



MARINA COAST WATER DISTRICT

11 RESERVATION ROAD, MARINA, CA 93933-2099

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DIRECTORS

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President

THOMAS P. MOORE
Vice President

WILLIAM Y. LEE
JAN SHRINER

Board of Directors
Community Outreach Committee Meeting
Marina Coast Water District
11 Reservation Road, Marina, California

Date: February 8, 2016
Time: 5:45 p.m.
Location: MCWD Board Room, 11 Reservation Road

Committee Members

Howard Gustafson
Thomas P. Moore

Agenda

This meeting has been noticed according to the Brown Act rules. The Committee will receive information on, discuss and consider making recommendations to the MCWD Board on the items contained in this agenda.

1. Call to Order
2. Public Comment on any item Not on the Agenda *Anyone wishing to address the Committee on matters not appearing on the Agenda may do so at this time. Please limit your comment to four minutes. The public may comment on any other item(s) listed on the Agenda at the time the item(s) is considered by the Committee.*
3. Receive the Draft Minutes for November 12, 2015
4. Review Proposal's For Public Relations and Community Outreach
5. Identify Agenda Items for the Next Committee Meeting and Set Date
6. Committee Member Comments
7. Adjournment

Marina Coast Water District
Staff Report

Agenda Item: 4

Meeting Date: February 8, 2016

Prepared By: Jean Premutati

Approved By: Keith Van Der Maaten

Title: Receive Update on Request for Proposals (RFP) for Public Relations and Community Outreach Services

Summary: The Board of Directors adopted Resolution No. 2015-50 approving a RFP for Public Relations and Community Outreach Services at the October 19, 2015 meeting. On October 20, staff sent out sixteen (16) RFP's to PR firms within California. The list of firms was selected for experience and familiarity with special districts as well as environmental issues, especially water.

The deadline for proposal submission was November 16th. As of that date, four (4) firms had responded. Staff has reviewed the proposals and prepared a matrix of the results.

Materials included: Matrix Evaluation of PR firms; and Proposals from: KP Public Affairs; Runyon Saltzman Einhorn, Inc.; Miller-Maxfield, Inc. and MIG, Inc. provided separately.