



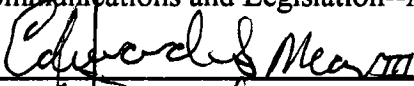
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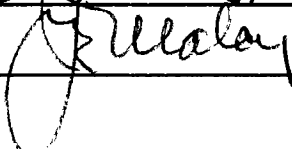
METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

7-15

May 19, 1998

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

From: *for* General Manager 

Submitted by: John R. Maloy
Chief of Communications 

Subject: Ratification of the First Amendment to Agreement No. 12364 with Agricultural Resources, for Consulting Services

RECOMMENDATION

It is recommended that the Board of Directors ratify the General Manager's execution of the First Amendment to Agreement No. 12364 with Agricultural Resources.

EXECUTIVE SUMMARY

In August 1997, Metropolitan's Board directed a reorganization of all legislative activities and public affairs functions into a unified Communications Division, and articulated specific expectations with respect to the achievement of Metropolitan's legislative objectives.

To supplement staff efforts on these legislative activities, Metropolitan continues to retain specialized consultants to assure that Board expectations are realized.

To ensure that the Board is fully informed with respect to these consultant activities, it is staff's intention to present all ongoing contracts for public relations and legislative consultants to the Board for ratification.

Agreement No. 12364, with Agricultural Resources, is one of several contracts staff is presenting to the Board under this process, which will take place over the next few months. Agricultural Resources is based in Washington, D.C. and works primarily with Metropolitan's Washington, D.C. staff.

In November 1994, Metropolitan's Board of Directors voted to establish a Washington, D.C. office, and at that time, recognized that it would be necessary to develop a "comprehensive federal advocacy program which includes agreements with several Washington, D.C. firms to provide representation with a broader array of perspectives and

contacts..." As a result of that Board decision, Metropolitan has contracted with Agricultural Resources since 1996. Agricultural Resources provides strategic counsel on relations with federal legislators and their staffs and assists Metropolitan with its coalition development efforts.

DETAILED REPORT

In August 1997, Metropolitan's Board directed a reorganization of all legislative activities, as well as traditional public affairs functions, into a unified Communications Division. At that time, the Board articulated its specific expectations with respect to the achievement of Metropolitan's legislative objectives. To supplement staff efforts on these legislative activities, Metropolitan has continued to retain consultants with particular expertise in legislative process and/or water policy to assure that Board expectations are realized.

To ensure that the Board is fully informed with respect to these consultant activities, it is staff's intention to present all ongoing contracts for public relations and legislative consultants to the Board for ratification. Agreement No. 12364, with Agricultural Resources, is one of several contracts that staff will present to the Board under this process, which will take place over the next few months.

In November 1994, Metropolitan's Board of Directors voted to establish a Washington, D.C. office to strengthen our outreach efforts to federal legislators and regulatory agencies. As a part of these efforts, Metropolitan's Board recognized that it would be necessary to develop a "comprehensive federal advocacy program which includes agreements with several Washington, D.C. firms to provide representation with a broader array of perspectives and contacts in order to increase the scope and effectiveness of Metropolitan's activities and influence."

As a result of this prior Board action, Metropolitan has contracted with Agricultural Resources since November 1996. This contract was awarded on a sole-source basis, with a maximum payable of \$45,000, including expenses, for the initial 12-month period. Under a First Amendment, which became effective in November 1997, the maximum payable continues to be \$45,000 per year. The annual renewal provision of this First Amendment is consistent with Metropolitan's policies for securing consulting and professional services which will be required on an ongoing basis. The consultant is paid on a monthly retainer basis, plus expenses.

Agricultural Resources' principal, David Weiman, provides services in the following areas:

1. Developing strategy to pursue legislative and regulatory goals at the federal level;
and
2. Assisting Metropolitan in its coalition development efforts.

Staff feels that Agricultural Resources is uniquely qualified to perform these services. Mr. Weiman has excellent contacts among both House and Senate Democratic members and their staffs, and the environmental community. On Metropolitan's behalf, he has played a key role in advancing our interests with respect to federal funding for the CalFed effort.

Other recent activities of Agricultural Resources have included assisting with Colorado River efforts related to habitat protection and salinity control; supporting Metropolitan's overall education efforts to improve its visibility among legislators and regulators; and providing input for the mark-up of the Salton Sea legislation. Agricultural Resources has also assisted Metropolitan staff in securing various appointments with high-level officials for "Washington Day 1998."

Additionally, Mr. Weiman represented Metropolitan on other federal legislation which could force relocations of the District's and Member Agencies' water distribution infrastructure to accommodate transportation improvements, such as the Alameda Corridor, as provided for in the reauthorization of the Intermodal Surface Transportation Efficiency Act (ISTEA).

Staff anticipates that Metropolitan's federal legislative and regulatory efforts will require increased and ongoing attention for Metropolitan to meet its water supply and operational goals, and protect the interests of its Member Agencies. Staff requests that the Board reaffirm its support for these activities by ratifying Agreement No. 12364.

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