

WEST BASIN MUNICIPAL WATER DISTRICT

NOVEMBER 13, 2001 – Joint Communications  
 McDonald, Kwan  
 NOVEMBER 26, 2001 – Board Meeting  
 Prepared by: Sandi Linares  
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 Approved by: Darryl G. Miller

INFORMATION CALENDAR

WATER HARVEST 2001 RECAP

SUMMARY:

Water Harvest 2001, the third annual water conservation education festival hosted by West Basin MWD, was held October 27, 2001 at the West Basin Water Recycling Facility in El Segundo. Staff is delighted to report that, as a result of increased media outreach and marketing, an estimated 2,000 guests participated in this year's event, over twice as many as last year. Some of the groups participating included environmental groups (Mono Lake Committee, S.E.A. Laboratory), the Cities of Inglewood, Lomita, and El Segundo, water agencies (City of Huntington Park, California American Water Co., Metropolitan Water District), and many more entities who staffed a total of twenty booths. Guests of these booths were able to receive a valuable community service (child fingerprinting), exposure to sea life (touch tank for kids), and a variety of free items that included water education and conservation information.

This year, staff utilized the services of a new event assistant, who not only followed the "harvest" theme, but also placed a great emphasis on Halloween fun. Staff also made a shift in focus this year in response to safety concerns that abound due to recent national events. Staff promoted the event as a safe venue, bringing families together to celebrate Halloween. Kids enjoyed interacting with Count Dracula, walking through a scary haunted house and competing in a costume contest. Other activities included guessing the weight of the giant pumpkin (over 600 pounds), guessing the amount of pumpkin seeds in a jar (5,625), a seed spitting contest, and a new event, a pumpkin pie eating contest. The grand prize was a mountain bike (with helmet), second prize was a portable CD player, and third prize was a gift certificate to Blockbuster. The activities drew significant participation from harvest guests.

FISCAL IMPACTS:

The preliminary estimate of the event falls comfortably within the budget:

▪ Advertising	\$3,390.00
▪ Equipment rental, food, entertainment	\$19,000.00
▪ Photographer	\$425.00
▪ Videographer	\$350.00
▪ Printing/Signage	\$3,086.57
▪ Supplies	\$500.00
▪ Total	\$26,751.57

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the West Basin Joint Communications Committee on November 13, 2001 and agendized to the November 26, 2001 West Basin Board meeting as information.

RECOMMENDED MOTION:

This item is for information only.

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