

DENVER BOARD OF WATER COMMISSIONERS

Board Item: V-E-2

Meeting Date: 01/13/2010

CONTRACT FOR CONSULTING SERVICES WITH
GBSM, INC.

Action by Consent

Action

Information

GBSM, Inc. has provided strategic public policy and issues management counsel to the Board for nearly 20 years. The Community Relations Section recently conducted an RFP process to gauge interest from other firms and provide an opportunity for them to demonstrate their ability to provide these services. Ten firms responded to the RFP, and seven were short-listed and interviewed. The selection committee, comprised of staff from Planning, Human Resources and Public Affairs, unanimously chose GBSM.

Because of their lengthy relationship with Denver Water, GBSM has thorough knowledge of the various challenges facing Denver Water and the external implications associated with those challenges. Over the next year, GBSM's expertise will be particularly valuable as we review our long range plan, participate in the WISE and Moffat Collection System Projects, expand our conservation program using community-based social marketing approaches, and execute strategies outlined in the 2009-2012 Strategic Communications Plan, which GBSM developed.

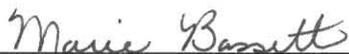
In 2009, GBSM's contract included internal communications consulting. During the RFP process, another firm, Communication Infrastructure Group, was deemed more qualified to perform this work. As a result, the GBSM 2010 contract has been reduced by \$60,000.

Both the Public Affairs and Planning divisions will benefit from GBSM's expertise, and each has identified their needs for the year and included funds in the 2010 budget for this purpose.

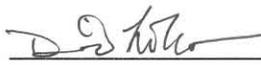
It is recommended that the Board approve Contract #12593B to retain the services of GBSM, Inc. in an amount not to exceed \$290,000.

Approvals:

Respectfully submitted,



Marie Bassett, Director of Public Affairs



H. J. Barry, Manager

For



David Little, Director of Planning



General Counsel