



**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: Noelle Collins  
Submitted by: Ron Wildermuth  
Approved by: Rich Nagel

## INFORMATION CALENDAR

### COMMUNICATION OF WEST BASIN COMMITMENT STATEMENTS

#### SUMMARY:

As a result of the Strategic Planning process and Customer Agency Surveys, West Basin has created Commitment Statements to its customers and communities. Commitment Statements reinforce West Basin's identity and values to staff, Board of Directors, customers, partners, and the communities we serve. To implement the Commitment Statements, staff has created several tools and signage that promote and reinforce our commitments. Our commitments can be found on mouse pads that have been distributed to staff, Board of Directors and customer agencies, conference and board room posters, elevator posters, display banners, press release boilerplate language, West Basin's website, and most importantly, the Board Memo format. The five (5) Commitment Statements are:

- **Water Reliability** – West Basin is committed to innovative planning and investments to provide water supply reliability and drought protection.
- **Water Quality** – West Basin is committed to providing safe, high quality water by meeting current and anticipated water quality requirements.
- **Sound Financial and Resource Management** – West Basin is committed to efficient business operations, financial planning and asset management.
- **Customer Service** – West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve
- **Environmental Stewardship** – West Basin is committed to sustainable and environmentally-friendly business practices.

As demonstrated in this Board memo, every Board agenda item must identify the specific Goal in the Strategic Plan that is being accomplished and the Commitment Statement that is being fulfilled. This process helps reinforce West Basin's mission, keeps our focus on our commitments to our customers and ensures that staff is fulfilling the Goals and Objectives outlined in the Strategic Business Plan.

#### 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.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

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

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – Commitment Statements Signage