



• **Board of Directors**

October 12, 1999 Board Meeting

8-6

Subject

Eastside Reservoir Project Naming

Description

In 1995, the Metropolitan Board of Directors began a process to name the Eastside Reservoir Project (ESRP). That process ended in 1998 with four names proposed: Diamond Lake, Diamond Reservoir, Diamond Valley Reservoir, and Diamond Valley Lake. The process entailed the retention of a coordinator who assisted staff and Board members in the consultation of a wide spectrum of individuals and community leaders on possible names. The Board did not take final action at that time, preferring to wait for completion of the construction of the reservoir.

In the advent of the ESRP dedication in early 2000, the Subcommittee on Communications has deliberated a conclusion to the four-year effort to name the project and has proposed to expand the names that may be presented to the Board for approval through other strategies. The strategies mostly considered have included the commercial sponsorship of a name and a regional essay contest open to school children and/or the general public. The Subcommittee on Communications generally favored an essay contest open to all Southern Californians.

The parameters of the essay contest would entail naming the reservoir in a manner that reflects one, or more of the following factors:

- A) A name reflective of the value of water reliability
- B) A name reflective of the paleontology findings in the reservoir area
- C) A name honoring the legacy of water management in the region

The Board of Directors would name the winner of the contest and the essay would be permanently memorialized at the reservoir site along with a biographical profile of the author. Additionally, the winner would be recognized at the dedication ceremony.

Since the naming contest is proposed to be expanded to the entire MWD service area and given the complexity of Southern California, a public relations firm would need to be retained to assist staff in conducting and coordinating the contest. A review committee consisting of Riverside County leaders, the Board's Subcommittee on Communications, and others from the Southern California region would create a process to arrive at a list of recommendations to the Board of Directors. A recommendation would have to be considered and approved by the Board of Directors by January 2000, in time for the dedication of the project.

Staff Recommendation

It is recommended that the Board of Directors authorize the General Manager to take steps necessary to name the Eastside Reservoir by adopting one of the following options:

- 1) Authorize an essay contest open to all Southern Californians
- 2) Authorize an essay contest open to school grades 6 – 12
- 3) Seek a commercial sponsor
- 4) Select a name as developed by the Board’s Committee on Facilities in 1998

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General Manager *Date*