



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

AGENDA NO. 22

MARCH 3, 2010 – Communications

Gray (Chair), Kwan

MARCH 22, 2010 – Board Meeting

Prepared by: Alexis Tate

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

ACTION CALENDAR

LOCAL CONSULTANT CONTRACTS

SUMMARY:

West Basin Municipal Water District (West Basin) utilizes a network of professionals known as “Local Consultants” to periodically aid staff in meeting strategic goals and objectives. These consultants are made up of former elected officials, water industry, political and public relations practitioners. Local consultants are paid on a “time and materials” basis and do not carry a retainer or expense beyond hours agreed upon on an as-needed basis. In 2009, our consultants primarily focused on Water Reliability 2020 (WR2020) outreach.

One of the primary goals of the WR2020 Program is to gain written support letters from key elected officials and leaders within West Basin’s service area. For 2010, staff recommends issuing a “time and materials” contract to Gardena City Councilman Dan Medina.

Mr. Medina serves as a delegate to the South Bay Economic Development Partnership and the West Basin Water Association. He also serves as the alternate delegate for South Bay Cities Council of Governments, the Los Angeles Sanitation District Number 5 and the Centinela Youth District. Additionally, Mr. Medina is a former President of the Carson-Gardena-Dominguez Rotary Club and a member of the Carson-Torrance NAACP. Professionally, Mr. Medina brings a robust background in Public Relations including a former position as public relations director for a local casino.

Staff believes Mr. Medina will be a valuable addition to the local consultants’ team, bringing in key support letters from local, state and elected officials as well as leaders within West Basin’s service area, especially in the City of Gardena. Staff recommends hiring Mr. Medina at the hourly rate of \$125. This rate is consistent with other former council members serving as West Basin local consultants.

The additional consultant will not increase the Budget. The Board approved a local consultant budget of \$145,000 to be allocated on an as-needed basis among all the local consultants.

A brief report on 2009 Local Consultants Activities is attached as Exhibit “A”.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 1: Water Reliability – West Basin is committed to innovative planning and investments to provide water supply reliability and drought protection.

FISCAL IMPACTS:

Funds for the Local Consultants Program are included in the Fiscal Year 2009-10 Public and Government Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on March 3, 2010 and recommended for approval at the March 22, 2010.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to enter into an agreement with Dan Medina for public affairs/government services for an hourly rate in the amount of \$125 per hour on a time and materials basis and that the Board authorizes the General Manager to utilize all appropriate employees within the local consultant companies, who will submit itemized invoice detailing hours worked and billing rate information for each employee utilized.

LIST OF EXHIBITS:

Exhibit "A" - 2009 Local Consultants Activity Summary

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