

WEST BASIN MUNICIPAL WATER DISTRICT

OCTOBER 16, 2003 - Jt. Communications  
Kwan, McDonald

OCTOBER 27, 2003 - Board Meeting

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## INFORMATION CALENDAR

### OCEAN-WATER DESALINATION SEAWATER BARRIER WATER CONSERVATION OUTREACH CAMPAIGN UPDATE

#### SUMMARY:

Staff worked individually with each consultant to develop "Scopes of Work" and finalize contracts. An overview briefing for all consultants with staff members was scheduled for October 15. During the meeting, goals and objectives of the outreach effort were discussed as well as the District's expectations. Each consultant will provide regular updates to designated member of the Public Affairs Department to ensure a steady flow of communication regarding each project's progress. A meeting was held with various departments to discuss and implement the in-house components of the outreach plan.

#### **1. INTERNAL COMMUNICATION**

Staff worked with John Ruetten to develop a "Scope of Work" for the contract. Plans for updating the message points for desalination and the Seawater Barrier are underway.

#### **2. PUBLIC AWARENESS**

A recycled water brochure and a water facts card were printed for distribution. Staff worked with consultants to update information on various handouts (fact sheets, FAQ's, etc.) and identify new collateral. Staff is working on revising the District's web site in order to improve functionality and navigation.

#### **3. MEDIA COVERAGE**

MBI Group submitted a "Scope of Work" for their contract. They will focus primarily on contacting local cable, radio, and television stations. They will be responsible for contacting these media and providing staff with regular updates on their progress. A new media kit folder is being designed to improve the District's media outreach efforts.

#### **4. INDUSTRY OUTREACH**

During the overview meeting, several ideas were proposed for industry outreach strategy that the staff will pursue with the consultants. Staff met with various departments to review current listings of industry publications and develop a strategy for article submission.

**5. COMMUNITY OUTREACH**

Both LPC and VMA submitted their "Scope of Work". LPC began promoting the Speakers Bureau to local civic organizations and chambers. VMA will work with staff to contact local organizations and develop material for multi-cultural outreach.

**6. GOVERNMENT OUTREACH**

Staff met with David Cobb to discuss past government outreach efforts and identify future opportunities for presentations.

**7. SEAWATER BARRIER WATER CONSERVATION PROJECT PLANNING**

Staff worked with Katz & Associates to update information developed last fiscal year for the Seawater Barrier Water Conservation Project and identify additional collateral materials.

FISCAL IMPACTS:

The funding for this Project is available in the FY 2003-04 Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the West Basin Joint Communications Committee members on October 16, 2003 and agendized to the October 27, 2003 West Basin Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.