

Speakers Bureau 2022

Board of Water Commissioners

September 29, 2022



Long Beach Water

Exceptional Water • Exceptional Service

What is Speakers Bureau?

- Group of dedicated staff who participate in community engagement opportunities
- Event types
 - Community gatherings
 - School presentations
 - Neighborhood groups
 - City-sponsored programs
 - Sporting events
- Quench Buggy, water coolers, Conservin' Mervyn



Goals

- Community engagement
 - Hard-to-reach communities
 - Beyond print, web and social media
- Promote conservation
 - Market LBW programs
 - SWAG, get attention
 - Flyers, activities
- Demonstrate water quality
 - Quench buggy
 - Often only water at events



Events

46
EVENTS

150k
ATTENDEES

20+
PLANNED



Events



- **Attended**

- Long Beach PRIDE
- NFL Kickoff Experience
- Aloha Run
- Ranchos Walk
- Jazz Festivals
- Beach Streets
- Cambodian American Cultural Center
- Concerts in the park
- Aquarium Nights

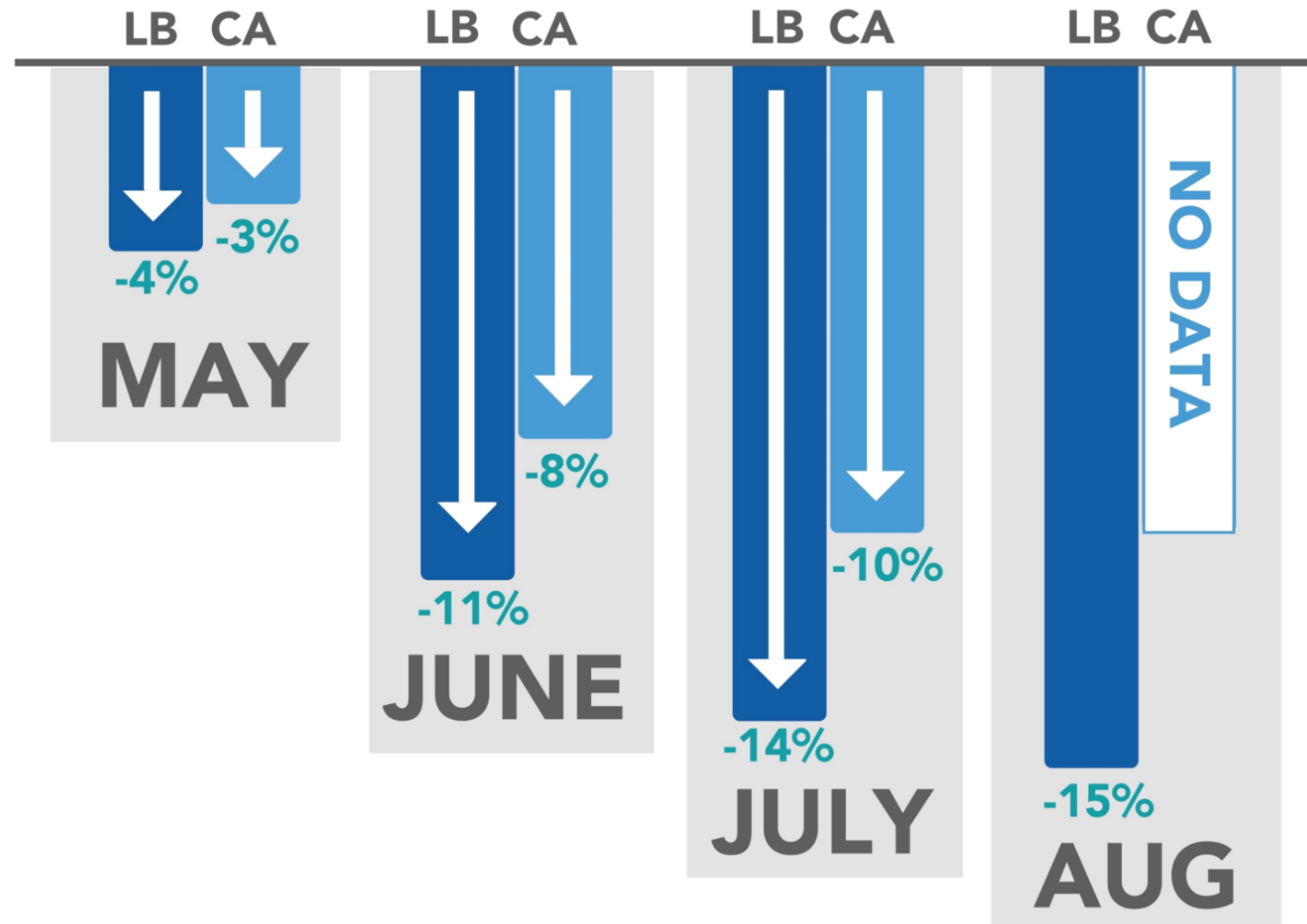
- **Coming up**

- LB Marathon
- CSULB Volleyball
- Festival of Flight
- Día de los Muertos
- Millikan High School Career Fair
- Inaugural Celebration of the Latino Cultural Center & El Mercado del Long Beach



Results

- First Speakers Bureau event in April 2022
- Significant savings each month since then despite hot weather
- New educational and promotional materials



People



People

- **Members**

- 60 and growing

- **Divisions**

- Public Affairs
- Security & Emergency Preparedness
- Water Resources
- Engineering
- Information Services
- Valve & Customer Service
- Water Construction
- Sewer Operations
- Fleet Services
- Treatment Plant
- Water Quality





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