



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

**AGENDA NO. 18**

**JANUARY 6, 2010 – Communications**  
Gray (Chair), Kwan  
**JANUARY 25, 2010 – Board Meeting**  
Prepared by: Darryl Ramos-Young  
Submitted by: Ron Wildermuth  
Approved by: Rich Nagel

## ACTION CALENDAR

### EDUCATION PROGRAMS EVALUATION SERVICES CONTRACT

#### SUMMARY:

West Basin Municipal Water District (West Basin) issued a "Request for Proposals" (RFP) for external expertise in the evaluation of its Water Education Programs in October. The evaluation is a prerequisite to developing an Education Master Plan in accordance with West Basin's Strategic Business Plan. Three companies submitted proposals for the project and participated in the interview process. The interview panel included two West Basin Public Affairs staff members, a Metropolitan Water District Public Affairs Specialist, and an Education Coordinator for the California Regional Environmental Education Community Network – Los Angeles. The panel scored the proposals and interviews using criteria that included the company's understanding of the project, project implementation approach, experience in similar types of evaluation projects and proposed cost.

The Evaluation and Training Institute (ETI), located in West Los Angeles, received the highest scores for both their submitted proposal and completed interview. ETI has over 35 years of evaluation experience and specializes in evaluating educational programs, including those targeting workforce development, curricular development and improvement, school reform, and after/out- of school programs.

ETI will conduct an independent evaluation consisting of three goals: 1) Evaluate the effectiveness of each West Basin program; 2) Conduct a cost analysis of each program; and 3) Conduct a benchmark review of similar local programs. Findings and recommendations will be compiled into a final report to evaluate and improve our current education programs prior to developing an Education Master plan.

ETI has a well established track record for conducting program evaluation research for the Los Angeles Unified School District, the Metropolitan Water District, the Los Angeles Department of Water & Power, as well as national organizations such as the National Geographic Society and Junior Achievement Worldwide.

#### STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 3: 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 (FY) 2009-10 Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on January 6, 2010 and recommended for approval at the January 25, 2010 Board meeting.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to award a contract to the Evaluation and Training Institute for Education Programs Evaluation Services for a total contract amount not-to-exceed \$25,000.

LIST OF EXHIBITS:

Exhibit "A" – Proposal Review and Interview Score Summary

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