



MWD

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

7-11

April 24, 1998

To: Board of Directors (Executive Committee--Action)
(Committee on Communications and Legislation--Action)

From: *JR* General Manager

Submitted by: Jack R. Maloy
Chief of Communications

Edward S. Mac III

Jack R. Maloy

Subject: Amendment of Agreement No. 17592 with Burson-Marsteller to Increase
Amount to \$300,000

RECOMMENDATION(S)

It is recommended that the General Manager be authorized to amend Agreement No. 17592 with Burson-Marsteller.

EXECUTIVE SUMMARY

Since 1996 the General Manager has contracted with the Sacramento legislative and communications affairs firm of Burson-Marsteller to assist Metropolitan's activities in the following areas: legislative and regulatory matters; communications assistance with technical matters related to the California Plan, Colorado River management and water transfers; advice and counsel on internal and external communications; and development of a Legislative Portfolio. These and other similar legislative and communications issues will continue to require significant and expanded attention on an on-going basis in order for Metropolitan to meet its water supply and operational goals. The continuity provided by Burson-Marsteller's continued involvement will assist Metropolitan in achieving a successful resolution of these issues. In order to continue the expert representation and assistance, it will be necessary to enter into a contract for an amount exceeding the General Manager's authority under Administrative Code Section 8115(a). Based on experience with the current contract and on an estimation of the potential work load related to current legislative and communication issues, the General manager is seeking to amend the contract with Burson-Marsteller to increase the maximum payable to an amount of \$300,000.

DETAILED REPORT

Since 1996, the General Manager has contracted with the Sacramento consulting firm of Burson-Marsteller to assist Metropolitan with activities related to legislative and regulatory matters potentially affecting Metropolitan's ability to meet its water supply and operational goals. Burson-Marsteller has provided legislative and communications assistance involving technical communications related to the Colorado River, the California Plan, water transfers and various water quality matters in both legislative and regulatory arenas.

This firm has extensive experience in water-related legislative and communications issues. Notably, the two primary staff working with Metropolitan bring unique and highly valued expertise to ensure Metropolitan's interests are well represented. Ms. Gwyn Bicker, the Managing Director, and Mr. William Kahrl, Director of the Sacramento office, collectively represent over 30 years of experience directly related to Metropolitan's needs. Ms. Bicker's experience includes communications with a state agency, legislative staffing and policy experience with the water and electric industries in Sacramento and Washington, D.C. Mr. Kahrl's experience includes Director of Research in the Governor's Office of Planning and Research legislative and communications staffing experience with the Sacramento Legislature, and most recently editorial board experience with the Sacramento Bee.

The same issues which the Burson-Marsteller firm has provided assistance to Metropolitan for the past three years will continue to require significant attention on an on-going basis, in order for Metropolitan to meet its water supply and operational goals. Current legislative activity in Sacramento indicates additional work load on several matters directly related to Metropolitan. In order for Metropolitan to continue to represent the Board's policies and interests of its member agencies, it will be necessary to amend the current contract for an amount exceeding the General Manager's authority under Administrative Code Section 8115 (a). Based on experience under the current contract and on an estimation of the potential current legislative and communications work load, the General Manager is seeking to amend Agreement No. 17592 with Burson-Marsteller to the maximum payable amount of \$300,000.

ADD:ng