



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

AGENDA NO. 24

APRIL 7, 2010 – Communications
Gray (Chair), Kwan
APRIL 26, 2010 – Board Meeting
Prepared by: Alexis Tate
Submitted by: Ron Wildermuth
Approved by: Rich Nagel

ACTION CALENDAR

LOCAL CONSULTANTS PROGRAM – CONSIDERATION OF ADDITIONAL CONSULTANTS

SUMMARY:

West Basin Municipal Water District (West Basin) utilizes a network of professionals known as “Local Consultants” to periodically aid staff in meeting West Basin’s 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 utilized on an as-needed basis.

One of the primary goals of the Water Reliability 2020 Program is to gain written support letters from key elected officials and leaders within West Basin’s service area. Additionally, Local Consultants are utilized for specific projects pending their experience and existing relationships.

The Board requested a discussion regarding adding consultants to the Local Consultants program. President Gray is proposing the addition of Micah Ali and Director Smith is proposing the addition of Francisco Leal, Esq.

Local Consultants Program 2010 Tasks

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 “as-needed” basis as their services are utilized on specific projects on an as-needed basis.

One of the primary goals of the Water Reliability (WR) 2020 Program is to gain written support letters from key elected officials and leaders within West Basin’s service area. For 2010, staff has established tasks for each consultant to obtain WR2020 support. Additionally, staff will utilize local consultants throughout the year on projects appropriate to consultants existing relationships and expertise. The 2010 tasks for each consultant are listed below and will be given to the consultants later this month. At the end of the calendar year, staff will update the Board on progress made toward the tasks. If the tasks are all achieved before the close of the year, budget and work plan will determine additional tasks.

David Cunningham & Associates

- First Priority: – Karen Bass, Former Speaker of the House
Second Priority: – Maxine Waters, U.S. Representative, District, 35th District
– Sheryl Parasi, Executive Director, American Federation of State, County and Municipal Employees
Third Priority: – Antonio Villaragosa, Mayor of Los Angeles
Additional work on specific projects will be allocated pending experience and existing relationships.

Kermin Maddox

- First Priority: – Nancy Sutley, Chair, White House Council of Environmental Quality
– Governor Tim Kaine, Chair, National Democratic Party
Second Priority: – Obama Administration
– Los Angeles Building Trades Union
Third Priority: – Department of Interior/US Bureau of Reclamation
Additional work on specific projects will be allocated pending experience and existing relationships.

Dan Medina

- First Priority: – City of Gardena
Second Priority: – Carson-Torrance NAACP
Third Priority: – YMCA Board of Managers
Additional work on specific projects will be allocated pending experience and existing relationships.

John Parsons

- First Priority: – Beach Cities Health District
Second Priority: – South Bay Apartment Association
Third Priority: – South Bay Republican Club
Additional work on specific projects will be allocated pending experience and existing relationships.

Southwest Management

- First Priority: – John Perez, Speaker of the House
Second Priority: – Don Knabe, Los Angeles Board of Supervisors
Third Priority: – Michael Antonovich, Los Angeles Board of Supervisors
Additional work on specific projects will be allocated pending experience and existing relationships.

Strategic Counsel

- First Priority: – Governor Schwarzenegger
Second Priority: – Herb Wesson, Councilman, City of Los Angeles
Third Priority: – Gray Davis, Former Governor of California
Additional work on specific projects will be allocated pending experience and existing relationships.

Staff plans to utilize Strategic Counsel for assistance obtaining the Governor's participation at the fall 2010 dedication of the Ocean-Water Desalination Demonstration Facility.

Harold Williams

- First Priority: – Mark Ridley-Thomas, Los Angeles County Supervisor
Second Priority: – City of Compton
Third Priority: – Carson Environmental Commission
– African American Business Empowerment Coalition

Additional work on specific projects will be allocated pending experience and existing relationships.

Woodworth & Haglund

- First Priority: – Mildred Garcia, President, California State University, Dominguez Hills
Second Priority: – Chevron Regional President
Third Priority: – Raytheon Regional President

Woodworth & Haglund will also work on the revenue measure and ocean-water desalination outreach in support of WR2020.

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 Governmental Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on April 7, 2010 and recommended for approval at the April 26, 2010 Board meeting.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to enter into an agreement with Micah Ali for public affairs/government services for an hourly rate in the amount of \$150 on an as-needed basis and Francisco Leal, Esq. for an hourly rate of \$190 on an as-needed basis.

LIST OF EXHIBITS:

None.