



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

AGENDA NO. 23

JUNE 12, 2009 – Communications

Gray (Chair), Kwan

JUNE 22, 2009 – Board Meeting

Prepared by: Noelle Collins

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

INFORMATION CALENDAR

WATER HARVEST 2009 UPDATE

SUMMARY:

Each year in October, West Basin Municipal Water District (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 2020 (WR 2020), and to provide tours of the water recycling facility. The 2009 Water Harvest will be West Basin's 11th Annual Event. At the January 2009 Communications Committee meeting, the Committee agreed to host this year's Water Harvest on October 24, 2009. The Committee also asked staff to postpone pre-planning for the event until closer to the beginning of the next fiscal year.

Staff is currently preparing a "Request for Proposals" (RFP) to procure services for an event planner by early to mid-July.

The theme for this year's Water Harvest will again be Water Reliability 2020, focusing on water conservation education and long-term reliability for our region. Directors have requested a draft itinerary for the event and is attached as Exhibit "A". Staff is interested in Director feedback in order to best plan and prepare for this year's Water Harvest.

An initial list of tasks for Water Harvest planning includes:

- Hire event planner
- Secure sponsors
- Recruit booth participants
- Secure lower cost parking for event
- Work with event planner on food vendors, rides, and equipment rentals
- Identify disc jockey
- Acquire raffle prizes and show prizes
- Secure street banner locations
- Liaison with Discovery Science Center for education show themes
- Create flyers, advertisements and street banners, investigate visitor passport
- Update flyer distribution lists, negotiate ad rates with newspapers
- Hire photographer
- Hire bus transportation company to shuttle visitors from parking and offsite locations
- Decide on educator honoree for VIP luncheon
- Create tour schedule
- Finalize itinerary, create signs and 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 will be 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 June 12, 2009 and agendaized to the June 22, 2009 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – Draft Itinerary for 2009 Water Harvest