



WEST BASIN MUNICIPAL WATER DISTRICT
17140 S. Avalon Blvd., Suite 210
Carson, CA 90746

AGENDA NO. 31

NOVEMBER 10, 2008 – Communications
Kwan (Chair), Gray
NOVEMBER 24, 2008 – Board Meeting
Prepared by: Ron Wildermuth
Submitted by: Ron Wildermuth
Approved by: Rich Nagel

INFORMATION CALENDAR

BUSINESS CARD INFORMATION

SUMMARY:

At a recent Communications Committee meeting, it was recommended that basic West Basin information be printed on the back of Board members business cards. Below is a list of possible information to be printed on the back of the Board member business cards:

Mission: To provide a safe and reliable supply of high quality water to the communities we serve.

Special District: Formed by a vote of the people in 1947, and joined Metropolitan Water District of Southern California in 1948

Population: Serve approximately 1 million people in 17 coastal Los Angeles area cities and unincorporated areas within a 185 square mile service area

Governed by: Five Directors each elected from local Divisions

Industry Expert: Water recycling, water conservation, youth education, ocean-water and brackish water desalination and water resource management.

Note: Due to size of the cards, information will be limited.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 6, Communications - Engage in effective two-way communications of West Basin's programs and policies with the customer agencies and communities we serve.

COMMITMENT STATEMENT:

Customer Service – West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve.

FISCAL IMPACTS:

Funds are included in the Fiscal Year 2008-09 Communications & Public Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on November 10, 2008 and agendaized to the November 24, 2008 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for discussion only.

LIST OF EXHIBITS:

None.

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