



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: Ron Wildermuth
Submitted by: Ron Wildermuth
Approved by: Rich Nagel

INFORMATION CALENDAR

“REQUEST FOR PROPOSALS” (RFP) FOR WATER RELIABILITY 2020 CONTINUED OUTREACH SUPPORT

SUMMARY:

The contract for Katz and Associates to support Water Reliability (WR) 2020 outreach will expire on March 31, 2009. Although Katz has done an excellent job assisting in launching the outreach program, it is recommended to issue a “Request for Proposals” (RFP).

Staff will go out with an RFP for continued outreach support for WR 2020 on January 27, 2009. Staff will distribute the RFP to an extensive list of public relations agencies in Los Angeles, Orange and San Diego counties, local chapters of Public Relations Society of America, two local papers (Daily Breeze, Inglewood Today), local Chambers of Commerce (Inglewood, Palos Verdes Peninsula, Redondo Beach, Hawthorne, Gardena, Culver City, Carson, Lomita, Regional Hispanic, Greater LA African American), any public relations agencies registered through our website, Metropolitan Water District of Southern California, and posted on the West Basin website.

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:

Funds are included in the Fiscal Year 2008-2009 and will be included in the Fiscal Year 2009-10 Public and Governmental Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on January 7, 2009 and agendaized to the January 26, 2009 Board meeting as information for discussion.

RECOMMENDED MOTION:

This is for information only.

LIST OF EXHIBITS:

None.