



**Central Basin**  
Municipal Water District  
PUBLICATIONS

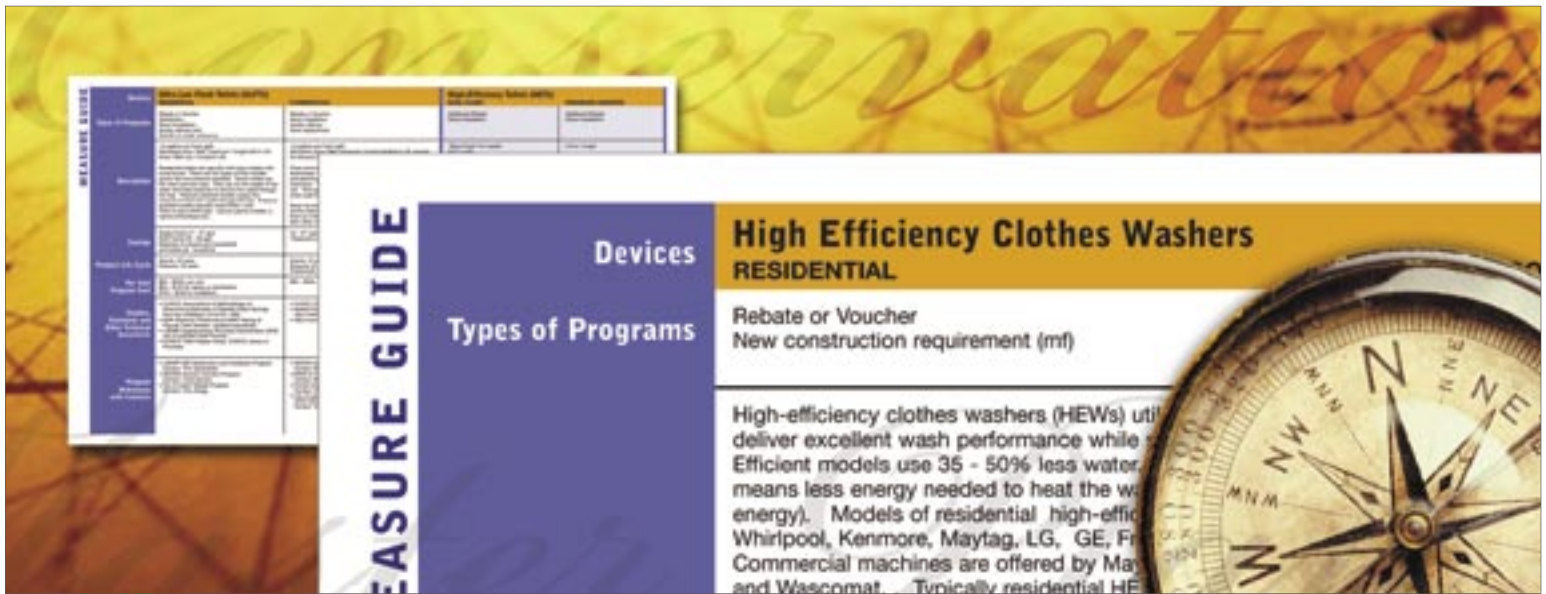
17140 South Avalon Blvd., Ste. 300  
Carson, CA 90746-1296  
www.centralbasin.org

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## *Master Plan Paves the Road for Future Water Savings*

There is nothing like a scorching summer day to remind us about the value of cool, refreshing water. Here at Central Basin, while the temperatures of summer might be simmering down, the need for water conservation is still hot on our minds.

In July, the Central Basin Board of Directors adopted a Conservation Master Plan that will drive the future of water efficiency. Already, the plan is serving as a road map to expanding the District's long-term water-saving efforts through the introduction of new, regionally tailored programs.

The goal of the Master Plan is to evaluate existing conservation measures as well as identify

the latest trends and technology in the market to develop a viable, innovative regional strategy to preserve our limited precious resource. Included in the plan are current popular programs such as high-efficiency toilet giveaways and high-efficiency clothes washer rebates, which will be revamped to maximize water-savings and build new relationships with cities and purveyors in the service area.

A targeted marketing effort will blaze new inroads to bringing conservation to the commercial and industrial sites, which are the largest single users of water daily. Other new programs will include a patented wireless valve irrigation system that will save water and allow centralized control of the

system throughout a city in the event of an emergency or severe drought, and a laundromat retrofit program that will offer enhanced water and energy-saving incentive packages to local business owners.

The construction of the Master Plan began in December 2005, when the Board voted to move forward with identifying the specific water needs of the region and developing a comprehensive regional plan based on the findings. A true collaborative process, a series of stakeholder workshops were held to invite cities, purveyors, local businesses and environmental groups to the District headquarters to discuss the programs they would like to see introduced through a regional plan.

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# Message from the General Manager

Some of the greatest things in life have been brought about by unexpected change. In this past year, the decision made by our former sister agency to dissolve its joint management agreement of more than ten years with our District was one such change.

When the separation was made effective on July 1, 2006, one thing was clear: Central Basin had not only achieved its goal of protecting its ratepayers from any negative impact caused by the split, but as an independent agency, the District was able to rise to new heights in providing regional reliability and public service.

As we move forward on the new road ahead, our vision remains centered on our mission to continue better serving you. After all, at Central Basin, our success is measured by the positive and lasting impacts our projects and programs have on the daily lives of our community members.

Guided by this vision, our future is bright. Through teamwork and an unwavering commitment to public service, the District has already become a leading agency in the arenas of education, community outreach and conservation. We have received national recognition for our demonstrated excellence in financial reporting by two leading finance associations. We have adopted a Conservation Master Plan—an innovative and comprehensive approach to the future of conservation—and have developed exciting new education programs that will engage students in learning about water.

These are just a few of our recent accomplishments. As we continue to grow, we invite you to join us on this journey, and we thank you for your continued support.

Art Aguilar  
General Manager

## Master Plan, Future Water Savings

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Now finalized, the Master Plan is yet another tool for Central Basin to develop local resources and relationships to engage the region in ensuring water reliability. Through the years, the District has worked to develop key partnerships and increase water awareness to provide regional leadership and support in preserving local water supplies. ❖



### NEW Web Site Features

- Updated RFPs & RFBs
- District Calendar of Events
- New Message from the Board President
- Slideshows of District Events & Tours

## Visit us online! The District has a **NEW** web site!

At Central Basin, we believe that service starts with accessibility. To provide better service, we aimed at creating a new web site that was informative, up-to-date and above all, accessible to you. We think you will like what we have done. For the latest information about our various programs, community service or water-saving tips, please visit us at [www.centralbasin.org](http://www.centralbasin.org). ❖



# Jesse Alan Lesnik Wins "Water is Life" Poster Contest



It's no secret that water can be a source of artistic inspiration, but when the District asked local students to submit their best artistic interpretations for the "Water is Life" poster contest, even we were amazed by the outpour of young talent.

Still, one entry stood out from the rest. This year, Jesse Alan Lesnik from the City of Cudahy was selected as the contest winner for his masterpiece, titled "Water is Precious, Water is Life."

To reward Jesse for his outstanding work, the Board of Directors presented Jesse with a brand new Apple iBook computer. His winning poster, which depicts a water drop falling into cupped hands that hold not only the water, but the life that blossoms from it, is now posted on the Central Basin web site for all to see. ✦



## District Scholarship **BRIGHTENS** Future for College-Bound Student



Looking towards a promising future, El Rancho High School graduate Daniel Argueto beamed as he received a \$1,000 scholarship from the Central Basin Board of Directors for his outstanding academic achievements. The scholarship will support Daniel as he begins college this fall at the University of California, Santa Barbara. The scholarship program is one of many that the District contributes to annually as part of its continued commitment to education. From everyone at Central Basin, congratulations on your achievements Daniel, and good luck at UCSB! ✦



## Contact Us

For more information about...

- **The Board of Directors**  
(310) 436-2627
- **Media & Public Information**  
(310) 436-2652
- **Events & Outreach**  
(310) 436-2611
- **Education Tours & Programs**  
(310) 436-2619
- **Technical Operations**  
(310) 436-2626
- **District Finances**  
(310) 436-2606



## Central Basin

Municipal Water District

Central Basin serves a population of more than 2 million people living within 24 cities in southeast Los Angeles County.

# We're Reaching Out

If you're interested in learning more about water issues and Central Basin, we'll come to you. We have speakers available for community events and organizations to talk about Central Basin's programs, water quality standards and reliability of water supply issues. For more information on requesting a representative to speak at your organization, please call Sandi Linares at (310) 436-2611.

# Community + Partnerships

## Board of Directors and Service Areas

### Division I: Director Edward C. Vasquez

Bell Gardens, Downey, Montebello, Norwalk and Vernon

### Division II: Director Robert Apodaca

La Habra Heights, La Mirada, Pico Rivera, Santa Fe Springs and Whittier

### Division III: Director George Cole

Bell, Commerce, Huntington Park, Maywood, Walnut Park, portions of Cudahy and Monterey Park, and unincorporated areas of East Los Angeles

### Division IV: Director Olga E. Gonzalez

Lynwood, South Gate, Florence-Graham, Willowbrook, and portions of Cudahy, Compton, and Carson

### Division V: Director Phillip D. Hawkins

Artesia, Bellflower, Cerritos, Hawaiian Gardens, Lakewood, Paramount and Signal Hill

## Representatives on the Metropolitan Water District of Southern California Board of Directors:

Robert Apodaca  
Phillip J. Pace

## General Manager

Art Aguilar

## Newsletter Editor

Valerie Howard

## Newsletter Design

Digital Synergy

## The Whittier Greenway Trail; A pathway to the region's water history

Water conservation can be a beautiful thing, just ask the City of Whittier.

In 1998, the city's Union Pacific Railroad became an abandoned strip, soon becoming a regional eyesore and a site for vandalism and crime. When the Whittier City Council observed that school children from throughout the area used the 5-mile corridor as a route to the ten adjacent schools, an idea formed to transform the corridor into a safe, multi-use trail that would bring environmental awareness and beauty together.



Lined with California native plants and fruit trees, the community pathway will connect visitors to the landscapes that shaped the region in the early 1900s. A series of rest stops inspired by the old-fashioned station stops that once dotted the railroad corridor decades ago will provide a narrative of the city's history by housing interactive historical displays and interpretive exhibits, highlighting the key role water played in the region's development.

With construction of this visionary project well underway, the District looks forward to supporting the city in making the Greenway Trail a success.