



ACTION ITEM
December 17, 2014

TO: Public Affairs & Legislation Committee
(Directors Barbre, Hinman, Tamaribuchi)

FROM: Robert Hunter
General Manager

Staff Contact: Heather Baez

SUBJECT: EXTENSION OF STATE LEGISLATIVE ADVOCACY CONTRACT WITH TOWNSEND PUBLIC AFFAIRS, INC.

STAFF RECOMMENDATION

Staff recommends the Board of Directors to authorize a one-year extension to the advocacy contract with Townsend Public Affairs and discuss whether to increase the fee from \$7500 to \$8500 per month.

COMMITTEE RECOMMENDATION

Committee recommends approving the extension of Townsend Public Affairs' contract through 2015 at \$7,500/month through the end of the 2014/2015 fiscal year. The rate beginning on July 1, 2015 to be determined during the 2015/2016 budget process.

DETAILED REPORT

Townsend Public Affairs, Inc. (TPA) has provided state legislative advocacy services to the Municipal Water District of Orange County since 2001. This has included tracking, analysis and advocacy on legislation, assisting with strategy development on policy issues, helping with the coordination and preparation of directors and staff for high-level meetings, serving as a District liaison to legislators and staff, and state administration representatives, and participating in working groups and coalitions on the District's behalf. A proposed scope of services is attached for you

Please note, Legislative Advocacy contracts are on a calendar year basis so as not to interrupt services during a legislative session.

Budgeted (Y/N): Yes	Budgeted amount: \$90,000	Core X__	Choice __
Action item amount: \$90,000; \$45,000 for FY 2014/2015 and \$45,000 for FY 2015/2016 (proposed)		Line item: 31-7040	
Fiscal Impact (explain if unbudgeted): The FY 14-15 budget of \$90,000 will be complete as of 6/30/15. TPA is asking for an additional \$12,000 per year for calendar year 2015.			

Proposal Cost

Over the past 12 years TPA has charged MWDOC a fee of \$7,500 per month to provide comprehensive state advocacy services with respect to legislative, regulatory, policy, and funding matters. (Please note this amount is separate and distinct from fees that have been charged for federal advocacy and staff augmentation services.) However, in order to successfully execute the robust scope of services as outlined in TPA's scope attached, especially with respect to the major issues involving the BDCP, desalination, and appropriation of water bond funding, TPA is respectfully requesting a fee of \$8,500 per month for 2015.

Staff recommends the Board discuss whether to increase the fees to \$102,000 per calendar year (or \$8500 per month).