

**WEST BASIN MUNICIPAL WATER DISTRICT****NOVEMBER 9, 2006 - Communications**

Little, No Quorum

**NOVEMBER 27, 2006 – Board Meeting**

Prepared by: Cheryl Friedling

Submitted by: Cheryl Friedling

Approved by: Rich Nagel

## INFORMATION CALENDAR

SENIOR OUTREACH COMMUNITY PRESENTATIONSSUMMARY:

During the past two weeks, a series of community-based outreach events was held throughout the District. These events were designed to educate senior citizens (and residents of all ages) interested in water conservation. This pilot program represents the District's first broad-based venture into targeted community-based outreach, and will assist in shaping and refining future outreach initiatives.

In consultation with Directors, seven presentations have been conducted at this time, including four at community centers and three at the District's Treatment Facility in El Segundo. Magnit Consulting and District staff jointly managed these events, which showcased water conservation tips, and highlighted new water-saving technologies. Presentations located at the District's Treatment Facility incorporated an on-site tour. Additional outreach events may be scheduled in the future, as two Directors preferred later dates for these presentations in their Divisions.

Outreach efforts have focused on community-based organizations, particularly those that have been identified as relevant to senior citizens. Additional promotional efforts were more broad-based, and included newspaper advertisements and targeted marketing.

Several speakers were featured at each presentation, including District staff, representatives from "Water Wise" outdoor landscape consultants, the Energy Savings Center of the South Bay, and local vendors and consultants. Information collected from attendees will be used to evaluate these outreach presentations, and will contribute to the future success of similar District community-based initiatives.

Attendance at these events was inconsistent, ranging from a low of two attendees to a high of 50. Factors that may have influenced turnout include the season, weather, time of the event (daytime vs. evening), transportation options, location of event, and competition with other community events.

Additional data and analysis will be provided to the Committee at the next meeting.

FISCAL IMPACTS:

Funds for Senior Outreach Community Presentations have been included in the FY 2006-07 Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was presented at a meeting of the Communications Committee on November 9, 2006. There was no quorum; Director Little suggested that this item be agendized to the November 27, 2006 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.