



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

AGENDA NO. 19

NOVEMBER 4, 2009 – Communications

Gray (Chair), Kwan

NOVEMBER 23, 2009 – Board Meeting

Prepared by: E.J. Caldwell

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

ACTION CALENDAR

LOCAL CONSULTANT CONTRACT EXTENSION

SUMMARY:

In calendar year 2009, the West Basin Municipal Water District (West Basin) Board retained the services of seven local consultants for the purpose of obtaining professional public outreach consulting. For each contract, West Basin agreed to pay an hourly rate on a per project basis (fee for service).

For the purpose of managing the local consultant contracts, staff has provided each respective consultant with an individual "contract release" agreement providing specific tasks or projects. In March, staff hosted all seven consultants for a briefing and project overview for the Water Reliability (WR) 2020 Program. At that time, each consultant was tasked with identifying and securing key audiences for the WR 2020 outreach program.

To further this effort, the Fiscal Year (FY) 2009-10 Budget includes funds for the local consultant outreach program in the amount of \$145,000. As the term of the local consultants contracts will expire on December 31, 2009, staff recommends an amendment be made to each of the local consultant contracts, extending the term of the agreements for the local consultants listed below for a period of one calendar year, to December 31, 2010.

Strategic Counsel
Dave Cunningham
Dakota Communications
Harold Williams
John Parsons
Leon Garcia
Carl Haglund

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 6, Communications – Engage in effective two-way communication of West Basin's programs & 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 this program are included in the FY 2009-10 Public and Government Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on November 4, 2009 and recommended for approval at the November 23, 2009 Board meeting.

RECOMMENDED MOTION:

That the Board approves amending the local consultants contracts, extending the term for Strategic Counsel, Dave Cunningham, Dakota Communications, Harold Williams, John Parsons, Leon Garcia, and Carl Haglund for a period of one calendar year to December 31, 2010.

LIST OF EXHIBITS:

None.

w:\westbasinboard\wbmwd\2009\november\09nov002