



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

AGENDA NO. 21

OCTOBER 7, 2009 – Communications

Gray (Chair), Kwan

OCTOBER 26, 2009 – Board Meeting

Prepared by: Darryl Ramos-Young

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

ACTION CALENDAR

REQUEST FOR PROPOSALS FOR EVALUATION OF WATER EDUCATION PROGRAMS

SUMMARY:

West Basin Municipal Water District (West Basin) staff intends to issue a "Request for Proposals" (RFP) for external expertise in the evaluation of its water education programs. Such an evaluation will be part of shaping an education master plan as directed in West Basin's Strategic Business Plan. Staff is requesting the Board to consider approving issuing the RFP in October and a recommendation would be presented to the Board in December 2009.

The consultant will be required to conduct a program-by-program audit of each West Basin education program, assess education program success, State standards compliance, identify enhanced strategies to strengthen current education programs, and recommend how to maximize the effectiveness and value of our education program now and in the future.

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 for the Evaluation of Water Education Programs are included in the Fiscal Year 2009-10 Education Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on October 7, 2009 and the Committee recommended changing this item to Action for the Board to consider approving an RFP Process.

RECOMMENDED MOTION:

That the Board considers approval of staff issuing an RFP for evaluation of West Basin's water education programs.