



**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: Noelle Collins  
Submitted by: Ron Wildermuth  
Approved by: Rich Nagel

## INFORMATION CALENDAR

### WEBSITE DESIGN & MAINTENANCE

#### SUMMARY:

Two years ago, West Basin began upgrading its website as part of the Board-led branding and identity re-design process. Last year, West Basin re-launched its website, [www.westbasin.org](http://www.westbasin.org), and, since then, has received positive feedback regarding the “new and improved” website with its animated features and “live” recycled water and solar power meters.

Staff is currently working with the web design team to implement Phase II design and maintenance features recommended by the Board and staff. The web design firm we are working with is Sensis, previously known as Quijote Corp and Focus Multimedia. Sensis’ contract will expire in June 2009.

This year’s web design contract is for \$50,000 and, in order to implement most of the Phase II features, the budget for Phase II is \$75,000. Though Sensis has done a good job with the website re-design, it is recommended to issue a “Request for Proposals” (RFP). Staff will distribute an RFP in February 2009 to recruit the most qualified web design firm for West Basin.

#### 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 2008-09 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 item is for information only.

LIST OF EXHIBITS:

None.