

Marina Coast Water District  
Agenda Transmittal

Agenda Item: 9-F

Meeting Date: August 9, 2011

Submitted By: Patrick Breen

Presented By: Carl Niizawa

Reviewed By: Carl Niizawa

Agenda Title: Consider Adoption of Resolution No. 2011-62 to Authorize the General Manager and/or Deputy General Manager/District Engineer to Enter into a Professional Services Agreement with Davies Public Affairs for Public Outreach Services

Detailed Description: The Board of Directors is requested to authorize the General Manager and/or Deputy General Manager/District Engineer to enter into a Professional Services Agreement with Davies Public Affairs to provide professional services related to Public Outreach.

Based on the quantity of District activities in recent months, it has become apparent that the District is in need of support services related to public outreach to facilitate public communications. To address this need, in July staff recommended that a Request for Proposal process be initiated for procurement of a consultant for public outreach and communication services.

At the July 1, 2011 special Board meeting, the Directors passed Resolution No. 2011-48 that authorized the General Manager and/or Deputy General Manager/District Engineer to issue a Request for Proposal (RFP) for Professional Services related to Public Outreach Activities.

On July 7, 2011, District staff issued a RFP for Public Outreach Services. The RFP was advertised on the District website and electronic mailers. Four firms, Davies Public Affairs, Lynn Banks Marketing Consulting, Circlepoint, and Tramutola, responded to the RFP. Staff conducted interviews with the four respondents on July 29, 2011 and August 1, 2011.

Staff considered the relevant experience, past performance, situational awareness, approach, and availability of each firm. Based on staff review of the proposals received, qualifications, interviews, and approaches detailed, Davies Public Affairs is recommended as the firm that represents the best Public Outreach service provider for the District based on the criteria considered.

The services would be provided on an as needed basis billed pursuant to the attached fee schedule and will not exceed \$100,000 without further Board approval.

Environmental Review Compliance: Not required.

Prior Committee or Board Action: On July 1, 2011 the Board of Directors adopted Resolution No. 2011-48.

Board Goals/Objectives: *Strategic Plan, Goal No. 2 – To meet 100% of current and future customers’ needs and make timely improvements and increase infrastructure and level of services and human resources to meet needs of expanding service areas in an environmentally sensitive way.*

Financial Impact:      Yes    No

Funding Source/Recap: These services will be funded from District reserves.

Material Included for Information/Consideration: Resolution No. 2011-62.

Staff Recommendation: The Board of Directors consider adoption of Resolution No. 2011-62 that authorizes the General Manager and/or Deputy General Manager/District Engineer to enter into a Professional Services Agreement with Davies Public Affairs for Public Outreach services.

Action Required:      Resolution    Motion      Review  
(Roll call vote is required.)

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Board Action

\_\_\_\_\_Resolution No\_\_\_\_\_   Motion By\_\_\_\_\_                      Seconded By\_\_\_\_\_

Ayes\_\_\_\_\_                                              Abstained\_\_\_\_\_

Noes\_\_\_\_\_                                              Absent\_\_\_\_\_

Reagendized\_\_\_\_\_                      Date\_\_\_\_\_                      No Action Taken\_\_\_\_\_

August 9, 2011

Resolution No. 2011-62  
Resolution of the Board of Directors  
Marina Coast Water District

Authorizing the General Manager and/or Deputy General Manager/District Engineer to Enter Into a Professional Services Agreement with Davies Public Affairs for Public Outreach Services

RESOLVED by the Board of Directors (“Directors”) of the Marina Coast Water District (“District”), at a regular meeting duly called and held on August 9, 2011 at the business office of the District, 11 Reservation Road, Marina, California as follows:

WHEREAS, the District is in need of services related to public outreach activities to facilitate public communications; and,

WHEREAS, at the July 1, 2011 special Board meeting, the Directors passed Resolution No. 2011-48 to authorize the General Manager and/or Deputy General Manager/District Engineer to issue a Request for Proposal for Professional Services related to Public Outreach Activities; and,

WHEREAS, District staff reviewed proposals, qualifications, conducted interviews, and based upon the information and approaches detailed, found Davies Public Affairs be the recommended respondent to assist the District with public outreach services; and,

WHEREAS, Davies Public Affairs is an experienced public outreach firm and can provide the level of expertise, guidance and assistance required to meet the District’s public outreach needs.

NOW, THEREFORE, BE IT RESOLVED, the Board of Directors of the Marina Coast Water District does hereby:

- 1) Authorize the General Manager and/or Deputy General Manager/District Engineer to enter into a Professional Services Agreement with Davies Public Affairs for Public Outreach Services.
- 2) To take all actions and execute all documents as may be necessary or appropriate to give effect to this resolution, for a total dollar amount not-to-exceed \$100,000.

PASSED AND ADOPTED on August 9, 2011 by the Board of Directors of the Marina Coast Water District by the following roll call vote:

Ayes: Directors \_\_\_\_\_

Noes: Directors \_\_\_\_\_

Absent: Directors \_\_\_\_\_

Abstained: Directors \_\_\_\_\_

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William Y. Lee, President

ATTEST:

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Jim Heitzman, Secretary

CERTIFICATE OF SECRETARY

The undersigned Secretary of the Board of the Marina Coast Water District hereby certifies that the foregoing is a full, true and correct copy of Resolution No. 2010-62 adopted August 9, 2011.

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Jim Heitzman, Secretary