



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

AGENDA NO. 26

JUNE 12, 2009 – Communications
 Gray (Chair), Kwan
JUNE 22, 2009 – Board Meeting
 Prepared by: Gus Meza
 Submitted by: Ron Wildermuth
 Approved by: Rich Nagel

INFORMATION CALENDAR

SOUTH BAY ENVIRONMENTAL SERVICES CENTER
YEAR-END RECAP

SUMMARY:

This memo provides a year-end recap of the accomplishments achieved by the South Bay Environmental Services Center (South Bay Center) in its partnership with West Basin Municipal Water District (West Basin). The South Bay Center is currently under contract with West Basin until July 14, 2009 to provide various services. Under the current contract, there are three main tasks: 1) General promotion; 2) Assistance with classes and training implementation; and 3) Administration of a Water Savings Program.

- 1. General Promotion of West Basin’s Conservation Programs** (a complete list of all exhibits, outreach events and workshops can be found on Exhibit “A” to this memo).

Under this task, the South Bay Center has promoted West Basin at numerous booth exhibits and exceeded the contract minimum of 30 exhibits, by exhibiting at over 70 functions throughout West Basin’s service area. Some functions included:

06/06/08	Exhibitor at State Senator Jenny Oropeza’s Senior Event
06/26/08	Presentation to State Assembly Member Curren Price’s Advisory Committee to Plan Environmental Event in the 51 st District
07/03/08	Exhibitor and coordinator of Environmental Fair and Expo of various green vendors with the City of El Segundo
09/29/08	Prepared 24 SBESC and West Basin informational bags for the new Hawthorne High School teachers
11/19/08	Exhibitor West Basin / Gardena Chamber of Commerce Mixer
01/17/09	Exhibitor at City of Inglewood Martin Luther King, Jr. Day Festival
04/11/09	Exhibitor at City of Carson Ecology Extravaganza
04/25/09	Exhibitor at City of Hawthorne Earth Day Event
04/25/09	Exhibitor at Sea Lab Earth Day Fair
05/02/09	Exhibitor at the Ocean-Friendly Garden Workshop in Culver City
05/21/09	Exhibitor at Carson Business Expo

The South Bay Center has promoted West Basin at the following workshops:

Coordinated Workshops

- 06/12/08 – Public Agency Workshop at the Edward C. Little Water Recycling Facility (ECLWRF).
- 07/17/08 – Residential Workshop Energy 101/Remodeling and Green Building Tips at Mira Costa Campus.
- 09/11/08 – Public Agency Workshop: Planners Workshop – City of Carson.
- 05/02/09 – Took RSVP's and Exhibited at West Basin's 1st Smart Landscaping Expo.

Other

- 06-06-08 – CNN Taping of SBESC Programs.
- Representation at 11 Monthly South Bay Cities Council of Government meetings – Promotes West Basin Programs to 10 – 20 Elected Officials from the 16 local cities.
- 05/28/09 - Ron Wildermuth presented the Water Reliability 2020 Program.
- Promoted West Basin's programs on its web page.
- At a recent South Bay Cities Council of Governments meeting where West Basin presented its Water Reliability 2020 Program, upon conclusion of the talk Councilman Steve Diels, the Chairman praised West Basin for its membership and support of the South Bay Environmental Services Center. The South Bay Center arranged for the WR 2020 presentation.

2. Assistance with Classes and Training

Under this section, the South Bay Center assisted with coordinating West Basin's Ocean-Friendly Garden Workshops, Recirc & Save Workshop and West Basin's 1st Smart Landscaping Expo.

Ocean Friendly Garden Workshops

The South Bay Center is currently assisting West Basin with the roll-out of 40 Ocean-Friendly Garden (OFG) Workshops. West Basin will coordinate and offer 40 workshops over a three-year period. As part of this program, the South Bay Center assists by taking RSVP's (both live and online) for each class, promoting the workshops on its web site and through e-mail blasts, and they also provide refreshments at each workshop. In the current agreement, the South Bay Center is providing services for the following four workshops:

March 28, 2009	Culver City OFG Workshop (<u>60 attendees</u>) (Contract min. is 30 attendees)
June 6, 2009	Hermosa Beach OFG Workshop
June 27, 2009	El Segundo OFG Workshop
July 11, 2009	Gardena Willows OFG Workshop

Recirc & Save

On September 30, 2008, the South Bay Center assisted in coordinating a workshop targeting the cooling tower chemical companies as a way to promote the program.

- Over 10 chemical companies from throughout the area attended the workshop and learned about the available incentives for water-efficiency equipment;
- The Center took RSVP's on-line and by phone; and
- Provided a light lunch at the workshop.

3. Administer Water Savings Programs

Cash for Kitchens Program

The South Bay Center was hired to provide 50 audits and 40 training sessions for large commercial kitchen facilities (over 2,000 sq. ft.).

- As of June 2009, the Center has conducted over 22 audits and 1 training session
 - Some of the sites that have been audited include Northrop Grumman, New York Food Company, Boeing and Marymount College.
- The Program has 28 audits and 39 training sessions remaining that are currently budgeted for next Fiscal Year 2009-10, which will be mostly reimbursed by MWD.

Summary

In summary the South Bay Environmental Services Center continues to promote West Basin throughout all the 16 cities it represents in the South Bay. For Fiscal Year 2008-09, the South Bay Environmental Services Center exceeded the number of booth exhibits it attended, met the classes and training, and performed about 50% of the Cash for Kitchens Audits.

Staff will prepare a draft agreement for Fiscal Year 2009-10 that will detail the tasks that the South Bay Environmental Center will conduct for the coming year.

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 5, Customer/Community Services – Provide for the needs of our customer agencies and the communities we serve in a way that reflects their needs.

COMMITMENT STATEMENT:

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

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 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" – FY 2008-09 Complete List of Events

w:westbasinboard/wbmwd/june2009/09jun016