



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

AGENDA NO. _____

SEPTEMBER 3, 2008 – Communications
Kwan (Chair), Gray
SEPTEMBER 22, 2008 – Board Meeting
Prepared by: Ron Wildermuth
Submitted by: Ron Wildermuth
Approved by: Rich Nagel

INFORMATION CALENDAR

WATER RELIABILITY 2020 COMMUNICATIONS PLAN

SUMMARY:

In March 2008, Katz and Associates were hired to assist with community outreach for the Temporary Ocean-Water Desalination Project. Since that time, the outreach for the ocean-water desalination project has been expanded to include outreach for our Water Reliability 2020 program that will reduce our dependence on imported water from about 66% to 33% by 2020. The reduction will be accomplished by expanded recycling, conservation, education and ocean-water desalination. The Water Reliability 2020 outreach program will support this program.

A PowerPoint presentation on the Communications Plan to support Water Reliability 2020 is attached as Exhibit "A".

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 Public and Communications Budget. The Katz contract to support Water Reliability 2020 outreach is \$200,000.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on September 3, 2008 and agendized to the September 22, 2008 Board as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – Water Reliability 2020 Communication Plan PowerPoint