



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

AGENDA NO. 33

FEBRUARY 4, 2009 – Communications

Kwan (Chair), Gray

FEBRUARY 23, 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:

This item was discussed at the January Communications Committee and agendized to the January 26, 2009 Board meeting for discussion. At that meeting the Board deferred this item to the February Communications Committee for further discussion. 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 intends to issue an RFP for continued outreach support for WR 2020 in February 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 February 4, 2009 and agendized to the February 23, 2009 Board meeting as information for discussion.

RECOMMENDED MOTION:

This is for information only.

LIST OF EXHIBITS:

Exhibit "A" – Current Consultant's Accomplishments

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