



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

AGENDA NO. 19

FEBRUARY 12, 2010 – Communications

Gray (Chair), Kwan

FEBRUARY 22, 2010 – Board Meeting

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Approved by: Rich Nagel

CONSENT CALENDAR

ONE-DAY WATER RELIABILITY 2020 TOUR PROGRAM UPDATE

SUMMARY:

In 2009, West Basin Municipal Water District (West Basin) staff introduced a new program to initiate a local, one-day water tour program that highlights West Basin and water related facilities in the area. Specifically, this program would be modeled after Metropolitan Water District's (MWD) tour program, but would be tailored to demonstrate what West Basin and its local customers are doing. Since introducing this program, staff has worked with West Basin consultant Carl Haglund to develop the tour concept, logistics and marketing strategies.

Tour Concept

In order to truly demonstrate what West Basin, in partnership with its customer agencies, is doing at the local level, staff is proposing to utilize West Basin's most successful program, Water Reliability 2020, as the "backdrop" for the tour. During the tour, local VIPs will travel to the future (2020) of our region's water portfolio. As such, each stop will provide a demonstration of one water resource, including:

- **Water Recycling:** Tour and Briefing at the Edward C. Little Water Recycling Facility;
- **Imported Water:** Location (TBD), Tour and Briefing provided by MWD;
- **Conservation:** Lunch and Conservation Program update at a restaurant that participated in West Basin's Complete Restroom Retrofit Program;
- **Groundwater:** Tour and Briefing at Leo J. Vander Lans Water Treatment Facility (WRD); and
- **Desalination:** Tour and Briefing at West Basin's Demonstration Desalination Facility at SEA Lab.

Logistics

As indicated by the proposed tour stops, the one-day tour would be planned in partnership with MWD and WRD, but would be managed in-house by West Basin staff.

The tour would commence at the AES Facility in Redondo Beach with coffee and a continental breakfast at 7:30 a.m. and would leave for the Edward C. Little Water Recycling Facility by bus. As proposed, the tour would then participate in the MWD portion, followed by a West Basin

conservation update (lunch) prior to the visit to the Vander Lans Facility (WRD). The tour would then conclude at the SEA Lab Facility, where West Basin would highlight its Responsible Desalination efforts and tour attendees could leave thereafter. The tour would be complete by 4:00 p.m.

The initial tour is proposed to take place in mid-June. This will provide ample time for the ocean-water desalination demonstration facility to be near-complete and will offer the VIPs on the tour with an "insider view" of the demonstration project prior to its grand-opening.

Marketing Strategies

The one-day Water Reliability 2020 tour will be marketed by West Basin and WRD to VIPs within the West Basin service area. The initial tour would target the city councils from the seventeen cities represented by West Basin with a specific goal to have a minimum of one council member from each city attend. The respective state legislators and their staff would also be included. The tour would be hosted by the West Basin Board of Directors, interested WRD Directors and MWD staff.

As part of the overall marketing strategy, invitation letters shall be provided to the respective hosts and would also be mailed to each city council. The invitation will provide a summary of the tour and information to be discussed, but will also highlight specific benefits to potential attendees. These benefits include:

- A unique look at the future of water supply management – Water Reliability 2020
- An overview of programs available to their constituents
 - Commercial
 - Residential
- An opportunity to build regional relationships - Networking

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.

Goal 3: 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 are included in the Fiscal Year 2009-10 Public and Government Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

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

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

None.

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