

- **Board of Directors**  
**Communications, Outreach and Legislation Committee**

October 12, 2004 Board Meeting

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**9-9**

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**Subject**

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Appropriate \$3.2 million, including \$3 million for advertising purchases; and amend contract with Fraser Communications to a maximum amount payable of \$4.35 million through June 2005 to extend conservation advertising campaign

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**Description**

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This action would appropriate \$3.2 million in unbudgeted Operations and Maintenance funds and amend Agreement No. 61474 with Fraser Communications, increasing the maximum amount payable from \$1.15 million to \$4.35 million. The appropriated funds would be used to develop and execute a public action campaign that educates Southern Californians on the ongoing need for water conservation while providing the structure and flexibility to make a call for urgent measures should the year's hydrology or other events impact the region's supply.

Of the \$3.2 million earmarked for the campaign, \$3 million would be used for direct purchase of media (radio and television airtime, print ad space, online ads) and \$200,000 would be used for advertisement and material creative development and production costs.

Since the adoption of the Integrated Resources Plan (IRP), water conservation has not been viewed as a tool to be just applied to manage periodic droughts. The updated IRP clearly demonstrates water conservation and the reduction of per-capita water use are essential components in meeting our region's needs for the future. To ensure the region's reliability, Metropolitan must communicate the role of conservation even in normal and wet years, while preparing a series of staged public responses based upon the level of need.

While the region is well prepared to deal with drought, there are additional risks that may come to pass simultaneously that Metropolitan and the Family of Southern California Water Agencies must explain to the public in a continuing fashion. As we have already experienced impacts from eroding levees and infrastructure issues, unpredictable factors related to climate trends, environmental concerns and water quality issues become more acute in combination with drought. Preparing to meet these challenges, and more importantly, preparing the public to meet these challenges, means that we need to leverage current programs and partnerships and extend our outreach campaign.

Creative messaging and advertisements will be developed in the same manner that the current Bewaterwise.com effort evolved: in concert with a task force of member agency managers and conservation coordinators to ensure a coordinated approach. The proposed campaign will be presented to the Board for review with a goal of release to the general public beginning in January 2005.

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**Policy**

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Pursuant to Metropolitan Water District's Administrative Code, § 4210, it shall be the policy of the District to undertake and support water conservation programs. To that end, the District may develop and implement such programs and enter into agreements with member public agencies and other organizations to make more efficient use of water resources through water conservation programs so long as such agreements serve a beneficial purpose of the District.

**California Environmental Quality Act (CEQA)**

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CEQA determination for Option #1:

The proposed action is not defined as a project under CEQA because it involves continuing administrative activities (Section 15378(b)(2) of the State CEQA Guidelines). In addition, the proposed action is not subject to CEQA because it involves other government fiscal activities, which do not involve any commitment to any specific project which may result in a potentially significant physical impact on the environment (Section 15378(b)(4) of the State CEQA Guidelines).

The CEQA determination is: Determine that the proposed action is not subject to the provisions of CEQA pursuant to Sections 15378(b)(2) and 15378(b)(4) of the State CEQA Guidelines.

CEQA determination for Option #2:

None required

**Board Options/Fiscal Impacts**

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**Option #1**

Adopt the CEQA determination and

- a. Appropriate \$3.2 million in unbudgeted Operations and Maintenance funds; and
- b. Authorize the CEO to amend Agreement No. 61474 with Fraser Communications from a maximum amount payable of \$1.15 million to an amount not to exceed \$4.35 million. Of the \$3.2 million, \$3 million will be used for purchase of advertising space and \$200,000 for production costs.

**Fiscal Impact:** \$3.2 million

**Option #2**

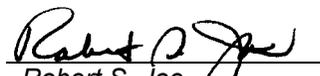
Do not appropriate \$3.2 million in unbudgeted Operations & Maintenance funds and do not authorize the CEO to amend Agreement No. 61474 with Fraser Communications.

**Fiscal Impact:** None

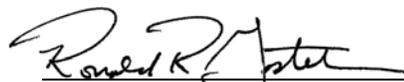
**Staff Recommendation**

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Option #1

  
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 Robert S. Joe  
 Manager, External Affairs

9/27/2004  
Date

  
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 Ronald R. Gastelum  
 Chief Executive Officer

9/28/2004  
Date