



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

AGENDA NO. 18

SEPTEMBER 8, 2010 – Communications

Gray (Chair), Kwan

SEPTEMBER 27, 2010 – Board Meeting

Prepared by: Ron Wildermuth

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

CONSENT CALENDAR

WATER RELIABILITY 2020 AWARD PROGRAM FOR COMMUNITY MEMBERS VOLUNTEERING TO TESTIFY AT REGULATORY MEETINGS

SUMMARY:

One of the goals of the Water Reliability (WR) 2020 Program is to arrange for supporters of the program to testify in support of the Program and the specifically "responsible" ocean-water desalination project at the Coastal Commission and the Los Angeles Regional Water Quality Control Board. This is a critical component of the outreach plan and one that warrants special attention and detail to ensure success. Relationships with key supporters and those willing to testify must be built over the next several years and communication must be frequent.

Supporters who are willing to testify on West Basin Municipal Water District's (West Basin) behalf are identified by indicating their willingness to testify on WR 2020 support cards (see Exhibit "A" – Sample Support Card). Many of the supporters who wish to testify agreed to do so more than two years ago. Staff continues to keep them informed through mailing information and emailing project updates, but West Basin's need for a key group of those willing to actually testify could be three to four years away. To keep potential testifiers engaged, staff would like to initiate a program to recognize their commitment with a special award that will help ensure that they retain their enthusiasm for WR 2020.

To recognize these approximately 200 special supporters, staff recommends implementing an ongoing program to recognize their dedication. The program will consist of awarding these volunteers and special supporters with a WR 2020 medal and case at the beginning of Board meetings on an ongoing basis. The medals will be awarded by the volunteer's respective Board member and each will be recognized and commended for their willingness to give up their personal time to testify in the future, to continue to spread the message of WR 2020, and the importance of a reliable local water supply. The goal is to eventually recognize all supporters willing to testify.

The medal was specifically designed to support WR 2020 and the medal's ribbons represent the three pillars of the program: recycling (purple), conservation (green), and ocean-water desalination (blue). (See Exhibit "B" – Sample Medal.)

Staff anticipates that the awardees at each Board meeting will number from one to no more than five depending on availability of the award recipients. Photos of the award presentations will be taken and posted on the WR 2020 section of the West Basin website under a forthcoming section entitled "WR 2020 Supporters Hall of Fame." Additionally, they will be mentioned in our quarterly e-newsletter and news release, as appropriate.

Research proves that appreciation and recognition keeps individuals engaged in the causes they support. It is only fitting that supporters who go the extra mile to commit to testify for West Basin receive this special recognition.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

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 for the Water Reliability 2020 program are included in the Fiscal Year 2010-11 Public Information and Conservation Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on September 8, 2010 and agenda'd to the September 27, 2010 Board meeting Consent Calendar.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

Exhibit "A" – Water Reliability 2020 Support Card
Exhibit "B" – Water Reliability 2020 Sample Medal and Case