

# 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: Hanley Communications/Jessica Ouwerkerk  
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: Provide assistance with Public Affairs/Communications/Marketing services for the District during staffing transition.
- D. Justification Definition\*\* Urgent Necessity
- E. Narrative Explanation: Due to departure of 2 key staff positions in the Public Affairs Department and the number of upcoming activities and projects, as well as ongoing projects, assistance is needed until key positions are filled. Based on her expertise and familiarity with the District, 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

  
\_\_\_\_\_  
General Manager

\_\_\_\_\_  
May 6, 2015

\_\_\_\_\_  
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.