



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

**AGENDA NO. 25**

**JUNE 12, 2009 – Communications**

Gray (Chair), Kwan

**JUNE 22, 2009 – Board Meeting**

Prepared by: Elise Goldman

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

## INFORMATION CALENDAR

### SMART LANDSCAPE EXPO REPORT

#### SUMMARY:

This year, West Basin Municipal Water District (West Basin) hosted its first Smart Landscape Expo to inform residents, businesses, cities, and students about native outdoor landscapes appropriate for Mediterranean climates that conserve water while still being aesthetically pleasing. The event also provided information and demonstrations to inspire residents to use water-efficient designs, plants and devices that conserve water and reduce run-off.

Multiple partnerships made this event possible at no net cost to West Basin. These sponsors included the Water Replenishment District (WRD), the City of El Segundo, California Water Service Company and Golden State Water Company.

The event was attended by approximately 350 residents and 26 vendors. The vendors represented various equipment manufacturers and distributors, landscape design companies and organizations, native plant and local nurseries, water agencies, non-profit / environmental groups, cities, and landscape architects.

Tours of the Edward C. Little Water Recycling Facility were given to showcase the importance of recycled water and to help the public to better understand the risks associated with our dependence on imported water. In addition to the tours of the plant and the vendors' tables and demonstrations, a series of 30-minute, mini-workshops were given throughout the day. The subject matter ranged from native and drought-tolerant plant selection and design to organic fertilizing and water-efficient equipment. Approximately 150 people attended one or more of the workshops.

Staff designed a survey for attendees and vendors to provide feedback via Survey Monkey, a free internet website; seven vendors and 44 attendees responded to the survey. A selection of their responses is included as Exhibit "A".

#### 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 the communities we serve.

COMMITMENT STATEMENT:

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

FISCAL IMPACTS:

This event had no net cost to West Basin.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on June 12, 2009 and agendized to the June 22, 2009 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" - A selection of Vendor and Attendee Feedback Responses

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