



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

AGENDA NO. 24

DECEMBER 8, 2010 – Communications

Gray (Chair), Kwan

DECEMBER 20, 2010 – Board Meeting

Prepared by: Noelle Collins

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

ACTION CALENDAR

WEBSITE UPDATE AND CONTRACT AMENDMENT

SUMMARY:

Part I: Water Reliability 2020

As part of its Water Reliability (WR) 2020 outreach, West Basin Municipal Water District (West Basin) has planned to develop an online presence dedicated to the WR 2020 Program. The current website, www.westbasin.org, hosts a section about WR 2020, along with information on each of the elements of WR 2020 – recycling, conservation and ocean-water desalination.

In an effort to maintain consistency, keep maintenance costs reasonable, and create efficiencies in operations in West Basin's electronic communications, staff recommends enhancing the existing WR 2020 pages on the West Basin website to make them more robust, rather than creating a new website solely for the WR 2020 Program. Features that will be added to the website include hosting the children's Water Star Program pages and online sign-up form, a speaker's bureau section, WR 2020 awardee wall of fame, a research library, a virtual tour of the new Desalination Demonstration Plant, a description of the Water Education Center, a customer spotlight, and information about each of the elements of WR 2020 – recycling, conservation and ocean-water desalination.

West Basin's main website is hosted and maintained by an external web design firm. The current contracted firm, BCT Consulting (BCT), has been managing the website hosting, design and maintenance since July 1, 2009. BCT's current contract expires on June 30, 2011. BCT's current annual contract amount is \$44,000.

BCT has done an exceptional job as West Basin's website support consultant and has made upgrades and trained staff on our content management system (the system that allows West Basin staff to make updates to the website in house), and user-friendly File Transfer Protocol server. BCT has additionally been responsive to last-minute requests and taken care of maintenance issues in a timely manner.

Staff recommends adding the WR 2020 "scope of work" (described below) to BCT's existing contract and extending the contract for an additional year. To accomplish the WR 2020 tasks, which will take approximately one year, staff recommends adding \$20,000 to BCT's existing contract and extending their maintenance contract through June 30, 2012. In addition, BCT will be expected to maintain the new WR2020 features, as well as continue maintaining the entire West Basin website, for \$44,000.

The "Scope of Work" for the \$20,000 WR2020 part of the contract would include, but not be limited to:

- Hosting the children's Water Star Program pages and online sign-up form;
- A speaker's bureau section;
- WR 2020 awardee wall of fame;
- A research library;
- A virtual tour of the new Desalination Demonstration Plant;
- A description of the Water Education Center;
- A customer spotlight; and
- Information about each of the elements of WR 2020 – recycling, conservation and ocean-water desalination.

Part II: Board Memo Archives

Staff has recently decided to establish a permanent archive of Special Board meeting agendas and memos on the website, for easier access by the public. There are 10 years of Special Board meeting agendas that need to be added to the website, resulting in additional work not currently included in BCT's scope. The additional 10 years of archives, plus adding the Special Board meeting information to the website moving forward, will require that an additional \$2,200 be added to BCT's contract.

The total amount to be added to BCT's contract is recommended, as follows:

- \$20,000 WR 2020 "scope of work" (described above)
- \$44,000 additional year of maintenance
- \$ 2,200 administrative archiving

\$66,200 total

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.

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 amending Contract #W2081 are included in the Fiscal Year (FY) 2010-11 Public Information and Conservation Budget and will be included in the FY 2011-12 Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on December 8, 2010 and recommended for approval at the December 20, 2010 Board meeting.

RECOMMENDED MOTION:

That the Board of Directors authorize the General Manager to extend West Basin's contract with BCT Consulting, Inc. for an additional period of one year, to expire June 30, 2012, and to increase the contract amount by \$66,200.

LIST OF EXHIBITS:

None.

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