



SAN BERNARDINO VALLEY MUNICIPAL WATER DISTRICT
380 E. Vanderbilt Way, San Bernardino, CA 92408

PUBLIC INFORMATION AND EDUCATION WORKSHOP

AGENDA

3:00 p.m. Monday, March 9, 2009

CALL TO ORDER

1. PUBLIC COMMENT

Any person may address the Board on matters within its jurisdiction.

2. DISCUSSION ITEMS

- A. Discuss ACWA – National Geographic’s Partnership to Launch a California Water Magazine for Consumers (Page 2)

3. ADJOURNMENT

PLEASE NOTE:

Materials related to an item on this Agenda submitted to the Board after distribution of the agenda packet are available for public inspection in the District’s office located at 380 E. Vanderbilt Way, San Bernardino, during normal business hours. Also, such documents are available on the District’s website at www.sbvmd.com subject to staff’s ability to post the documents before the meeting. The District recognizes its obligation to provide equal access to those individuals with disabilities. Please contact Lillian Hernandez at (909) 387-9214 two working days prior to the meeting with any special requests for reasonable accommodation.



**Association of
California Water Agencies**
Since 1910
Leadership Advocacy Information

February 13, 2009

RE: "Water for Tomorrow" Magazine - - A New Tool for ACWA Members

Dear ACWA Member:

The ACWA Board of Directors has approved a ground breaking partnership as part of the implementation of its Strategic and Business Plan.

ACWA is joining forces with National Geographic custom publishing to produce a 20-page, four color consumer magazine on California water. This magazine will be an exclusive in California, with National Geographic Publishing providing all writing, photography, design, printing and distribution in a turn-key arrangement. ACWA will oversee all aspects of the magazine with input from a member editorial advisory board.

This innovative partnership is intended to inform and engage consumers on the topic of water in a new, refreshing way. The magazine, to be called *Water for Tomorrow* with the tag line: "California's Water, Our Responsibility," will present information through in-depth features, quick facts, how to's, and interviews with heavy emphasis on National Geographic's renown photography and graphic style. Topics to be covered include everything from the drought to agriculture to things consumers can do to conserve inside and outside the home.

The magazine name and content for the first issue have been refined over several months by ACWA's Communications Committee and were approved by the ACWA Board in late January. The magazine will feature the highly recognized National Geographic logo on the front cover, with ACWA's logo on the back. Members who place orders for the magazine may also add their logo on the back cover for a small additional cost.

The partnership calls for a two-year contract with ACWA, two issues per year (Spring and Fall) with the first issue to launch in May 2009.

In order to proceed with this partnership, ACWA must receive order commitments from members totaling at least 1 million copies per issue. Many already have expressed interest. The unit cost to members will be just 35 cents per issue. This very reasonable cost is made possible by the umbrella coordination provided by ACWA. Details on cost, distribution, etc. are covered in the attached order form. Deadline for orders is March 20th.

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To jump-start this important project, the ACWA Board also approved \$100,000 to cover the cost of distributing the magazine to key stakeholder groups, translating each issue to Spanish, and establishing a special microsite that will feature each issue on line.

We are in the midst of the most critical time in water. More than ever, we must educate Californians about all aspects of water, what it means to them and how important it is for them to think about and use water differently. We believe this vehicle provides a unique opportunity to engage consumers.

On behalf of the ACWA Board of Directors, we are thrilled to bring this exciting project to our members and hope you will join us in our mission to reach consumers.

Sincerely,



Glen Peterson
President



Paul Kelley
Vice President



**Association of
California Water Agencies**
Since 1910
Leadership. Advocacy. Information.

**NATIONAL
GEOGRAPHIC**
A Custom Publication

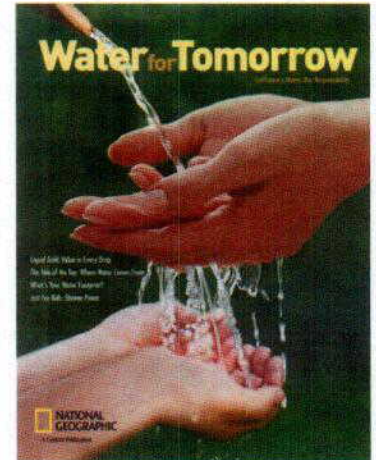
ACWA – National Geographic Partnership to Launch Consumer Magazine “Water for Tomorrow – California’s Water, Our Responsibility”

Order Commitments Needed by March 20, 2009

As one of its first initiatives under the ACWA Strategic and Business Plan to increase public outreach, the ACWA Board of Directors has approved a partnership with National Geographic Publishing to produce a first-ever California water magazine targeted to California consumers. The magazine will be a turn-key project with National Geographic handling all writing, photography, design and production. ACWA will oversee all aspects of the magazine with input from a member editorial advisory board. The ACWA Communications Committee has developed the content for the first issue, which was approved by the ACWA Board.

The Magazine – First Issue in May 2009

- Magazine name: “Water for Tomorrow”
- 20-page, 4-color magazine on water
- Features in-depth info, quick facts, helpful tips, visually appealing format
- Available in English or Spanish
- Published twice/year (Spring/Fall)



Companion Features

- Micro-Web site – Magazine content will be posted along with other consumer information on a new microsite.

Cost

- ACWA will cover the cost of the microsite, Spanish translation and distribution to key stakeholders.
- Magazine cost per unit to members 35 cents (at 1 million total orders per issue).

Distribution Options

- National Geographic can ship directly to member mailing lists at a low cost (postage cost 20 – 25 cents per piece).
- National Geographic can ship bulk orders to member for distribution by your agency (\$300 – \$500 for shipping depending on quantity ordered).

Quantity

- ACWA must receive commitments from members to purchase at least 1 million copies of each issue for this project to proceed
- Minimum order per member agency: 4,000 copies (1,000 x 4 issues)

Yes, my agency would like to participate. Quantity Commitment Per Issue (*applies for 4 issues*): _____

Contact Name Agency

Street Address (No P.O. Box) City / Zip

Phone Fax E-mail

ACWA will follow up with agencies that have made order commitments to confirm distribution preferences, invoicing details, etc.

Please return the completed form by March 20 to:
Association of California Water Agencies
Attn: Michaela Martinez • 910 K Street, Suite 100, Sacramento CA 95814
Fax: 916.325.4849 • Email: michaelam@acwa.com

