

CENTRAL BASIN MUNICIPAL WATER DISTRICT

NOVEMBER 4, 2004 - Jt. Communications

Apodaca, No Quorum

NOVEMBER 22, 2004 - Board Meeting

Prepared by: Gus Meza

Submitted by: Art Aguilar

Approved by: Art Aguilar

INFORMATION CALENDAR

WATERFREE URINAL UPDATESUMMARY:

The participation level for this Program has increased significantly. To date, over 500 urinals have been installed. At the current rate, the Project is on target to install all 2,600 urinals.

The increase is due to a couple of new strategy improvements. First, Falcon has applied more manpower to the sales force, and secondly, staff and Falcon have been meeting with each Director to identify facilities and contact personnel. The combination of these two efforts is producing results. Following are updates for each Division:

**Division I – Director Morse**

- Falcon is currently looking into providing devices to the new facilities being built at the old Boeing site in the City of Downey.

**Division II – Director Apodaca**

- As a way to outreach to the business community, Falcon will be sponsoring the November 2 La Mirada Chamber breakfast. As a sponsor, Falcon and Central Basin will be given an opportunity to address the audience. Information will be provided about the free Waterfree Urinal Program and other rebates available to businesses.
- A meeting was held with Pico Water District (PWD) to discuss the Program. PWD General Manager Daniel Springer and Board Member Robert Martinez are very interested in the Program and are helping to promote the Program.
- The Whittier Chamber of Commerce has agreed to run an article about the Waterfree Urinal Program in their monthly local newspaper.

**Division III – Director Cole**

- On October 25, staff and Falcon met with the Director to identify locations for the Program and develop strategies.
- A meeting has been scheduled with the City of Whittier's Public Works Director Dave Matsuki for November 9 at 10:00 a.m. He mentioned that they have several City facilities that they would like to retrofit with the Waterfree urinals.

**Division IV – Director Gonzalez**

- Lynwood Unified School District requested 250 urinals for their schools. Installations will begin on October 26, 2004.

- Director Gonzalez conducted a presentation at the Lynwood Chamber of Commerce meeting on October 12. The chamber members were very appreciative of the information that was provided by the Director.

**Division V – Director Hawkins**

- A meeting was held with Natalie Herrera from the City of Artesia. They are very interested and will be doing an inventory of all their urinals.
- A presentation was made by Falcon to the Bellflower Kiwanis Club on October 22.

FISCAL IMPACTS:

Not applicable.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Joint Communications Committee on November 4, 2004. Due to a lack of quorum, Director Apodaca suggested this item be agendaized to the November 22, 2004 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

EXHIBITS:

None.