

CENTRAL BASIN MUNICIPAL WATER DISTRICT

MAY 24, 2004 – Board Meeting

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ACTION CALENDAR

COMMUNITY OUTREACH FOR CHLORINATION PROJECT
IN THE CITIES OF LYNWOOD AND HUNTINGTON PARK

SUMMARY:

In response to discussion at last month's Board meeting, staff developed a community outreach program to inform residents in affected areas of the planned chlorination/flushing project. Because completion of the flushing needs to be done before the summer and the accompanying hot weather begins, the project is scheduled to take place May 24, leaving little time to seek out consultants to plan and implement the outreach program. Staff contacted VMA Communications, which is currently managing the Hollydale Pump Station outreach effort and also performed the Water Quality Protection Project outreach, to quickly develop a plan.

The outreach effort will consist of a letter (printed two-sided in English and Spanish) mailed to residents in the affected areas of Lynwood and Huntington Park, informing them of the dates of the flushing, the increased water that will be released, and the potential for a slight odor. In addition, the letter will be walked by representatives of Latin Solutions to neighborhood homes on the weekend of May 22-23. Local business owners and city and school officials also are being notified.

Cost of the service, including all materials, mailings, meetings with staff, city officials, school officials, etc., and walking distribution is \$6,500.

FISCAL IMPACTS:

This project is not a budgeted item and must be approved by the Board.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was informally discussed with the Water Resources Committee members; it was requested that this item be added to the May 24, 2004 Board meeting agenda for consideration due to the need to address the outreach effort for the chlorination project.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to execute an agreement with VMA Communications to provide community outreach services for the Lynwood/Huntington Park chlorination project for an amount not-to-exceed \$6,500.

LIST OF EXHIBITS:

Exhibit "A" – VMA Cost Estimate