



WEST BASIN MUNICIPAL WATER DISTRICT
17140 S. Avalon Blvd., Suite 210
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AGENDA NO. 17

FEBRUARY 12, 2010 – Communications

Gray (Chair), Kwan

FEBRUARY 22, 2010 – Board Meeting

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CONSENT CALENDAR

WATER RELIABILITY 2020 UPDATE/2010 PLANS

SUMMARY:

Water Reliability (WR) 2020 outreach for 2009 was very successful. More than 100 elected officials, community leaders and organizations and cities were briefed on WR2020, resulting in pledges of support by more than 2,000 local individuals. Key supporters are included in this item as Exhibit "A".

In 2010, outreach will continue and exceed what was accomplished in 2009. Detailed below are planned activities and projects for WR2020 outreach in 2010.

Water Reliability 2020 with Huell Howser DVD Launch

Staff completed filming of the WR2020 DVD in January and a full launch is scheduled for late February. Six versions of the DVD will be available, one without an introduction and five versions with each of the Directors introducing the program. Along with the video, posters and table top displays will be sent to appropriate locations. A news release and news article will be distributed for media and newsletter submission. The video is currently available for download on the West Basin Municipal Water District (West Basin) website and will soon be distributed to a number of locations and organizations as presented to the Board in December.

Outreach plan for Redondo Beach

Staff has begun formulating an outreach plan for the City of Redondo Beach in preparation for completion of the Ocean-Water Desalination Demonstration Facility and Water Education Center. In addition to discussing the new facility, staff is continuing to garner WR2020 support. Highlights will include:

- Targeted presentations to elected officials and community leaders;
- Tours of the new facility;
- Article placement in local media outlets; and
- Participation and sponsorship of local Redondo Beach events.

Outreach to Elected Officials

Municipality Support

Staff is in the process of determining one key WR2020 "champion" on each city council within the West Basin service area. The council member will serve as a WR2020 liaison between West Basin and their respective city. Staff will contact each "champion" for a briefing on WR2020 with the appropriate West Basin Board Member. At the conclusion of the briefing, staff will request a letter of individual support, assistance obtaining support from the respective governing body, assistance in communicating the benefits of the WR2020 Program in the respective community.

State Legislative Support

West Basin staff will work in concert with our Sacramento lobbyists to engage and build support for the WR2020 within the California Legislature. In seeking support, staff shall, again forward WR2020 materials to each respective office requesting: 1) support for WR 2020; and 2) a one-on-one briefing with each member from our legislative delegation.

The one-on-one briefing shall be offered with a tour of the West Basin Edward C. Little Water Recycling Facility; however, the appointment will be taken at the member's convenience. Each appointment will be attended by the appropriate Directors and staff. At the conclusion of the briefing, staff will request a letter of individual support, assistance obtaining support from the respective governing body, assistance in communicating the benefits of the WR2020 Program in the respective community.

Outreach to Water Agencies and Organizations

In addition to other key audiences, staff will begin to contact other water agencies for support of WR2020. Staff will also work to gain support from local and national water organizations such as the Association of California Water Agencies, the Southern California Water Association and other water retailers, wholesalers and leaders throughout Southern California.

Dedication of Ocean-Water Desalination Demonstration Facility and Water Education Center

WR2020 messaging will be included throughout the new Ocean-Water Desalination Demonstration Facility and Education Center in the form of signage, brochures and displays. These will be unveiled at the formal dedication ceremony that will be scheduled for late September 2010. Governor Schwarzenegger will be invited as the keynote speaker. Lester Snow, Director of the Department of Water Resources, will also be invited. The event will feature:

- Welcoming remarks by Redondo Beach Mayor;
- Introductions of the Board of Directors and VIP's;
- Tours of the facility and education center;
- Press event;

- VIP Sponsor breakfast;
- Catered lunch; and
- Special commemorative item.

WR2020 Youth Program: Water Star

Inspired by Culver City Councilman Micheal O'Leary, and the City of El Segundo, staff has proposed a partnership with the Water Replenishment District on a new program geared at teaching children the value of water reliability and conservation. The new WR2020 conservation program will reach adult water users by first teaching their children how to conserve and value this precious resource. Children are given WR2020 Water Star kits that teach them how to conserve, include activity sheets, waterless toys and conservation devices. When children get their parents to also pledge, they become a Water Super Star and receive a more advanced kit. Through this program more than 40 gallons will be saved in each participating household.

WR2020 Tour

The first bi-annual WR2020 Community VIP tour will be held this spring. Staff has outlined a one-day tour that highlights every aspect of WR2020 and West Basin. The tour has been customized for elected officials and their staff members. The tour will inform, engage and hopefully result in even more support pledged by local and state elected and other community officials.

WR2020 Awards

Last year the first annual WR2020 awards were distributed at the Water Harvest Festival. This tradition continues as WR2020 awards will be given to key leaders and supporters of WR2020. This year, in addition to the luncheon held at the Water Harvest Festival, staff will present awards to key community leaders at appropriate city council meetings.

WR2020 Website

Plans have been made for WR2020 to soon have its own dedicated website to better inform the public about the importance of conservation, water recycling and ocean-water desalination. The new website will host videos, news articles, research papers, FAQ's, etc. and will establish West Basin as the responsible ocean-water desalination expert. Elected officials, community leaders and residents will be able to sign up as supporters through the website and flash animation and video will be used to explain the recycling and desalination processes. Additionally, staff is investigating the feasibility of utilizing a live video feed showing the wedge wire screens on a daily basis based on demonstration facility tests.

WR2020 Collateral Material Update

Staff will evaluate and update the WR2020 fact sheets, brochures, PowerPoint presentations and informational materials. New photos of the demonstration facility and educational facility will be added as well as photos of the Edward C. Little Water Recycling Facility and tours with key guests.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 1: Water Reliability – West Basin is committed to innovative planning and investments to provide water supply reliability and drought protection.

FISCAL IMPACTS:

Funds are included in the current Fiscal Year 2009-10 Budget and will be included in the Fiscal Year 2010-11 Public and Government Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on February 12, 2010 and agendaized to the February 22, 2010 Board meeting Consent Calendar.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – Key Supporters