

AGENDA STATEMENT



September 11, 2008, Item No. 12

ITEM TITLE: CONSIDERATION AND POSSIBLE ACTION TO APPROVE PROPOSAL OF BLAKE ANDERSON CONSULTING FOR STRATEGIC PLANNING CONSULTING WORK AND DIRECTION TO THE TREASURER TO INCREASE THE BUDGET FUNDED BY A CORRESPONDING SUPPLEMENTAL BILLING TO THE PARTICIPATING AGENCIES TO COVER THE MAXIMUM COST OF \$20,000

SUBMITTED BY: Strategic Plan Ad Hoc Committee (Abarbanal, Ewin, and Caires)

SUMMARY

The Strategic Plan Ad Hoc Committee met with Blake Anderson to discuss his qualifications and suggested approach to the strategic planning process. Mr. Anderson was requested by the Committee to submit a proposal for strategic planning consulting work, which the Ad Hoc Committee is presenting herewith for consideration.

RECOMMENDATION

The JPA approve the proposal of Blake Anderson Consulting for strategic planning consulting work and direct the Treasurer to increase the budget funded by a corresponding supplemental billing to the Participating Agencies to cover the maximum cost of \$20,000.

BACKGROUND

The Committee recommends the selection of Blake Anderson Consulting to conduct the Strategic Planning process over a six month period. Blake Anderson is recommended because he brings a unique perspective to the process based on his past involvement with an EPA waiver and other similar issues facing the City and Participating Agencies. He has worked on a number of initiatives involving the federal Clean Water Act, the California Ocean Plan, and numerous laws and regulations. He was a major force behind the Groundwater Replenishment System in Orange County, a 70 million gallon per day water reclamation plant that began to produce ultra-high quality water for groundwater recharge in 2007. This is a similar concept to reservoir augmentation, the most likely form of indirect potable reuse in San Diego County. Blake Anderson is the former General Manager of the Orange County Sanitation District.

Mr. Anderson has submitted a Proposal for Professional Services (attached) which details his qualifications and suggested approach to the process. The Committee met with him on two occasions to review our history and discuss our future challenges. Past efforts to narrow the planning focus for the JPA are short lived without the discipline or structure for measurement and monitoring progress toward achieving the initiatives we agree on. To this end the Committee believes that professional assistance by someone with practical knowledge like Blake Anderson can bring the realization of our responsibility in an effective and timely manner.

There already exists enough documentation of past efforts to allow the consultant to identify the remaining amount of environmental scanning necessary to define the issues and lay the foundation for a successful strategic planning effort. The Strategic Planning process will result in adoption of specific objectives and identification of specific initiatives that the JPA and its member agencies will pursue in support of the mission statement.

The Committee last met with Mr. Anderson on August 26 and subsequently received his proposal which suggests working with the Committee to fine tune the effort outlined. The process will commence with a review of past documentation, conducting a survey of the JPA Board, and perhaps others, and followed by interviews with key persons. These steps are followed by a workshop on November 6 from noon to 4:00 PM in Del Mar. Broad participation is necessary to ensure a quality workshop. JPA representatives, alternates, TAC members and consultants should plan to attend. Alan Langworthy of the City will be invited to participate as a key technical representative. A final workshop will be held at the end of the process.

As a reminder to us all, the Participating Agencies will spend at least \$800 Million in the next ten years on the Metro Wastewater contract, not including transportation contracts or secondary treatment. Secondary treatment will add approximately \$500 Million to the cost. Because of these costs the Committee recommends that each governing body be briefed about the strategic planning effort. Further, the Draft Strategic Plan, when developed, should be brought to each governing body for concurrence and buy in.

FISCAL IMPACT

A budget adjustment is required to cover the maximum cost of \$20,000

ATTACHMENTS

- 1) Blake Anderson Proposal for Professional Service
- 2) Budget Adjustment to cover costs in Fiscal Year 2008/2009