

CENTRAL BASIN MUNICIPAL WATER DISTRICT

SEPTEMBER 6, 2006 - Communications
 Apodaca, Vasquez

SEPTEMBER 25, 2006 - Board Meeting

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Approved by: Art Aguilar

INFORMATION CALENDAR

SOUTHEAST WATER RELIABILITY PROJECT - OUTREACH UPDATE

SUMMARY:

In the month of September, outreach for the Southeast Water Reliability Project (SWRP) centered on canvassing residents and businesses in the City of Montebello—on Olympic Blvd., Hillview Ave., Hay St. and Hubbard St.—providing information about the potholing and boring activity that continues to be conducted by the project design team.

During these early design stages of the project, the SWRP hotline, which is managed by outreach consultants DSO/Murakawa, is an important resource, providing information about the project and a forum for residents and business owners to voice their questions or concerns to the outreach team.

This month, one Montebello resident called the hotline to complain that sediment had been left on his property after recent field activity. Within hours of his call, the outreach team successfully coordinated a clean-up crew to remove all left-over materials from the property. In a follow-up call, the resident expressed his appreciation for the quick response.

In addition to canvassing and managing the project hotline, the outreach team continues to prepare for the full-scale outreach effort that will begin in the months leading up to project groundbreaking. This has included building a stakeholder database and completing a crisis communication plan—a detailed strategy that will enable quick reaction and recovery from any emergency that may occur during construction.

FISCAL IMPACTS:

None.

ENVIRONMENTAL COMPLIANCE:

None.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on September 6, 2006 and was agendized to the September 25, 2006 Board meeting as information for discussion.

RECOMMENDED MOTION:

This item is for information only.

LIST OF EXHIBITS:

None.