

CENTRAL BASIN MUNICIPAL WATER DISTRICT

DECEMBER 19, 2006 – Board Meeting

Prepared by: Joone Lopez

Submitted by: Joone Lopez

Approved by: Art Aguilar

ACTION CALENDAR

STATE GOVERNMENT SERVICES CONTRACTS 2007SUMMARY:

The contracts for the District's local, state and federal government representatives are presented to the Board for consideration annually in December to coincide with the state legislative calendars, which are based on calendar year rather than fiscal year. In order to allow the Board to consider matters such as amount of expenditures, needs for types of representation, the "Scope of Work" prepared by the firms have been attached (see Exhibit "A"), and all the government representative contracts, excluding federal representation, are included in this memo.

Year 2006 has been a significant year for the District with the split from its former sister agency in July and reestablishment of Central Basin with renewed focus as well as a new organizational structure. Despite the split and the reorganization, District's programs have continued to thrive. The Southeast Water Reliability Project is progressing on schedule and was recently recommended for funding through the Integrated Regional Water Management Plan under Proposition 50 for \$3.5 million. The conservation program was revamped with the adoption of the Conservation Master Plan, and Central Basin continues to be in the forefront of the emerging collaboration between water and energy, which will provide significant partnership and funding opportunities. In addition, the District focused on purveyors outreach by acquiring grants for cities and providing assistance to cities/retailers to promote conservation.

Staff worked closely with government representatives to ensure that the District's interests were well represented during and after the split. On the state level, the District's interests were well protected on several measures including AB 2951 (Goldberg) – Capital Facilities Fee, Proposition 84 (Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006) and Proposition 1E (Disaster Preparedness and Flood Prevention Act of 2006) and Proposition 90 (Protect Our Homes Act), which would have had significant impact on current eminent domain law.

Attached are the proposals for the 2007 legislative year. There are increases requested in some, but not all, of the contracts, which the staff is prepared to discuss with the Board. The representatives will be present to answer any questions and/or receive input from the Board.

FISCAL IMPACTS:

Funds are available in the 2006 budget. Adjustments for any increases will be made for the remainder of the year upon Board approval and adjusted in the fiscal year 2007-08 budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was not reviewed by the Communications Committee due to the fact that it was cancelled.

RECOMMENDED MOTION:

That the Board considers the attached Government Services contracts for approval.

EXHIBITS:

Exhibit "A" - Government Services Proposal

- Lang, Hansen, O'Malley and Miller
- Alan Lind and Associates (including Michael Corbett)
- Global Stratagem Group, LTD
- Golden State Advocacy
- Southwest Management Consultants

**GOVERNMENT SERVICES
PROPOSAL**

**LANG, HANSEN,
O'MALLEY AND MILLER**



Lang

Hansen

O'Malley

& Miller

*Governmental
Relations*

**PROPOSAL FOR GOVERNMENT/PUBLIC
AFFAIRS SERVICES FOR CALENDAR 2007**

October 5, 2006

Lang, Hansen, O'Malley, & Miller (LHOM) proposes to provide the following services to Central Basin Municipal Water District (District) for calendar year 2007:

- (a) Represent the District's interests before the California State Legislature, the Governor and the Resource Agency by lobbying the District's position on Legislation and administrative actions relating to water development, quality and reclamation.
- (b) Monitor and report on legislative initiatives of interest that may promote or hinder the District's goals and objectives.
- (c) Guide District sponsored legislation through the legislative process.
- (d) Conduct outreach and advocacy efforts with the District's Assembly and Senate delegations, as well as other key legislators, to further the District's goals and objectives.
- (e) Coordinate State budget issues and existing funding mechanisms with District's fiscal and Washington lobbyists.
- (f) Provide written and/or oral notification of financial resources available at the state level for District projects, both current and future.
- (g) Arrange and coordinate District's Director and staff meetings with members of the legislature and legislative staff.
- (h) Monitor and report on state funding opportunities in the areas of research, development and expansion of systems.
- (i) Provide an effective legislative strategy that is proactive and strategic as well as reactive and influential when dealing with bill amendments during the legislative session.
- (j) Provide resources necessary to establish relationships with new members of the legislature while maintaining existing relationships with incumbents.
- (k) Build a political presence for the District using legislators who represent the District's service area as a base.
- (l) Develop a political persona for the District with legislative leadership to position the District as a "lead player" in water related issues.
- (m) Build coalitions and alliances with lobbyists representing other water districts/organizations and take a leadership role in Sacramento where appropriate.
- (n) Continue to implement the long term and short term public affairs and legislative strategies previously endorsed by the District Board.
- (o) Coordinate and direct the efforts of the District's other Sacramento lobbying firms on legislative issues.
- (p) Coordinate activities of Sacramento lobbying team with local public/government affairs team when district projects have both state and local impact.

October 5, 2006
LHOM Proposal
Page 2

- (q) Provide written and/or oral reports to the General Manager or his designee at least weekly, when the legislature is in session, on the status of all legislation.
- (r) Develop, with the General Manager, a reporting process to update the Board of Directors on legislative matters in a timely fashion.
- (s) Participate in Board meetings on a regular basis to provide legislative updates and other commentary of interest to Board members. Frequency of participation to be mutually agreed upon between LHOM and the General Manager after consultation with the Board of Directors.

LHOM proposes to provide the above services to the District for a monthly retainer in the amount of \$5,000 under the terms of a non exclusive consulting agreement. The agreement shall commence January 1, 2007 and end December 31, 2007.

In addition to the monthly retainer, the District shall reimburse LHOM for reasonable out of pocket expenses previously approved by the District and incurred by LHOM while acting on behalf of the District.


We look forward to discussing this proposal with you at your convenience. If you have any questions about this proposal, or if we can be of any assistance, please do not hesitate to contact us.

Sincerely,


Joseph Lang


Bev Hansen


John F. O'Malley


George Miller

**GOVERNMENT SERVICES
PROPOSAL**

**ALAN LIND AND
ASSOCIATES
(INCLUDING MICHAEL
CORBETT)**

**PROPOSED SCOPE FOR WORK FOR
LEGISLATIVE ADVOCACY SERVICES:
CAPITAL PROJECTS FUNDING**

Changing Landscape for the 2007-08 Legislative Session

When the Legislature convenes its 2007-08 session in January, its membership will be significantly different from that of the recently concluded 2005-06 session. Indeed, even if not a single incumbent loses in November, there will be a minimum of 12 (out of 40) new Senators and 37 (out of 80) new Assembly Members. Legislative committee assignments and committee chairs will be changing soon, making it difficult to predict the priorities of the new Legislature. It is far too early, as well, to predict just how this change in membership may shift the political balance or policy priorities of the respective houses of the Legislature.

Central Basin Legislative Delegation Evolves

On the more localized front, Central Basin's State Legislative Delegation will see some major changes for 2007-08.

While none of the district's four Senators (Alan Lowenthal, Bob Margett, Gloria Romero and Ed Vincent) is up for re-election in November, five of the 10 members of the Basin's Assembly delegation will be leaving office due to term limits or aspirations for higher office.

Assembly Members Ed Chavez and Jenny Oropeza are leaving office due to term limits. Ms. Oropeza is the odds-on favorite to replace Senator Debra Bowen in the 28th Senate District. Assembly Member Rudy Bermudez opted to run for the State Senate but lost in the primary to Assembly Member Ron Calderon. Assembly Member Ron Calderon and Mark Ridley-Thomas are leaving office early in hopes of succeeding Senator Martha Escutia and Senator Kevin Murray, respectively. Successors to Bermudez, Calderon, Chavez, Oropeza and Ridley-Thomas are projected to be Tony Mendoza, Charles Calderon, Ed Hernandez, Laura Richardson and Mike Davis, respectively.

The remaining members of the Assembly delegation – Assembly Members De La Torre, Dymally, Huff and Nunez – are seeking re-election for another two-year term.

The wholesale changes in membership in the Legislature as a whole and, more specifically, the Basin's delegation, represent important challenges for the district. Central Basin's ability to achieve positive outcomes in the 2007-08 legislative session is directly related to the strength of its relationship with returning incumbents to its delegation and newly elected delegation members. A comprehensive effort must be undertaken to educate new members about the Central Basin, its programs, its legislative policy agenda, and its capital improvement program. To this end, meetings with individual legislators and their staff is in order.

Scope of Work

Corbett-Lind proposes to carry out advocacy efforts on behalf of the Central Basin Municipal Water District pursuant to assisting in the identification of state funding sources for local capital projects and securing the allocation of appropriate funds for the district.

The actual work and all related activities and services to be performed include but are not limited to the following:

A. Identify and secure state funds for the Southeast Water Reliability Project and the Discovery Center at Whittier Narrows. Other activities will include:

- Participating in discussions regarding the allocation of any funds that become available as a result of the passage of Proposition 84 to ensure the best possible outcome for Central Basin;
- Participating in legislative hearings and meetings regarding the allocation of water bond funds;
- Securing a “place at the table” for any new water-related bond discussions;
- Identifying and pursuing funds for additional capital projects as directed;
- Identifying opportunities to secure funds for capital projects from any reverted Prop 40 or Prop 50 funds;
- Monitoring the state budget process in order to take advantage of any legislative efforts to allocate any water-related funds on a project-specific basis;
- Working with district staff to identify and match specific projects with available funding sources.

B. Enhance Central Basin’s presence in the State Capitol by educating the District’s legislative delegation about the district, its programs, policy agenda and capital projects.

C. Continue to engage the administration on an ongoing basis; educating key Schwarzenegger personnel about the districts’ functions, successes, goals and priorities.

Remuneration

Corbett-Lind proposes a fee of \$36,000 plus reasonable out-of-pocket expenses for costs incurred when traveling to the districts’ headquarters or to attend meetings or legislative hearings outside Sacramento.

If you have any questions regarding our proposal, please do not hesitate to contact me at (916) 449-3936 or Allan at (916) 449-3942.

**GOVERNMENT SERVICES
PROPOSAL**

**GLOBAL STRATAGEM
GROUP, LTD**

November 27, 2006

Art Aguilar
General Manager
Central Basin Municipal Water District
17140 S. Avalon
Carson, CA 90746-1218

Attention: Joone Lopez

Dear Art:

It has been a privilege to work with the Central Basin Municipal Water District for the past several years. My firm Global Stratagem Group, Ltd. (GSG, Ltd.) has been pleased to provide Strategic Public Affairs Advocacy Services to the Central Basin Municipal Water District (CBMWD) for the year 2006.

I look forward to working together with you, and CBMWD staff during 2007 as you continues to address significant water resource issues involving State and Federal policymakers, the Metropolitan Water District of Southern California (MWD), the Water Replenishment District of Southern California (WRD) and the many local municipal and private water purveyors.

As requested here is my proposal to perform Strategic Public Affairs Advocacy Services: Local Government and Agency Affairs for the CBMWD during the upcoming year 2006.

PROPOSED SCOPE OF WORK FOR
STRATEGIC PUBLIC AFFAIRS ADVOCACY SERVICES:
LOCAL GOVERNMENT AND AGENCY AFFAIRS

GSG, Ltd. will perform water resources policy analysis; public outreach and liaison activities, issue tracking, as well as other activities at the direction of the General Manager. GSG, Ltd. will perform these activities in the advancement of CBMWD policy interests regarding important water resource issues involving state and federal policymakers, the MWD, the WRD, local municipalities, and private water purveyors.

Work and Related Services to be performed include but are not limited to:

1) **OUTREACH TO LOCAL MUNICIPALITIES AND PURVEYORS**

GSG, Ltd. will continue to provide staff augmentation for outreach to local municipalities and purveyors in support of CBMWD projects, grant applications and legislative initiatives. Activities will include:

- GSG, Ltd. will maintain a database of local municipalities and key water policy decision- making officials (municipal and private) in the CBMWD.
- GSG, Ltd. will work with staff to develop fact sheets, cover letters and sample support letters for distribution to key officials in local municipalities and private operations. In certain cases, direct requests for assistance will be made of local elected officials. In other cases, Directors are asked to assist with their municipal contacts.
- GSG, Ltd. will track responses and perform necessary follow up including attending council meetings to present requests for support letters directly.

2) **MONITORING WRD MEETINGS & ACTIVITIES**

GSG, Ltd. will continue to monitor WRD Board, Committee and Technical Advisory Committee Meetings for water policy issues of importance to CBMWD. GSG, Ltd. activities will include:

- Outreach to key groundwater rights holders
WRD “pumpers” play an extremely important role in ongoing water policy and water project development within the CBMWD. GSG, Ltd. will meet regularly with key opinion makers to understand ongoing “pumper” strategic and tactical activities.
- Policy analysis and strategy for conjunctive use
One issue of vital importance to the future of CBMWD is unfolding conjunctive use policy development. GSG, Ltd. will continue to meet with various stakeholders in pursuit of core items of agreement and disagreement on the future of conjunctive use.
- Advocacy of CBMWD Project and Policy Initiatives
GSG, Ltd. will assist staff in the advocacy of CBMWD projects and policy initiatives before the WRD on an as needed basis.

4). **STAFF AUGMENTATION**

- Staff augmentation and support in the following areas:
Discovery Center
Integrated Regional Watershed Planning
Local Water Resource Development

Terms

Global Stratagem Group, Ltd. proposes providing Strategic Public Affairs Advocacy Services: Local Government and Agency Affairs to the CBMWD for an amount not to exceed \$60,000.00 for the year 2007. The term of the proposed agreement is 12 months. Any necessary and reasonable out of pocket expenses must be pre-approved by the CBMWD.

I am pleased to be given the opportunity to provide this proposal to you. I believe GSG, Ltd. can assist the General Manager and CBMWD staff in providing Strategic Public Affairs Advocacy Services: Local Government and Local Agency Affairs in the advancement of CBMWD interests in the water resources domain.

If you have any questions regarding this proposal, please do not hesitate to contact me at (310) 780-8999.

Cordially,

S. David Cobb
Managing Director, GSG, Ltd.

**GOVERNMENT SERVICES
PROPOSAL**

**GOLDEN STATE
ADVOCACY**

LEGISLATIVE ADVOCACY AGREEMENT

This Legislative Advocacy Agreement (AGREEMENT) is entered into between the Central Basin Municipal Water District (DISTRICT) located at (address) and Golden State Advocacy, Inc. (FIRM) located 629 J Street, Sacramento, CA 95814.

TERM

The term of this AGREEMENT shall be from January 1, 2007, through December 31, 2007, and shall continue month to month thereafter.

The DISTRICT may at any time terminate this agreement by giving the FIRM thirty (30) days written notice of termination. Upon termination, the FIRM will be paid pro rata for services performed to the date of termination.

FEES

In consideration of the legislative advocacy services described herein, the DISTRICT agrees to pay the FIRM the sum of \$60,000 per year, payable monthly at the rate of \$5,000 a month. After the expiration of the AGREEMENT, the rate shall continue month-to-month thereafter at the rate of \$5,000 a month.

COSTS

The DISTRICT agrees to reimburse the FIRM for reasonable expenses for travel, meals and lodging outside the Sacramento area incurred as a result of its legislative and administrative advocacy on behalf of the DISTRICT. Costs shall not exceed \$2,000 per year without the prior approval of the DISTRICT.

SERVICES

The FIRM will represent the DISTRICT in meetings or hearings with Senate or Assembly Members, the Governor's office, State Agencies, Boards, Commissions and other legislative bodies on issues of concern to the DISTRICT.

The FIRM will research and provide information to the DISTRICT on State laws or proposed legislation, legislative hearings, reports and testimony, State regulations and policies and technical memoranda or reports impacting DISTRICT operations.

The FIRM will aggressively lobby on all issues by the DISTRICT, including proactively searching for potential legislative vehicles relating to these issues and affecting the outcome of these matters.

The FIRM will track all of the DISTRICT'S legislation through policy and fiscal committees, on the floor of each house, past enrollment and onto the Governor's desk.

The FIRM will give DISTRICT advance notice, to the DISTRICT'S satisfaction, of hearings or critical actions relating to those bills or issues in which the DISTRICT has expressed an interest.

The FIRM will deliver letters, as directed by the DISTRICT, to appropriate committees and members of the Legislature, as well as to executive departments and/or State officials.

The FIRM will provide drafting of appropriate bill text and/or identification of appropriate legislative or administrative vehicles to carry out the DISTRICT'S legislative goals.

The FIRM will work on special projects as directed by the District.

The FIRM will file, during the term of this AGREEMENT, the quarterly reports of lobbyist/employer with the Secretary of State of State's Office as required by the Fair Political Practices Commission.

ACKNOWLEDGEMENT

By signing below the DISTRICT and the FIRM agree to the terms and conditions as set forth in this AGREEMENT.

An executed facsimile copy of this AGREEMENT shall be treated as if it were the original.

Golden State Advocacy, Inc.

Bob Garcia, President

Date

DISTRICT

Art Aguilar, General Manager

Date

**GOVERNMENT SERVICES
PROPOSAL**

**SOUTHWEST
MANAGEMENT
CONSULTANTS**

**SOUTHWEST MANAGEMENT CONSULTANTS, INC.,
SCOPE OF WORK FOR
STRATEGIC PUBLIC AFFAIRS SERVICES
FOR CENTRAL BASIN MUNICIPAL WATER DISTRICT**

Southwest Management Consultants, Inc., (Contractor), proposes to provide Public Policy Analysis, Public Outreach, and Public Education to the Central Basin Municipal Water District, (CBMWD). Contractor will provide these services at the direction of CBMWD to local, state and federal agencies and elected officials and agencies.

Contractor will address key issues and interests regarding water resource, conjunctive use and concerns as they pertain to CBMWD.

SCOPE OF WORK:

- Contractor in consultation and at the direction of the General Manager and designated agency staff will provide outreach to local municipalities, water purveyors and local business organizations with the District.
- Contractor will establish a schedule of meetings in consultation with client with the above agencies and districts.
- Contractor will develop fact sheets, cover letters and sample support letters for distribution to key officials involved with water policy in local, state and federal agencies, private and not for profit organizations as well as with local community colleges and school districts.
- Contractor will represent CBMWD at the direction of the Client at City Council and with the County of Los Angeles, Water Boards, and Governance Boards of School Districts.
- Contractor will maintain a database of Key Local, State and Federal water policy makers and municipalities.
- Contractor will attend local, state and federal water related conferences and meetings as directed by CBMWD.
- Contractors will maintain a schedule of meetings with groundwater rights holders and pumpers and report on a routine basis the results of such meetings.

TERMS:

Southwest Management Consultants, Inc. will provide the above services to Central Basin Municipal Water District in an amount not to exceed \$25,000 per year.

Any necessary and reasonable out of pocket expenses will be approved prior to the incursion of such expenses.

We look forward to working with CBMWD Staff and providing the above services in support of the Agencies Mission Statement in a professional manner.

**Leon M. N. Garcia
President/CEO
Southwest Management
Consultants Inc.
(323) 497-2437
leongarcia@adelphia.net**