



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

AGENDA NO. 16

JULY 8, 2009 – Communications

Gray (Chair), Kwan

JULY 27, 2009 – Board Meeting

Prepared by: Noelle Collins

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

ACTION CALENDAR

WATER HARVEST 2009 UPDATE

SUMMARY:

Event Planner

In June 2009, staff prepared and distributed a "Request for Proposals" (RFP) to procure services for an event planner for this year's Water Harvest. **The event will be from 10 a.m. to 2 p.m. on Saturday, October 24, 2009 at the Edward C. Little Water Recycling Facility in El Segundo.**

The RFP was posted on West Basin Municipal Water District's (West Basin) new e-procurement system, The Network, and distributed to 30 event planning firms who have registered on that system. The proposal was also sent to the seven firms who submitted proposals for last year's Water Harvest and 15 Chambers of Commerce (including South Bay Latino, Carson, Culver City, El Segundo, Gardena, Greater L.A. African-American, Hawthorne, Hermosa Beach, Inglewood, Lomita, Malibu, Manhattan Beach, Palos Verdes, Redondo Beach, and West Hollywood Chambers). Proposals were due on Wednesday July 1, 2009 and interviews were held on Thursday July 2, 2009.

Staff received two proposals prior to the deadline and interviewed two 2 firms. The two proposals came from Haute Life PR in Redondo Beach and James Event Productions in Anaheim. A third proposal was received more than an hour after the deadline from Interact in Diamond Bar and was disqualified for not meeting the deadline. The interview team consisted of Noelle Collins and Ron Wildermuth from Public Affairs staff and Jennifer Voccola from the City of Malibu.

Staff is recommending **Haute Life PR** for the following reasons:

- Haute Life took the successes from last year's event (roughly 2,200 people in attendance, abundant food, full booths, satisfaction from the fire and police departments, etc.) and built upon them in their recommendations for this year's event through assisting with earlier promotion of the event, reaching out to a radio station to possibly help with promotion, having a photographer/print station to hand guests their photos right after they're taken, the addition of bagged popcorn and juice boxes, adding a children's coloring and/or craft area, and having costumed characters included in the stage show;
- Haute Life directly addressed the challenges with last year's event and made positive recommendations for improvement for this year's event, such as the addition of larger barbeque's for the hot dog booth, a tighter timeline for pizza deliveries, providing a canopy over the stage and re-locating the pumpkin carver;
- Haute Life's bid is all-inclusive and provides added value for the event.

Event Name Change

In preparing for the RFP, staff, in light of the current and future water situation, is strongly recommending that we change the title and emphasis of the Festival in order to add more water education aspects as requested by the Board and specifically Director Kwan. Beginning this year, the Festival will be marketed as West Basin's "Water Festival- Every Drop Counts" to give emphasis on the value of water and water conservation and water efficiency.

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 2010-11 Public and Government Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on July 8, 2009 and recommended for approval at the July 27, 2009 Board meeting.

RECOMMENDED MOTION:

That the Board authorizes and approves:

1. Entering into a contract with Haute Life PR to plan and execute the 2009 Water Harvest event for a total not-to-exceed \$35,000; and
2. Consider changing the name of Water Harvest to "Water Festival"

LIST OF EXHIBITS:

Exhibit "A" - Scoring Sheet