



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

AGENDA NO. 31

SEPTEMBER 11, 2009 – Communications

Gray (Chair), Kwan

SEPTEMBER 28, 2009 – Board Meeting

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Approved by: Rich Nagel

INFORMATION CALENDAR

WEBSITE UPDATE

SUMMARY:

West Basin Municipal Water District (West Basin) re-launched its website www.westbasin.org in summer 2008 with a new look and feel and some innovative features. The new features included several items, most notably, the live solar power meter, recycled water animated process, home conservation tour, a Content Management System (CMS) that allows staff to make in-house text updates, a strategy for Search Engine Optimization (SEO) implementation, and visitor-friendly tabs to direct groups of audiences to their most-used pages, in addition to many other features. Public Affairs staff presented the re-designed website to the entire West Basin staff and the Board of Directors, requesting feedback. A list of Phase II items resulted from those discussions and is the focus of staff's work on the website.

Over the past year, staff has additionally been working with our outside web consultant to address some fundamental functionality issues with the website. Due to ongoing issues with the consultant, staff sought bids for a new consultant. The new team was hired in June 2009 and the site migration (from the old server to the new) was finalized on Friday, August 28, 2009. In addition to being hosted on a new server, the website contains a new Content Management System and staff is going through training on its various features to get up to speed as quickly as possible.

West Basin has also been fortunate this summer to have an intern with a skill set (understanding HTML coding) that allowed him to create some new features for the website that we are currently implementing.

Some of the Phase II items that have been implemented include:

- Search Engine Optimization strategy;
- Update website with new branding;
- Add key to solar panel section that explains abbreviations;
- Water Reliability 2020 scrolling feature;
- In-house management of "What's New" section on home page;
- E-newsletter distribution;
- Feature Recycled Water Customers/Users (included in Recycled Water section); and
- Doing Business with Us section.

Phase II items in progress include:

- Adding audio to accompany the water recycling process;
- Add page that outlines the History of West Basin;
- Add page that lists Historical Milestones;
- Add page of General Frequently Asked Questions;
- Add a page on "Where our Tap Water Comes From"; and
- Add videos of water-related content (Huell Howser video in progress, Media Center in progress).

Longer term/Not yet started:

- Add Ocean-Water Desalination animated feature;
- Include a "water footprint"; and
- Add a virtual tour of the Edward C. Little Water Recycling Facility.

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:

Not applicable.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on September 11, 2009 and agenda'd to the September 28, 2009 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

None.