

Marina Coast Water District  
Agenda Transmittal

Agenda Item: 9-B

Meeting Date: September 13, 2011

Submitted By: Patrick Breen

Presented By: Carl Niizawa

Reviewed By: Carl Niizawa

Agenda Title: Provide Direction for District Public Outreach

Detailed Description: Based on the quantity of District activities in recent months, staff believes the District could benefit from the assistance of a Public Outreach firm to ensure accurate and transparent communications with the public. Other area agencies have staff and/or outside firms to facilitate such needs.

To address this need staff had 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 issuance of a Request for Proposal (RFP) for Professional Services Related to Public Outreach Activities which was issued by staff on July 7, 2011. 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 at District Offices on July 29, 2011 and August 1, 2011. Staff considered the relevant experience, past performance, situational awareness, approach, and availability of each firm.

At the August Board meeting, the Board continued the item and requested staff provide more information to the Board so they may consider the selection. Given the multiple options which exist for outreach implementation and the associated volume of information associated with such review, staff recommends the Board appoint an Ad Hoc committee for District Public Outreach for review and recommendations regarding outreach scope, budget, possible selection, and approaches for implementation.

Environmental Review Compliance: Not required.

Prior Committee or Board Action: On July 1, 2011, the Board of Directors approved Resolution No. 2011-48 that authorized the General Manager and/or Deputy General Manager/District Engineer to issue a Request for Proposal for Professional Services Related to Public Outreach Activities.

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    \_\_\_X\_\_\_No

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

Material Included for Information/Consideration: None.

Staff Recommendation: Provide direction to staff regarding Public Outreach Services.

Action Required:    \_\_\_\_\_Resolution    \_\_\_X\_\_\_Motion    \_\_\_\_\_Review

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Board Action

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

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

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

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