

**MWD**

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

January 15, 1997

To: Board of Directors (Executive Committee--Information)

From: *for* General Manager

Submitted by: Chief of Operations
Acting Director of Public Affairs
and Conservation

[Handwritten signatures]

Subject: Summary of Metropolitan's First Member- and Sub-Agency Conference

RECOMMENDATION(S)

For Information Only

REPORT

Metropolitan sponsored its first Member- and Sub-Agency Conference from November 4 through 7, 1996. The conference was designed to provide an educational forum specifically on Southern California water issues for our member- and sub-agencies, emphasizing information of most interest to the smaller agencies. Representatives of these agencies do not generally have the opportunity to attend conferences and workshops in other areas of the State.

Overall, the conference was a success. There were 420 participants and speakers from more than 60 water agencies, with many of those participants from the smaller agencies. More than 98 percent of the participants who submitted evaluations recommended that the conference be conducted every year or every other year, and almost 95 percent rated the conference content either excellent or good. Attached is a summary of the evaluations received at the conference.

The conference was set up such that individuals were able to pick and choose which sessions to attend rather than committing to a four-day conference. A variety of topics or themes covered in three-hour sessions were offered so that

attendees could choose the days and sessions most appropriate for their occupational needs. Specifically, November 4 included tours of Metropolitan's La Verne facilities; November 5 included topics of interest to occupations in the fields of engineering, planning, finance, and operations; November 6 included environmental compliance, public affairs, human resources, information systems, and security/emergency response; and November 7 included the Member Agency Managers and Water Quality Managers Meetings. Further, the topics/themes were presented in detailed, workshop formats to provide the attendees with a classroom-like atmosphere.

The cost to attend all four days or any part thereof (including the luncheons) was \$25 per person for those pre-registered and \$40 per person per day for those registering at the door. While this amount was not intended to cover the cost of the conference, a fee was charged to encourage pre-registration for planning purposes and to reduce the number of "no-show" registrants typical of free workshops. There was no cost to tour the La Verne facilities. The total cost of the conference was \$42,752. The total received from registrations was \$12,127. The net cost to Metropolitan was \$30,625.

We will be discussing the conference and evaluations at the Member Agency Managers Meeting in January. After those discussions, a recommendation will be made to the General Manager whether or not to conduct future conferences. Should we decide to continue, we will work closely with the member agencies in designing the conferences and choosing the topics and themes to ensure that we provide the information of most interest to our member- and sub-agencies. It should be noted that it is not our intent to compete with conferences sponsored by others, and future conferences will include information specific to Metropolitan's service area.

Attachment

EJT/sjm

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EVALUATION RESULTS

Evaluations Received	77				Avg. E + G
	E	G	F	P	
Content	37	36	2	0	94%
Materials	30	34	11	0	83%
Exercises	14	30	11	0	57%
Class Length	18	39	13	3	74%
Speakers Knowledge	47	29	1	0	99%
Type of Presentation	31	39	6	0	91%
Achievement of Objective	29	38	5	0	87%
Location Convenience	20	40	12	4	78%
Facility	27	38	9	1	84%
Session Setup	27	43	3	1	91%

Luncheon speakers interesting/informative: 58 yes, 11 no

Should this conference be repeated in the future: 61 annually, 13 every other year, 1 no.

Comments:

Sessions too long

More interactive

Make conference longer

More top staff/Directors involvement

More handouts

Good networking