

WEST BASIN MUNICIPAL WATER DISTRICT

OCTOBER 15, 2002 – Jt. Communications

Kwan, McDonald

OCTOBER 28, 2002 – Board Meeting

Prepared by: Art Aguilar

Submitted by: Art Aguilar

Approved by: Darryl G. Miller

ACTION ITEM

DESALINATION PUBLIC RELATIONS ACTION PLANSUMMARY:

Staff and representatives from the public relations project consultant on the desalination development project have produced a public relations action plan that details the efforts that will be made to promote the District project through the end of the current quarter and the first month of next year. It is a work in progress that will be updated monthly, with Directors receiving formal updates during regular Board and Committee meetings, in the weekly report and in special reports provided when necessary.

The attached plan covers all aspects of an organized, aggressive public relations plan, reaching out to various media including print, radio, television (broadcast and cable) and on-line. In addition, it offers information on the hosting of focus groups (including a budget) which the Directors can consider.

Many of the action items contained in the plan already have been started or completed. Many, such as the weekly press release activity, are ongoing with topics added and other opportunities being sought.

The most pressing item is the media training of Directors which has been planned for October 25, 2002 from 9 a.m. to 3 p.m. in the District headquarters. This is a hands-on, intensive session that will prepare Directors to meet with media and become spokespersons for the desalination project. The entire plan includes a great deal of Director involvement.

Some of the recommended projects are outside of the original scope of work for the Desalination/Barrier Project and requires Board approval. These items include production of a video that includes animation and several versions aimed at specific audiences, development of a District desalination website, and a focus group study that will look at a wide range of issues important to the District.

FISCAL IMPACTS:

Although the basic media, community and government outreach projects outlined in the plan are covered under the original scope of work, the video production, website development and focus study portions are additional items and require Board approval.

ENVIRONMENTAL COMPLIANCE:

None.

COMMITTEE STATUS:

This item was reviewed by the West Basin members of the Joint Communication Committee on October 15, 2002 and was recommended for approval at the October 28, 2002 Board meeting.

STAFF RECOMMENDATION:

That the Board considers approval of additional budget funding for the following projects:

1. Production of a desalination video in the amount of \$41,000 including animation and five audience-specific versions in the amount of \$34,000 for a total not-to-exceed amount of \$75,000;
2. Development and maintenance of a separate Desalination Website in the amount of \$22,400; and
3. Focus Groups facility and equipment, moderator, and final report in the amount of \$36,545.

The total amount for additional budget funding for the Desalination Public Relations Plan shall not exceed \$133,945.

EXHIBITS:

Exhibit "A" – Desalination Public Relations Action Plan

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