



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

AGENDA NO. 24

DECEMBER 12, 2008 – Communications
Kwan (Chair), Gray
DECEMBER 22, 2008 – Board Meeting
Prepared by: Ron Wildermuth
Submitted by: Ron Wildermuth
Approved by: Rich Nagel

INFORMATION CALENDAR

TRAVELING OUTREACH DISPLAYS AND MATERIALS PROJECT

SUMMARY:

In February 2008, West Basin applied for and received an MWD Community Partnering Program grant in the amount of \$9,200 to improve our displays and informational material. The total cost of the project is \$19,200. The remaining funds are included in the Fiscal Year 2008-09 Public & Governmental Affairs Budget. The new material will integrate the new designs in the Style Guide from Pasadena Advertising. The focus of these materials will be on West Basin and its commitments. Products will communicate value, benefits and savings to our customers and communities. Materials will be developed to ensure coverage of and use in all five (5) Divisions.

Plans are to design and produce the following informational items:

- One four-color brochure on West Basin with a pocket in the back for fact sheets
- Booth stand-up displays on:
 - West Basin and Its Commitments to Customers & Communities
 - Providing Value Through Water Recycling
 - Providing Value Through Water Conservation
 - Reliability Through Desalination
 - Water Reliability 2020
 - Customer Service
 - Environmental Stewardship
- Additional materials:
 - Printed Fact Sheets on West Basin, Conservation, Recycling, Desalination, Customer Service and Environmental Stewardship
 - Five (5) logo imprinted table cloths for event booth tables
 - One (1) stand-up literature racks
 - Two (2) plastic table top literature racks
 - One (1) prize wheel
 - One (1) ballot box
 - 10 tent/booth banners (some duplicates)
 - 12 sandbags to hold down materials/displays in high wind at outside community events

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:

Metropolitan has awarded \$9,200 in grant funding and the remaining \$10,000 is included in the Fiscal Year 2008-09 Public & Governmental Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on December 12, 2008 and agendaized to the December 22, 2008 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

None