

MUNICIPAL WATER DISTRICT OF ORANGE COUNTY

Fiscal Year 2014-15

Sole Source Procurement Justification for Projects under \$25,000*



- A. Supplier Information/Name of Company and Prime Contact at the Supplier and at MWDOC:
- Tuchman Communications/Michelle Tuchman, MWDOC staff person responsible for contract oversight is Rob Hunter.
- B. Contract awards to Supplier over prior 36-months: None
- C. Product(s) or Service(s) to be provided and Deliverables: Public Affairs/Communication Services for the District during the Department restructure.
- D. Justification Definition** Urgent necessity
- E. Narrative Explanation: Due to the departure of 2 key staff members in the Public Affairs Department. This will cause a significant impact to the department leaving only 1 staff person. Based on the number of significant upcoming projects as well as to continue with the ongoing projects, time is of the essence in entering into a contract with Tuchman Communication to provide Public Affairs/Communication services. Based on her expertise in this area and familiarity with the District, as well as the urgent necessity, staff is recommending the District enter into an Agreement.
- F. Budget Line Item Reference: Salaries and Overhead
- G. Core or Choice designation: Core
- H. Signature/Approvals:

Requestor

Date



4-30-15

General Manager

Date

* Projects over \$25,000 must go to a Committee of the Board.

** Possible justifications include but are not limited to: Only qualified bidder; Proprietary item; Urgent necessity; Bid process did not produce competitors; Governmental agency, association or Utility; Prior phase of professional services contract completed successfully by same Consultant; and Special technical expertise by Consultant for tasks desired.