

- **General Manager's August 2007 Activity Report**

Summary

The attached report details the activities of the Office of the General Manager for the month of August 2007. Metropolitan has delivered sufficient water supplies and has achieved full compliance with drinking water quality standards.

This report summarizes the status of Metropolitan's core business in terms of:

- Water Management
- System Operations
- Business Processes / Operations
- Capital Investment Plan
- Real Estate Management
- Business Outreach
- Finance
- Workforce
- External Affairs

Attachments

General Manager's Monthly Activity Report



Colorado River

Mexico Collaboration on Colorado River Issues

On August 13, Secretary of the Interior Dirk Kempthorne announced a renewed commitment to bilateral cooperation on issues related to the lower portion of the Colorado River. The nations would utilize the international Boundary and Water Commission to expedite discussions in the coming weeks on:

- Urban, agricultural and environmental water needs and the potential impacts of climate change including the ongoing historic Colorado River Drought.
- Environmental priorities, including the Colorado River Delta habitat protection and enhancement.
- Opportunities for water conservation, storage and supply augmentation.
- Potential opportunities for more efficient Colorado River Water deliveries to Mexico.

Staff will be updating the Board on future discussions.

Quagga Mussels

Quagga mussels were found intermittently throughout the Colorado River Aqueduct, including the Lake Skinner and Lake Mathews inlet. To date no mussels have been detected in Diamond Valley Lake.

Temporary continuous chlorination facilities were installed at Copper Basin effluent. In addition Lake Skinner outlet tower continuous chlorination is being conducted.

State Water Project

District Court Ruling on Interim Operations to Protect Delta Smelt

On August 31, Judge Wanger announced his proposed decision with regard to measures to protect the Delta smelt. The Court imposed a series of actions beginning in December 2007 through June 2008. As no actions were imposed for the Fall, Metropolitan's supplies for the remainder of CY 2007 would not be affected. DWR's preliminary review of the ruling indicates possible reductions in 2008 to the State Water Project and the Central Valley Project ranging up to 14 to 37 percent in an average year and 6 to 25 percent in a dry year. DWR is performing more detailed analysis at this time and staff is coordinating with them. This ruling will guide operations for about a year, until a new biological opinion is in place.

Up-to-date information will be provided at September's Committee and Board meetings.

Delta Vision

On August 4, the Delta Vision Stakeholder Coordination Group submitted a report to the Blue Ribbon Task Force that narrowed the list of recommended Delta alternatives for further analysis to the Eco-Crescent/Middle River Corridor conveyance and the Dual-Intake Facility. The Task Force is also considering other alternatives. In fall 2007, the Task Force is scheduled to begin narrowing down its alternatives and select a Delta Vision to be included in the Phase 1 report due to the Governor by January 1, 2008.

Colorado River

Reservoir Storage

	8/19/07 Storage	Percent of Capacity
Lake Powell	12.3 MAF	50%
Lake Mead	12.6 MAF	49%

State Water Project

As of 8/19/07	Storage To-Date	Percent of Capacity
Lake Oroville	2.0 MAF	55%
San Luis Reservoir	0.4 MAF	21%
San Luis State Share	0.3 MAF	33%



State Water Project

CALFED Science Program Workshops on Delta Conveyance

The CALFED Science Program convened a workshop on August 22 and scheduled another workshop for September 11 to examine key science issues related to Delta conveyance options now under consideration. Metropolitan staff participated in the August 22 workshop, which addressed operations, water quality, environmental and economic issues related to an isolated conveyance facility. The September 11 workshop will address through-Delta conveyance options. The intent of the workshops is to support the on-going efforts of the Bay-Delta Conservation Plan and the Delta Vision Task Force.

Local Resources Program

City of Industry Regional Recycled Water Project

Walnut Valley Water District, a retail agency of Three Valley Municipal Water District, recently commenced operation of their new recycled water project under the Local Resources Program. As one of three phased expansions to the City of Industry's existing backbone transmission pipeline, Walnut Valley will receive recycled water deliveries primarily from the Pomona Water Reclamation Plant. About 2,600 acre-feet per year of recycled water would be delivered for landscape irrigation and industrial purposes. Metropolitan will provide financial incentives for produced water under the 25-year Local Resources Program agreement.

Tax Credit Bonds

On August 6, 2007 Congressmen Xavier Becerra (Los Angeles) and Jon Porter (Nevada) introduced HR 3452 as a vehicle to create tax-credit bonds for the financing of local resource projects. Eligible projects include water recycling, seawater desalination and recovery of contaminated groundwater for potable use, providing for interest-free capital financing. Instead of interest payments, investors would receive credits on their federal taxes.

Metropolitan is a member of the New Water Supply Coalition that sponsored this bill. The Board authorized sponsorship of this legislation last April.

Integrated Resources Plan

Climate Change

This year, the United Nation's Intergovernmental Panel on Climate Change (IPCC) is releasing its Fourth Assessment Report. The three volumes released so far have received press coverage for their scientific and political consensus that climate change is occurring and "unequivocal." Less noted is their volume on *Impacts, Adaptation and Vulnerability*. Freshwater is one of the most important resources impacted by a changed climate, and the IPCC provides guidance for adapting. The Panel endorse an Integrated Resources Management approach, with a varied portfolio, for adapting in the face of uncertainty and risk. Metropolitan's Integrated Resources Plan policy and implementation has embraced this approach since its adoption in 1996. The IPCC uses Metropolitan's option contract with the Palos Verde Irrigation District as a specific example of a means of coping with the potential effects of climate change.

Shortage Allocation Plan Development

Since mid-July, staff has been working with the Member Agencies and Board on a shortage allocation plan, based on the board-adopted 1999 Water Supply and Demand Management principles for allocation. Staff met with member agency managers on July 13, 2007, and again on August 17, 2007. During this time, staff also conducted a number of technical workshops with member agencies. Major topics covered included, a discussion of the analytical approach utilized in the existing plan, data exchange, and the importance of recognizing member agencies' local supply and conservation development. Staff will be meeting with member agency managers again in early September. Staff will present the status and policy issues to the Board for discussion in September.



System Operations

Water Demands

Water Sales Cash Year (May-April)

2,259,800 AF	Current Projection
2,161,760 AF	Budget Projection
(98,040) AF	Difference

The current sales projection for Calendar Year 2007 is 2.3 MAF.

Sales/Deliveries

August Sales Estimate 253,000 AF
 August Sales Estimate 248,000 AF *

* excludes Desert Water / Coachella Valley

Distribution and Storage (As of 8/19/07)

	<u>Current Storage</u>	<u>End of Month Forecast</u>
Lake Mathews	161,600 AF	167,300 AF
Lake Skinner	40,100 AF	40,000 AF
DVL	717,100 AF	717,800 AF
Lake Perris	66,500 AF	65,000 AF

Replenishment

All replenishment and conjunctive use groundwater storage deliveries are currently unavailable due to below average supply and forecasts of high demand. Replenishment will be unavailable for the remainder of 2007. Staff will continue to evaluate the availability of replenishment and provide updates as supply, demand and operating conditions change.

System Maintenance / Shutdowns

Over the past several months, staff met internally and with the member agencies to review the proposed shutdown schedule for the upcoming season and beyond. The Annual Shutdown meeting took place on August 30, 2007. The shutdown schedule for the 2007 - 2008 season will be finalized in September 2007.

Treatment Plant

Startup dates for the new fluoridation systems were established. Beginning October 29, fluoride will be fed at the Mills plant, followed by Skinner, Weymouth, Diemer, and Jensen on subsequent weeks through November. Final contractor punch-list and other modifications to the systems are on going.

Transloading of liquefied chlorine gas from railcars to truck trailers at the Chemical Unloading Facility began on August 21 to improve the supply chain reliability of chlorine deliveries to Metropolitan's water treatment plants. The transloading also facilitates the chlorination of water entering Lake Mathews to control Quagga mussels.



Skinner Fluoride System

System Operations

Reflecting the successful strategy of moving Metropolitan's SWP supplies as they are available and the water is of good quality, about 80 percent of Metropolitan's SWP Table A supplies will be moved by the end of August, with 90 percent forecast to be delivered by the end of September. As a result, System Operations completed two substantial blend reductions and a change in system flow patterns in August. The blend reductions resulted in 40 percent SWP blends at the Weymouth and Diemer Plants from 85 percent and 75 percent SWP blends respectively, prior to the change. These actions resulted in SWP imports dropping from 5,800 AF/day to about 4,700 AF/day. System Operations expects to import about 162 thousand acre-feet (TAF) of SWP in August, which is lower than the all-time monthly record of 187 TAF of SWP imports set in July 2007.



System Operations

Business Processes/Operations

Conveyance and Distribution

Staff worked with the Pasadena Water Department to locate a water line leak in the vicinity of the Upper Feeder and Linda Vista Drive above the Rose Bowl. Staff coordinated the services of a leak detection consultant. The leak was located in one of Pasadena's pipelines. Pasadena is planning to make repairs.

Taste-and-Odor

Lake Skinner was treated with eight tons of copper sulfate on August 17, to control *Planktothrix*, a potent 2-methylisoborneol (MIB) producer. Although the concentration of MIB reached over 90 ng/L at one location in the northeast arm of the lake, treated water was determined to be acceptable at all times. Castaic Lake was treated with copper sulfate on August 20, by DWR to control geosmin production. Lake Perris was treated on August 23, with four tons of copper sulfate to control "obnoxious" odors reported by the park superintendent.

Power Operations and Planning

Southern California Edison is seeking to expand its existing 230kV switchyard, located on Metropolitan property at Hinds to connect a generator in the Blythe area. An initial draft Supplemental Facilities Agreement, which would be co-terminus with the existing 1987 Service and Interchange Agreement, was sent to SCE after review by Metropolitan's engineering, property, and legal staffs.

Metropolitan met with representatives of several Yuma area water districts, the Bureau of Reclamation and the San Luis Rey Settlement Parties to discuss arrangements for the Yuma water districts to satisfy their obligation to provide power to Metropolitan to move water through the Colorado River Aqueduct for the San Luis Rey Indian Water Authority. Metropolitan is attempting to achieve an agreement that would simplify the management of the power scheduling transactions without impacting the rights and obligations of the involved parties. Agreement has been reached with the Yuma districts and discussions continue with the other parties.

Staff is negotiating with several parties for the sale of energy from nine of Metropolitan's small hydro generator facilities. Terms are being developed for a multi-year contract. The present energy sale contract for these facilities expires at the end of October 2008.

Information Technology

Completed Deployment of New Desktops and Laptops at Skinner and Diemer as part of the PC Replacement Project

During the period, IT completed initial deployment of new desktops and laptops to Metropolitan staff members at the Skinner and Diemer locations, as part of the pilot phase of the rollout. In the prior month, staff completed deployment at the Mills location. The next deployment sites include the desert locations along with initiating deployment at Union Station.

Continued Capital Budget Business Process Re-engineering for the Integrated Budget Management System

As a part of the IBMS project, staff previously initiated business process re-engineering for Metropolitan's capital budgeting process. To date, interviews have been conducted with public sector peer organizations. In addition, staff looked at Metropolitan's capital budgeting process to identify common best practices and area for improvements. Based on this analysis and approval by the project steering committee, staff has initiated a high-level study to determine the requirements for implementing a standard project scheduling system. This study is scheduled to complete in September.

Security

Upon Board approval of the first master agreement for integration of security systems into new construction projects, Security Project Management executed an agreement with systems integrator Johnson Controls and began field visits to Mills, Diemer, and Weymouth plants to assist with addressing access control and surveillance camera needs associated with facility expansion efforts.

Emergency Management

On August 9, 2007, at 0059 hours, a magnitude 4.5 earthquake occurred four miles NNW of Chatsworth. Plant Operators at the Jensen treatment plant felt the quake and conducted an inspection of the plant; they found no damage. Patrollers ran the earthquake patrols in the Valley area and found no damage. Emergency Management staff activated the Emergency Operations Center at a minimal level.

On August 23, conducted two-way radio training for Diamond Valley Lake and Water Quality staff.



Summary

- Ongoing Contracts - 22 construction contracts and 4-related procurement contracts were ongoing through July. The total bid amount of the 22 construction contracts in progress is over \$941 million.
- July Payments - Nearly \$19 million in contract payments were made for construction performed in the month of July. Over \$7 million were related to work at the Skinner plant, including the ongoing construction of ozonation facilities, and the chemical system modifications. About \$4 million were expended on the Arrowhead Tunnels construction. Over \$3 million were related to work at the Diemer plant, including the ongoing construction of the vehicle maintenance center and solids handling facilities, the chemical system upgrade, and the south slope stabilization work. Nearly \$1 million were related to the chemical system upgrades at the Mills Plant. And \$1.2 million were expended on the CRA rehabilitation and improvements contract.
Projected capital expenditures for 2007/08 are estimated at \$498 million.
- Major Contracts - Through the first three weeks of August, the Inland Feeder, Arrowhead East Tunnel mining effort has advanced a total of 19,170 feet, which is 85 percent of the tunnel length. At the Arrowhead West Tunnel, the mining effort has advanced a total of 12,945 feet, which is 65 percent of the tunnel length.
- Other Contracts - Skinner Treatment Plant Oxidation Retrofit and Washwater Reclamation Plant No. 3 is approximately 58 percent complete. At the Diemer plant, the construction of the ORP site preparation work is approximately 63 percent complete; construction of the Vehicle Maintenance Center is approximately 98 percent complete; construction of Phase I of the Chemical Tank Farm Improvements for the ORP is approximately 99 percent complete; and final design of the ozone facilities is approximately 98 percent complete. At the Jensen Treatment Plant, a project for chlorine containment, unloading and handling is approximately 43 percent complete. Three contracts for the removal and replacement of new Metropolitan-furnished vacuum and air release valves throughout portions of the Distribution System are approximately 30 percent complete.
- Awarded Contracts - A \$39.3 million contract was awarded to W. A. Rasic Construction Co. to construct the North Reach of the Perris Valley

Summary continued.....

- Pipeline. The project consists of installing approximately 2.7 miles of large-diameter welded steel pipe.
- Contracts Completed in July — During the month, notices of completion were recorded for the Diemer Treatment Plant Tank Pump Replacement, CRA Siphons, Transitions, Canals and Tunnel Rehabilitation/Improvements and the Gene Wash Airfield Extension.

Profile on Recent Event

International Ozone Association Conference

The International Ozone Association and International Ultraviolet Association held a Joint World Technical Congress from August 27 through August 29, 2007, at the Hyatt Regency Century Plaza in Los Angeles. Metropolitan was a co-sponsor of this technical event which attracted 800 attendees. Staff presented papers on Metropolitan's engineering and operational activities related to ozone. Chairman Brick was a featured keynote speaker during the Congress, and the Jensen and Mills plants were visited during technical tours provided to Congress attendees.

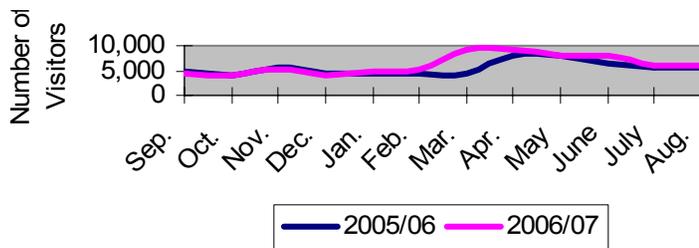
Facility Planning

In August, discussions continued on the refinement of project portfolios and implementation strategies for Riverside/San Diego IAS projects. The Rialto IAS gap analysis was also updated during this period. The results of the IAS technical studies, along with conclusions of completed policy discussions, were presented to Metropolitan's Member Agency managers in late August. Policy discussions will continue on the topic of introduction of local water into Metropolitan's system. Staff also continued to refine the Mills and Skinner service area treated and raw water conveyance analysis.



Real Estate Management
 Business Outreach

**DVL Marina Usage Trends
 Previous 24 Months
 September 2006 through August 2007**



Diamond Valley Recreation Program

Appropriation Budget	
Approved distributed funds	\$ 68.1 M
Undistributed funds	\$ 24.7 M
Total Appropriation	\$ 92.8 M
Surplus Property Sales *	\$ 4.7 M
<i>Actual expenditure as of 06/30/07</i>	\$ 62.3 M

* Appropriated for use related to the Center for Water Education debt per February 2007 Board Action.

Real Estate Activities

An easement was conveyed to Southern California Edison for the installation and maintenance of an underground service to an adjacent residential property near Lake Mathews.

Leases, Licenses and Entry Permits

Two amendments to entry permits were issued to Roger Snellenberger Development Corporation. The entry permits allow temporary access during construction of a public road and utility installations across the right-of-way of the Colorado River Aqueduct (City of Desert Hot Springs).

An entry permit was issued to NT2 Productions, Inc., for temporary parking and filming for the movie "National Treasure 2". A portion of this production was done on location at the F. E. Weymouth Water Treatment Plant.

Business Outreach

Construction Expo Conference

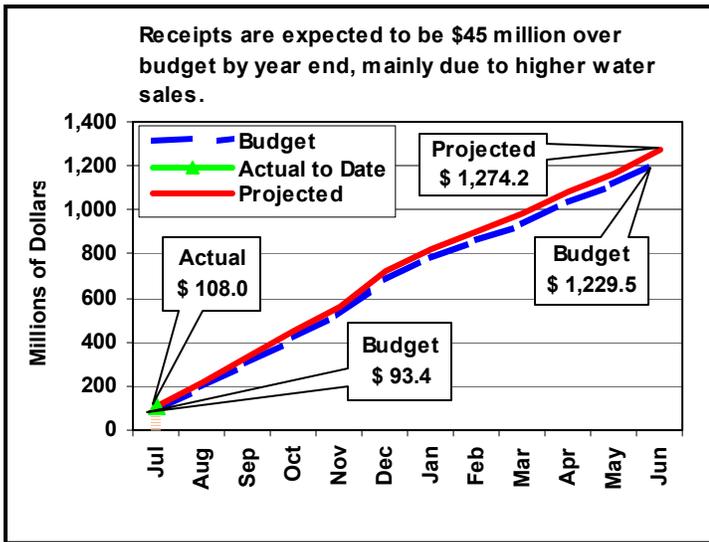
The second annual California Construction Expo was held on August 16 at the L.A. Convention Center. Metropolitan, the L.A. Unified School District, and the L.A. Community College District jointly sponsored the event. Director Gene Koopman represented Metropolitan at the ceremonial ribbon cutting opening the Expo. Over 2,000 people attended the event, designed to help contractors, designers, construction professionals and others in the construction industry learn about public contracting opportunities in Southern California. Metropolitan staff manned several exhibits and were on hand to answer questions about Metropolitan's Capital Investment Plan, inform attendees about bidding on upcoming projects, and network with industry experts.



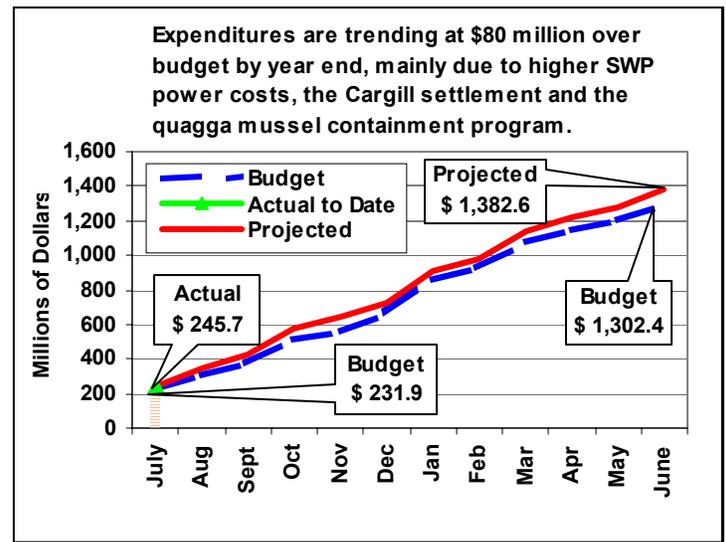
Construction Expo Conference



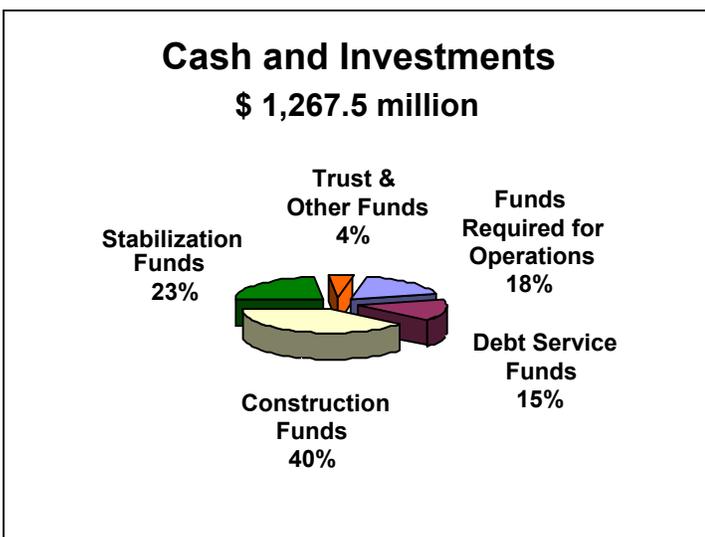
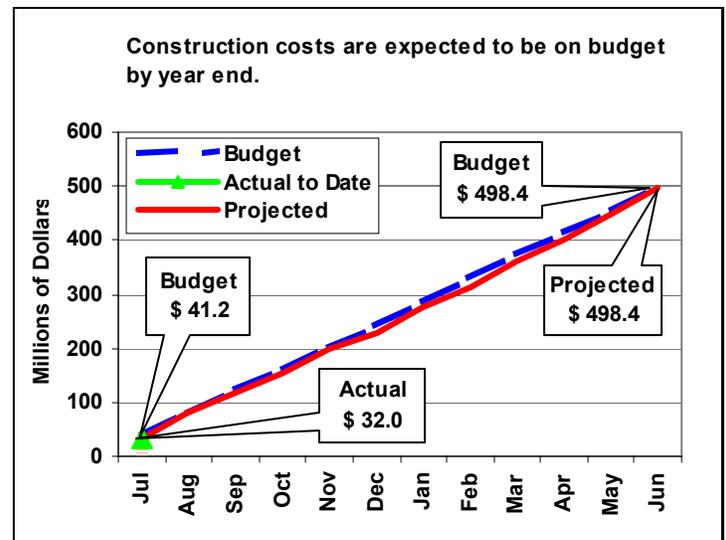
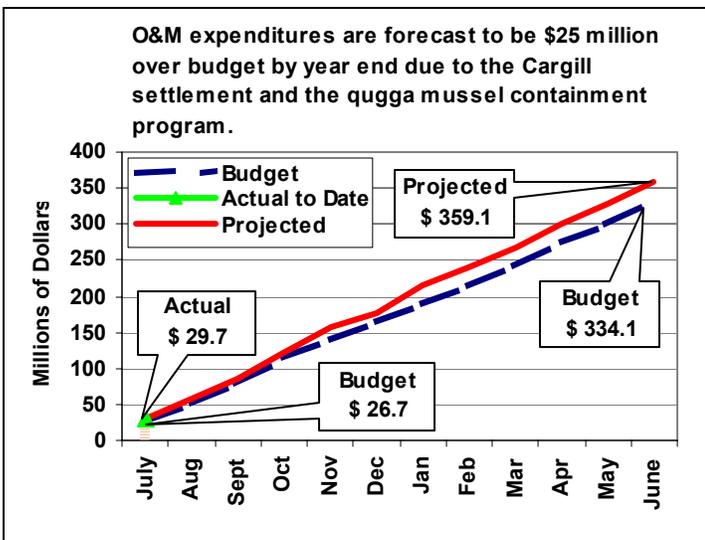
As of July 31, 2007



Excludes Bond Construction and Other Trust Funds Activity



Excludes Bond Construction and Other Trust Funds Activity



Summary Financial Statistics

	Target	Actual
Fixed Charge Coverage	≥ 1.20 x	1.66 x
Revenue Debt Service Coverage	> 2.00 x	2.16 x
Revenue Bond Debt / Equity Ratio	< 100.0%	74.3%

Credit Ratings

	Target	Actual
- Moody's Investors Service	Aa2	Aa2
- Fitch Ratings	AA	AA+
- Standard & Poor's	AA	AAA



Apprenticeship Program

The Apprentice Program graduation took place on August 23. There were nine graduates.



Class of 2007, Apprenticeship Graduation Ceremony

Classification/Compensation

The American Federation of State, County and Municipal Employees along with the Human Resources and Water System Operations Groups will be reviewing final drafts of the O&M Job Descriptions at the end of August. The parties will also be discussing where to slot individual employees in the new O&M classification structure.

Earlier this month, selected employees and managers proofed the Job Descriptions, and their input has been considered.

Environmental Health and Safety

Completed EHS Facility Tactical Assessment and Compliance project at the Diemer Plant. The last plant to complete is Skinner.

The Arc Flash prevention project is 40 percent complete. Electrical panels are being inventoried, analyzed and labeled with information on hazards and personal protective equipment for employees.

Human Resources Information System

The PeopleSoft upgrade to version 8.9 is in progress. The system functionality is being tested to determine if customizations can be eliminated.

Ridership Recognition

On August 1, the South Coast Air Quality Management District sent a Certificate of Appreciation to Metropolitan recognizing the La Verne facility for successfully meeting the requirement of Rule 2202 (The purpose of this Rule is to provide employers with a menu of options to reduce mobile source emissions generated from employee commutes, to comply with federal and state Clean Air Act requirements, Health & Safety Code Section 40458, and Section 182(d)(1)(B) of the federal Clean Air Act.). Management and employees at La Verne achieved an average vehicle ridership of 2.44, which exceeds the target of 1.75 for the area.



Class of 2007, Apprenticeship Graduation Ceremony



Federal Legislative Update

Aug. 1: Staff attended a Senate Energy and Natural Resources Water and Power Subcommittee hearing held in Washington. The hearing considered several authorizing measures for Title XVI projects within the Metropolitan service area, including the Inland Empire, Eastern Municipal Water District and Orange County's Regional Water Reclamation Project. Metropolitan Member Agencies were represented as the key witnesses advocating this legislation.

State Legislative Update

Aug. 21: 52 days past the constitutional deadline, the Legislature adopted a budget in both houses, reflective of Senate Republican concerns. The major highlights of the adopted budget include:

- Delaying litigation challenging the ability of local agencies to mitigate the impacts of global warming. This temporary moratorium would apply to transportation and flood-control bond-funded projects and will be suspended until AB 32 regulations have been adopted by the Air Resources Board;
- A commitment from the Governor to use his line item veto authority to reduce spending levels in the amount of \$700 million, mostly on social service programs;
- Provides for a \$3.4 billion reserve;
- \$2.5 billion in repayment of Economic Recovery Bonds; and,
- No new general taxes.

Local Government Update

Aug. 2: Staff assisted in briefings on the San Diego Pipeline 6 project with the offices of Assembly members Kevin Jeffries and John Benoit as well as state Senator Dennis Hollingsworth on August 6.

Aug. 9: Metropolitan sponsored and participated in the first-ever San Bernardino County Water Conference. The conference was initiated by the Baldy View Chapter of the Building Industry Association and co-sponsored by state Senator Bob Dutton and county Supervisor Brad Mitzelfelt. More than 700 persons were in attendance representing business and government. Speakers included Joe Grindstaff of DWR, as well as Metropolitan's Lynn Lipinski presenting Metropolitan's conservation message. The conference brought together local water agencies from the Chino Basin, the San Bernardino Basin and the high desert regions.

Aug. 10: West Basin Municipal Water District and Metropolitan hosted the Leadership Redondo group for a daylong tour of water facilities in the South Bay area of Los Angeles County. During a visit at a water recycling facility, Paul Shoenberger, West Basin's Assistant General Manager, briefed visitors on the importance of water recycling. Linda Waade, Deputy General Manager of External Affairs, also briefed the group about Metropolitan's current conservation media campaign and the emerging issues facing the Bay-Delta and their possible impacts.

Aug. 14: At the request of Paul Novak, planning deputy for Los Angeles County Supervisor Mike Antonovich, Metropolitan's External Affairs and Water Resource Management staff discussed California Friendly® programs and the Commercial, Industrial and Institutional water-efficiency rebate programs with supervisor's staff. Additionally, staff addressed how rebate programs for water-efficient devices might be developed and implemented in the county.

Aug. 15: General Manager Jeff Kightlinger and External Affairs staff attended a reception for House Speaker Nancy Pelosi hosted by the Los Angeles Business Council.



Education

Aug. 7-8: Metropolitan hosted the Environmental Charter High School Student Leadership Conference. The two-day, student-led conference consisted of workshops on water, air and energy designed to motivate students to enhance conservation and sustainability practices at their schools.

Aug. 9: Staff led a Diamond Valley Lake tour for 61 student interns with the Los Angeles Department of Public Works. This was the last in a series of trips that Public Works does in partnership with other public resource agencies.

Aug. 7 and 14: Staff spoke at a "water and careers" conference at "Agua University." The after-school program is created to expose urban area youth to a variety of resource agency and environmental community projects.

Aug. 14: Staff hosted 23 grade 4-8 students from the "YouThinkWell Academy." Students conducted hands-on science and language arts activities, were given a tour of Metropolitan and also discussed early water history in Southern California including the "Zanja Madre" at the Avila Adobe at Olvera Street.

Aug. 18: Staff conducted a water education workshop for more than 250 K-12 teachers. This was done in collaboration with the University of San Diego (Long Beach Extension). The workshop featured content presentations and hands-on activities and curriculum presentations. It was the largest one-day workshop since Metropolitan's education programs began in 1983. Teachers represented schools throughout Los Angeles County.

Community Outreach

Aug. 1: Staff contacted and distributed information to 80 businesses and residents regarding a cross connection project in San Dimas.

Aug. 2, 7, 9 & 21: Staff gave Perris Valley Pipeline briefings to the Riverside Chamber of Commerce's East Hills division, the Good Morning Riverside Association, state Senator Bob Dutton and the business tenants at the Mission Grove Plaza in Riverside. In addition, staff distributed open house notices to Alessandro Boulevard area businesses that will be affected by the pipeline project.

Aug. 15: Staff attended a planning meeting for the development of a Boyle Heights energy and community resource fair. Attending the meeting were representatives from the Southern California Gas Company, California Public Utilities Commission and staff from Fabian Nunez, speaker of the Assembly, and Los Angeles City Councilmember Jose Huizar. The fair is scheduled to take place this fall.

Aug. 17: Staff participated in a groundbreaking ceremony for the Valley-Wide phase two project for sports fields at Diamond Valley Lake's east recreation area.

Aug. 18: Staff participated in an open house at Western Municipal Water District headquarters.

Staff coordinated and participated in a variety of community and intergovernmental outreach activities with residents, businesses and government staff in Riverside, San Dimas and Los Angeles regarding property management issues and capitol projects.

Metropolitan participated in community events or professional association activities with the following organizations: Los Angeles Chamber Access; TreePeople; POWER; San Francisco Estuary Project; Orange County Coastkeeper and the Water Education Foundation.



Media

Metropolitan's Arrowhead Tunnel project was featured in an hour-long broadcast of Discovery Channel's "Build It Bigger" program. The broadcast, which included filming at the head of the tunnel boring machines, was the result of close collaboration between Metropolitan's Media Services, Corporate Resources and the tunnel contractor.

Staff managed multiple stories during August that included interviews with local, regional and national news media outlets, including several stories about fluoridation, water supply, Metropolitan's conservation outreach campaign, the Sacramento-San Joaquin Delta as well as the infestation of quagga mussels in the Colorado River.

Staff assisted in preparing and placing an opinion article by General Manager Jeffrey Kightlinger that was published in the San Diego Union Tribune regarding the Bay-Delta.

Staff arranged for an appearance by Chairman Timothy Brick on the KABC-TV (Los Angeles) "Newsmakers" program to discuss water conservation and other current water issues.

The Press Office issued three press releases: the start of conservation advertising, an open house for the upcoming Perris Valley Pipeline project, and the Board's authorization of a conservation program aimed at large governments and other public agencies. All releases generated mostly positive portrayals of Metropolitan, including a lengthy segment on KABC-TV in Los Angeles about water conservation tips for the home.

Staff, working with Water Quality, conducted regional briefings with Member Agencies and retail agencies to discuss the start up of water fluoridation. Sessions included discussion about briefings with the news media.

2007/08 Conservation Education and Advertising Campaign

The "It's Time to Get Serious" advertising campaign began on August 6, featuring print, online and radio advertisements. The 10-, 30-, and 60-second radio ads can be heard on 121 stations throughout Southern California in English, Spanish and Mandarin Chinese. Print ads are running in more than 20 daily and weekly papers. Online display ads are featured on a variety of news and local interest Web sites; as well as on RSS feeds from a variety of information providers. Search engine advertising is on Google, Yahoo! and Ask.com. The ads run throughout the month of August.

A consumer attitude and awareness survey was conducted in July and August among 539 Southern Californians. The results will be available in September. The purpose of the study is to measure success of the advertising campaign as well as attitudes toward water conservation and supply issues.

A conservation brochure was produced featuring water-saving tips, and was distributed through member agencies and community events.

Aug. 14: Staff participated in a water conservation forum for homeowners associations and boards in Dana Point, San Clemente and San Juan Capistrano. The outreach effort showcased Metropolitan's water efficiency programs before 110 representatives of 57 homeowner associations. Other attendees included seven landscape companies.