basin staff; and
 - d. Monitoring the construction progress and impacts on the community.
2. Coordinating, in advance, with West Basin, the end-user and construction team to implement the construction awareness plan and minimize impacts on the community.

Proposal Evaluation and Interviews:

In December 2008, staff interviewed three qualified firms for the purpose of identifying one or more construction awareness program consultants. These firms included: 1) Murakawa Communications, 2) Constructive Community Relations, and 3) PMC. Each firm was evaluated in five categories including: written response, experience in construction outreach, experience involving potentially controversial projects, ability to provide adequate resources and experience in West Basin's service area. With a maximum score being 100, the interview panel gave the following respective scores:

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|----------------------------------|--------------------------------------|
| Murakawa Communications | Total Average Score: 93 ¹ |
| Constructive Community Relations | Total Average Score: 78 |
| PMC | Total Average Score: 62 ² |

A detailed evaluation summary is included as Exhibit "A".

Murakawa Communications: Founded in 2001, this firm specializes in grassroots strategic communications for major public works and land use planning projects. Located in Redondo Beach, this company has done extensive work for both West Basin and the Water Replenishment District in the Cities of El Segundo and Torrance, including the Corporate Campus Lateral Project in 2008 and the previous Anza Lateral Project in 2007. This firm would be able to provide immediate services for the two primary projects in 2009, the Imperial Avenue Lateral and the new Anza Lateral, as they possess intimate knowledge of the communities and residents.

Constructive Community Relations: With more than 35 years of experience in grassroots construction awareness, this firm appeared to be an ideal fit for West Basin. Although residing in Orange County, the firm's two principles work hands-on in the affected communities and have extensive experience working on controversial construction projects.

¹ The score for Murakawa Communications reflects a three (3) point increase for residing in the West Basin service area.

² The score for PMC reflects a three (3) point increase for residing in the West Basin service area.

PMC: With more than 200 staff members, this firm excels in large scale mass communications. PMC has offices throughout California, headquartered in Rancho Cordova, but would provide services out of its Torrance office. While PMC was impressive, staff lacked confidence in the limited local presence and believed the firm would ultimately be unable to provide the necessary work on the street level, with the contractors and residents.

Staff recommends West Basin enter into contracts with both Murakawa Communications and Constructive Community Relations for the purpose of having two firms available for “as-needed” services due to their extensive experience with controversial construction projects. Having two firms available will allow West Basin to proceed with its programs and projects as planned and not be subject to delay due to overlapping projects.

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:

Water Reliability – West Basin is committed to innovative planning and investments to provide water supply reliability and drought protection.

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 included in the Fiscal Year 2008-09 Construction Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Water Resources Committee on January 15, 2009 and agendized to the January 26, 2009 Board meeting for consideration without a Committee recommendation.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to enter into agreements with:

- a. Murakawa Communications in the amount of \$167,000 for the purpose of securing “as-needed” construction awareness services for Calendar Year 2009; and
- b. Constructive Community Relations in the amount of \$83,000 for the purpose of securing “as-needed” construction awareness services for Calendar Year 2009.

LIST OF EXHIBITS:

Exhibit “A” – Detailed Evaluation Summary