



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

AGENDA NO. 23

MARCH 13, 2009 – Communications

Kwan (Chair), Gray

MARCH 23, 2008 – Board Meeting

Prepared by: Ron Wildermuth

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

ACTION CALENDAR

WATER FOR TOMORROW MAGAZINE

SUMMARY:

The Association of California Water Agencies (ACWA) in conjunction with National Geographic magazine promotions has developed a new California water magazine as a new promotional tool. It is one of ACWA's first initiatives under the Strategic and Business Plan to increase public outreach. The magazine is targeted to California consumers. ACWA will oversee the production by National Geographic. The ACWA Communications Committee has approved an outline for the first issue, which was then approved by the ACWA Board. ACWA member agencies, in total, must order one million copies of each issue of the magazine for the project to go forward.

The magazine costs 0.35 cents and can be distributed to stakeholder mailing lists or sent to the water agencies for distribution. A minimum order is 4,000 copies (1,000 x 4 issues). Cost of a minimum order delivered to West Basin to use as a giveaway would be \$1,400, plus \$300 for shipping. There may be a small additional charge to have West Basin's address and website printed on the back of the magazine.

Attached as Exhibit "A" is a letter from ACWA President and Vice President encouraging participation and order form, and as Exhibit "B" a PowerPoint on the Water for Tomorrow magazine.

DEADLINE FOR ORDERING IS MARCH 20, 2009.

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 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.

Water Quality – West Basin is committed to providing safe, high quality water by meeting current and anticipated water quality requirements.

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

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 March 13, 2009 and recommended for approval at the March 23, 2009 Board meeting.

RECOMMENDED MOTION:

Staff recommends placing a minimum order of \$1,700 to support this new ACWA initiative and to use as giveaways in event booths.

LIST OF EXHIBITS:

Exhibit "A" - Magazine order form and letter from ACWA President/Vice President
Exhibit "B" – Water for Tomorrow PowerPoint