



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

AGENDA NO. _____

SEPTEMBER 11, 2008 – Water Resources
Smith (Chair), Little
SEPTEMBER 22, 2008 – Board Meeting
Prepared by: Paul Shoenberger
Submitted by: Paul Shoenberger
Approved by: Rich Nagel

INFORMATION CALENDAR

EL SEGUNDO PARTNERSHIP OPPORTUNITIES

SUMMARY:

The City of El Segundo (City) is the host city of the Edward C. Little Water Recycling Facility and the proposed full-scale ocean-water desalination facility. The City has supported West Basin's efforts to provide local reliable sources of water to the area. The City has approached West Basin about several partnership opportunities. This memorandum is to provide information to the Board and receive any direction to staff.

The El Segundo Archway: The City Council has approved three (3) gateway signage locations as elements within a new city branding program (see Exhibit "A"). The Council-appointed Downtown Sub-committee has selected an archway design at Main and Imperial. The budget for the archway is \$300,000. In meetings with Director Little and the General Manager, the City has requested assistance from West Basin for the archway. The idea of running a recycled water pipeline as the main structural element of the arch was even suggested. At the present time the Archway is in the Cities capital improvement program; although, no funding has been identified for Fiscal Year 2008-09.

Freedom Park Garden: The City has requested support from West Basin for the installation of a native plant, drought-tolerant demonstration garden at Freedom Park. West Basin currently has a program for ocean-friendly landscaping through several grants received from local, state and federal sources. The total award from these sources is \$1.5 million. One component of this program is the implementation of several demonstration gardens. This specific component will require input from the Directors as to the locations of these gardens. Staff will be working with the Directors in the next few months on determining these locations. Staff is recommending that each Division receive \$70,600 for the implementation of single or multiple gardens within their Division.

A "Request for Proposals" (RFP) for a landscape designer/contractor to implement these gardens has been issued. RFPs are due in late September and staff will bring a recommendation to the Board in October for approval. This project is anticipated to begin in December.

Water Conservation Banners: The City requested assistance from West Basin on a \$58,000 Water Conservation Banner project. In response, West Basin has assisted the City in preparing an application to the MWD Community Partnering Program (see Exhibit "B"). The Board approved a letter to MWD supporting the program. The Banner program is intended to create awareness of the drought, water issues and to encourage residents and businesses to conserve water. The street banner program will run for approximately six (6) months to one

year, with banners placed on 110 poles along Sepulveda Boulevard. This location creates an opportunity to reach 100,000 passing cars per day.

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:

None at this time.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Water Resources Committee on September 11, 2008 and agenda'd to the September 22, 2008 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – El Segundo Arch
Exhibit "B" – Banner application to MWD