



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

AGENDA NO. 34

FEBRUARY 4, 2009 – Communications

Kwan (Chair), Gray

FEBRUARY 23, 2009 – Board Meeting

Prepared by: Noelle Collins

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

INFORMATION CALENDAR

WATER HARVEST 2009 PRE-PLANNING

SUMMARY:

Each year in October, West Basin hosts the Water Harvest festival at its Edward C. Little Water Recycling Facility in El Segundo to engage the community, educate the public about water issues, including sources of our water supply, water conservation and recycling, Water Reliability (WR) 2020, and to provide tours of the recycling facility to the public. The 2009 Water Harvest will be our 11th annual event and will be held on October 24, 2009.

The theme for the 2009 Water Harvest will be educating the people on conservation so they can implement individual conservation measures.

A new addition to the 2009 event will be the showing of a short 5-minute Huell Howser video on water supply problems and the need for WR 2020 in the conference room.

Public Affairs staff has been requested by the Committee to begin pre-planning for the 2009 Water Harvest in January. The Board has requested a draft itinerary for the event and is attached as Exhibit "A". An initial list of tasks for Water Harvest planning includes:

March

- Begin process of hiring event planner (RFP in March, hire in April)

March thru June

- Begin securing sponsors
- Begin recruiting booth participants
- Begin talks with area businesses to secure lower cost parking for event
- Work with event planner on food vendors, rides, equipment rentals
- Begin search to find disc jockey
- Begin acquiring raffle prizes and show prizes

June thru September

- Secure street banner locations
- Liaison with Discovery Science Center for education show themes

- Work with graphic designer to create flyers, advertisements, & street banners
- Update flyer distribution lists, negotiate ad rates with newspapers
- Hire photographer
- Hire bus transportation company to shuttle visitors from parking to event
- Decide on educator honoree for VIP luncheon

October

- Create tour schedule
- Finalize itinerary, create signs & games for event

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:

Funds are included in the Fiscal Year 2008-09 Public & Governmental Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on February 4, 2009 and agendaized to the February 23, 2009 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit “A”—Draft Itinerary