

Utility Branding Network - Branding Case Study

West Basin Municipal Water District



Because of the drought in California, legal restraints on importing water, climate change, and a growing population, West Basin Municipal Water District's leadership formalized its commitments to customers and improved communications about value, benefits, and cost savings. These commitments were based on a Board of Directors Strategic Plan and a recent survey of customer expectations of West Basin.

West Basin Municipal Water District Commitment Statements

Water Reliability – West Basin is committed to innovative planning and investments to provide water supply reliability and drought protection.

Water Quality – West Basin is committed to providing safe, high quality water by meeting current and anticipated water quality requirements.

Sound Financial and Resource Management – West Basin is committed to efficient business operations, financial planning, and asset management.

Customer Service – West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve.

Environmental Stewardship– West Basin is committed to sustainable and environmentally-friendly business practices.

Once adopted, the commitments were aggressively implemented. Letters explaining the commitments were sent to retail water utility customers along with a computer mouse pad listing the commitments. These same mouse pads were distributed to West Basin employees to remind them of the District's focus and promise to the communities it serves. The commitments were also integrated into every Board agenda item to ensure that agency actions are related to one or more of the commitments.

Commitment signs were placed in conference rooms and a banner was made for the lobby at West Basin. The commitments were integrated into PowerPoint presentations, their website, and fact sheets. Talking points were developed explaining the benefits, value, and cost savings resulting from each commitment. Finally, the commitments were posted in elevators within the District's offices to help inform visitors that West Basin strives to meet these commitments for its customers and communities.

West Basin meets the commitments through its innovative culture, investment decisions, actions, and communications. This case study includes examples of West Basin activities and communication efforts.

Turning Commitments into Actions and Results

Reliability and Finances - West Basin's conservation and recycling program lowered imported water demands, which increased reliability and saved its customers from paying for higher cost imported water.

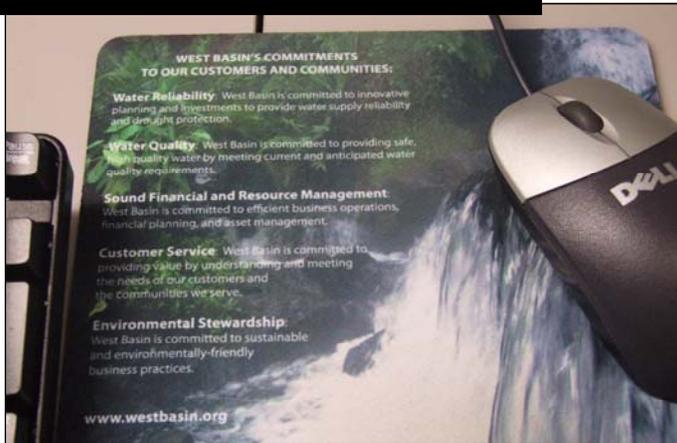
Water Reliability and Efficiency - West Basin's recycling programs provide industrial customers guaranteed water for 20- to 30-percent less than imported water.

Finances and Innovation - Due to grants and partnerships, West Basin's conservation programs provide a 400-percent return on investment - \$1 spent yields \$4 worth of programs.

Water Quality - West Basin performs 500 water quality tests each month on its ocean water desalination pilot project and 25,000 tests per year on its recycled water to ensure high water quality.

Efficiency - West Basin's staff of 33 people and entrepreneurial climate creates innovation and efficiency.

WEST BASIN COMMITMENT STATEMENTS



Mousepads for Staff, Directors and Customer Agencies

AGENDA NO. _____

_____, 2008 - _____
(Chair) _____, 2008 - Board Meeting

Prepared by: _____
Submitted by: _____
Approved by: Rich Nagel

_____, CALENDAR

_____, SUBJECT

SUMMARY:

STRATEGIC BUSINESS PLAN IMPLEMENTATION:
Goal 6—Communications—Engage in effective two-way communications of West Basin's programs and policies with the customer agencies and communities we serve.

COMMITMENT STATEMENT:
Customer Service—West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve.

FISCAL IMPACTS:

ENVIRONMENTAL COMPLIANCE:

COMMITTEE STATUS:

RECOMMENDED MOTION:

LIST OF EXHIBITS:
Exhibit "A" -

Board Memos



6 Foot Tall Banners for the Lobby and Special Events



Elevator Posters



Conference and Board Room Posters

FOR IMMEDIATE RELEASE: AUGUST 26, 2008

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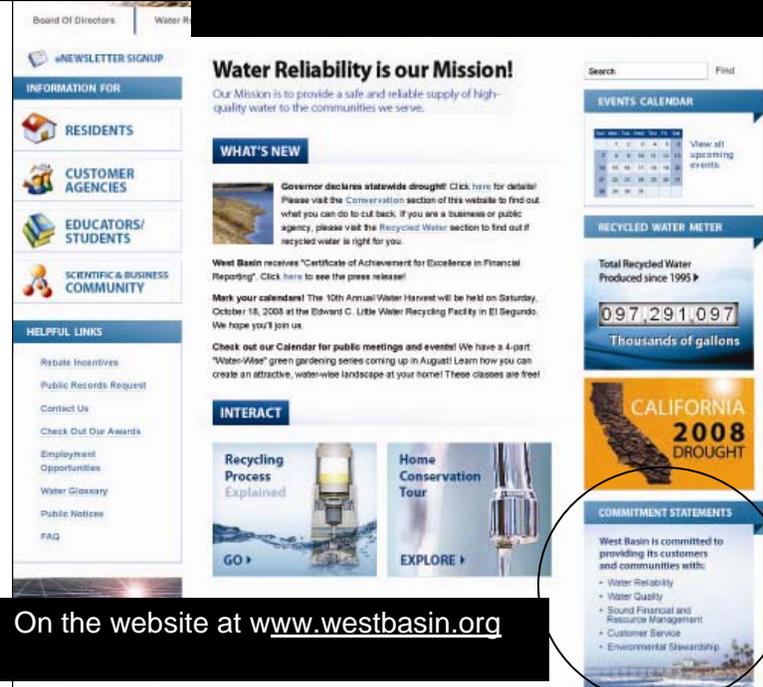
West Basin Develops Commitment Statements to its Customers and Communities

CARSON, CA--

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West Basin Municipal Water District provides a safe and reliable supply of imported and recycled water to approximately 1 million people and 17 Los Angeles coastal cities that include Carson, Culver City, El Segundo, Gardena, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Malibu, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, West Hollywood, several unincorporated communities in Los Angeles County, and portions of the cities of Los Angeles and Torrance. West Basin is committed to water reliability, water quality, sound financial and resource management, customer service, and environmental stewardship. For more information, visit www.westbasin.org.

Boilerplate Language for Press Releases



On the website at www.westbasin.org