



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

AGENDA NO. 19

AUGUST 5, 2009 – Communications

Gray (Chair), Kwan

AUGUST 24, 2009 – Board Meeting

Prepared by: E.J. Caldwell

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

ACTION CALENDAR

STATEWIDE ADVERTISING

SUMMARY:

The Board Strategic Business Plan assigns staff the responsibility for building awareness of West Basin Municipal Water District (West Basin). One of West Basin's key external audiences includes elected officials, specifically State representatives. Another key audience is water agencies and industry professionals throughout the State of California. To further this recognition, staff is proposing that West Basin do a small advertisement on one of the leading political websites in Sacramento, as well as statewide – Rough and Tumble (www.rumble.com).

After consulting with West Basin's Sacramento Governmental Affairs Consultant, Rough and Tumble was selected because it is available free of charge to all who wish to read statewide news coverage (important for public agencies); it is considered to be a high value website by key elected officials; it is bipartisan; and the cost of advertising is not costly.

Specifically, Rough and Tumble averages 390,000 monthly page views. The advertisement will consist of our 100 Billion Banner and Board of Directors photo and will cost \$315 per month, for a total annual cost of \$3,780. Visitors who click on the advertisement will be electronically transferred to the West Basin Water Reliability 2020 page on the West Basin web site. Staff is recommending a one-year advertisement period and then an analysis will be conducted related to the benefits of placing the advertisement and possible increased awareness.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 6, Communications – Engage in effective two-way communication of West Basin's programs & 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 for advertisements are included in the Fiscal Year 2009-10 Public and Governmental Affairs Budget .

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on August 5, 2009 and recommended for approval at the August 24, 2009 Board meeting.

RECOMMENDED MOTION:

That the Board approves placing a one-year advertisement on the Rough and Tumble, www.rtumble.com, website with a total annual expense of \$3,780.

LIST OF EXHIBITS:

Exhibit "A" – Sample of Rough & Tumble web page layout

Exhibit "B" – Recommended advertisement photograph

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