

CENTRAL BASIN MUNICIPAL WATER DISTRICT

JUNE 8, 2006 - Communications

Apodaca, Vasquez

JUNE 26, 2006 - Board Meeting

Prepared by: Joone Lopez

Submitted by: Joone Lopez

Approved by: Art Aguilar

ACTION CALENDAR

GRAPHIC DESIGN AND WEB SITE SERVICES CONTRACT

SUMMARY

In August 2005, the Board approved entering into a one-year agreement with Digital Synergy to provide graphic design of the District's publications and web site services. The contract is due to expire in August 2006. Since working with Central Basin, Digital has demonstrated excellent customer service and unmatched creative talent, while going above and beyond to meet the needs of the District. Their in-depth knowledge of the District and the industry has made them an invaluable resource for staff in developing key collateral to further Central Basin's programs and image. The District's web site was enhanced to ensure system reliability and to provide expanded information in a user-friendly way.

Following West Basin's decision to terminate the joint management agreement with Central Basin, Digital offered their assistance to the Board and staff to provide support through the transition. Their willingness to get the job done and flexibility to meet aggressive deadlines have been critical to ensuring a seamless operation of the District's public affairs department during this time.

As Central Basin sets out in a new direction with the focus on serving its community and building partnerships, it is important to establish an identity that is consistent with the Board's vision. Communicating the District's mission and values through various media will support the District's goal to build those key partnerships and garner the support needed to achieve regional leadership in water reliability. With a nationally award-winning education program that continues to expand, a recently developed Conservation Master Plan and an annual regional event, the District has numerous opportunities to increase public awareness through creative publications, outreach materials and an informative web site.

At the June 8 Communications Committee meeting, staff requested a one-year extension of Digital's contract. During the meeting, a discussion was held about the possibility of a two-year contract to provide a more comprehensive service. The Committee recommended the Board consider a two-year contract with Digital. Staff also recommends entering into a two-year contract with Digital to provide graphic design and web site services to help make the transition successful.

The "Scope of Work" (see Exhibit "A") is reflective of the Board's and staff's desire to work closer with the community and to foster new partnerships while remaining a progressive agency. The purpose of the two-year contract is to ensure that all of the projects listed in the "Scope of Work" will be completed. Since an important component of building a strong public messaging portfolio is to assess what works and what doesn't, after one year, the District will meet with Digital to evaluate the effectiveness of each project and determine what enhancements or modifications can be made to increase the success of those projects. In

addition, with a two-year contract, the budget for the second year can be established to not exceed the first year's amount, providing cost-savings to the District as the market price for these services increase.

With new challenges ahead, it is vital to have a consultant who is equally committed to the success of the District and has earned the staff's trust. Digital has come through on a number of rush job requests for staff, never compromising design quality or originality. This is a particularly important consideration given our fast-paced deadlines. Despite such time constraints, Digital has handled these jobs with the utmost professionalism and dependability.

FISCAL IMPACTS:

Funds are included in the FY 2006-07 budget and will be included in the 2007-08 budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on June 8, 2006. The Committee recommended the Board consider entering into a two-year contract with Digital at the June 26, 2006 Board meeting.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to enter into a two-year agreement with Digital Synergy for the amount of \$399,500 plus 10% contingencies for a total not-to-exceed amount of \$439,450.

Exhibit "A" - Proposed "Scope of Work