

WEST BASIN MUNICIPAL WATER DISTRICT

DECEMBER 12, 2002– Communications

McDonald, Kwan

DECEMBER 23, 2002– Board Meeting

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INFORMATION CALENDAR

DESALINATION PUBLIC RELATIONS UPDATE

SUMMARY:

The emphasis for the desalination/barrier public relations activity during this month has been on planning for upcoming activities, primarily in regards to the recently approved video, web site update, and focus groups. The weekly press release activity also has been on going.

Preparations are being made to begin a formal community outreach program into the community that will involve Directors and staff making presentations to community-based organizations, civic groups, elected bodies, and other groups in an effort to increase knowledge of West Basin and its programs to build a “brand” for the District. Detailed information on this and the focus group planning are attached as Exhibit “A”.

**Video**

Pre-production planning on the video will begin in mid-December, depending on the availability of the consultant’s video coordinator, who has been unavailable due to a family illness. Staff will inform the Board on the initial meeting date and planning sessions as soon as the information is available.

**Website**

Staff has been in discussions with the current District website host to begin the process of adding desalination information to the website as a separate section that will eventually include the video and possibly the Power Point presentations on the program. Also, staff is checking with some specialized web service companies that can place the District site in a search system that would have West Basin’s site come up when someone uses a search engine to seek information on “desalination,” “recycled water”, and other key words we would choose.

## **Focus Groups**

Attached as Exhibit "B" is a detailed description of plans for hosting focus groups to seek public attitudes on District programs and interests. Included are a detailed description of the process and a sample of the questionnaire that will be used to seek participants. The consultant has planned the procedure so that three separate groups can be queried on a single night, expanding the reach of the focus groups beyond what had been previously reported. This will provide more information to the District. Staff and the consultants are requesting input from Directors and other District staff as to what type of information should be gathered at the sessions and for any specific questions to be asked.

### FISCAL IMPACTS:

Expenditures for the above projects have been approved by the Board either in the original contract or through subsequent action.

### ENVIRONMENTAL COMPLIANCE:

None.

### COMMITTEE STATUS:

This item will be reviewed by the Joint Communications Committee on December 12, 2002

### RECOMMENDED MOTION:

This item is for information only.

### LIST OF EXHIBITS:

Exhibit "A" - Building a Brand for West Basin  
Exhibit "B" - Focus Group Project Outline  
Exhibit "C" - Screening Questionnaire