



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

AGENDA NO. 17

September 11, 2009 – Communications

Gray (Chair), Kwan

September 28, 2009 – Board Meeting

Prepared by: Ron Wildermuth

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

ACTION CALENDAR

FRIENDS OF THE DELTA PROGRAM

SUMMARY:

Orange County Water District Board member Steve Sheldon recently briefed the West Basin Municipal Water District's (West Basin) Board on his Friends of the Delta (FOTD) non-profit and outreach program. He requested West Basin donate to his outreach program and provide Director and staff support to do outreach for his project in the West Basin service area. Mr. Sheldon also provided an information packet to the Board members on his non-profit, 501 C3 Friends of the Delta program.

Mr. Sheldon recommended West Basin undertake the following in support of FOTD:

- Donation of \$20,000;
- Host a Friends of the Delta (FOTD) Luncheon;
- Designate one or two West Basin Directors to do outreach for the Friends of the Delta Program (pre-meet with attendees and secure Water Deputies from each City's City Council);
- Meet with key influentials (one-on-one) to explain Luncheon and need for Resolutions of Support;
- Notify media and prepare collateral material for Luncheon; and
- Follow-up Luncheon with contacts for Resolutions of Support. Have West Basin staff give FOTD talks to grass roots level support organizations.

While this is an important effort and deserves to be supported as time and resources permit, West Basin has its own significant outreach agenda in support of West Basin's Strategic Business Plan that has all of the assets fully utilized. At the Committee meeting staff recommended supporting this effort by doing the following:

- Provide a Proclamation of Support;
- Provide a \$2,000 donation; and
- Incorporate FOTD information into our existing West Basin outreach programs, such as, Water Reliability 2020 talks, handing out FOTD literature at public event booths, and other communications targets of opportunity, etc.

After Committee discussion, staff was directed to meet with Mr. Sheldon to discuss other options and opportunities. The meeting is scheduled for September 25, 2009. Staff will present to the Board other options as a result of the discussion.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 1, Reliability – Maintain a level of local water reliability that supports the regional economy, our community and customer agency needs.

Goal 4, Environment – Utilize environmentally sustainable and sound business practices in our projects, policies and actions.

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:

Water Reliability – West Basin is committed to innovative planning and investments to provide water supply reliability and drought protection.

Environmental Stewardship– West Basin is committed to sustainable and environmentally-friendly business practices.

FISCAL IMPACTS:

Funds are included in the Fiscal Year 2009-10 Communications & Public Affairs Education Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on September, 11 2009. Staff was directed to meet with Mr. Sheldon and discuss other options and present to the full Board.

RECOMMENDED MOTION:

Staff will provide the Board more information at the September 28, 2009 Board meeting.

LIST OF EXHIBITS:

None.