



The Metropolitan Water District of Southern California

NEWS RELEASE

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**BLUE RIBBON COMMITTEE NAMED TO PROVIDE METROPOLITAN
WITH INSIGHT, CHANGES NEEDED TO MEET FUTURE DEMANDS
Members of 2060 Blue Ribbon Committee drawn from
Southland's public, private, academic sectors**

A blue ribbon committee of more than 20 of Southern California's corporate, community and academic leaders was appointed by Metropolitan Water District's Board of Directors today to identify and recommend new business models and strategies that will help the region meet its long-range water needs.

"This broad-based and diverse mix of leaders will give us a fresh perspective on developing approaches to reliable and sustainable imported water supplies over the next 50 years," said Metropolitan board Chairman Timothy F. Brick.

"We're counting on the committee's insight into the global, natural, economic and demographic changes that our 5,200-square-mile service area will encounter in the future," Brick said. "The observations and recommendations to be made are critical in positioning this agency to meet the region's water-related needs and in providing sustainability in the coming decades."

Robert Simonds, who served as a city of Los Angeles representative on Metropolitan's board from April 2004 to January 2006, will chair the 2060 Blue Ribbon Committee. The committee members ratified during today's board meeting were among more than 120 nominees recommended by Metropolitan directors and managers of the district's 26 member public agencies.

Brick said the six key areas targeted by the Metropolitan board for committee review and study are: developing new water options for Southern California; energy for the future; economic development and new technologies; financial stability; workforce; and communications.

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“The committee’s charge is to focus on the main areas to identify the best strategies and practices that can be applied to foster environmental stewardship, water reliability and new sources of competitive advantage for Southern California,” Brick said.

Joining Simonds as members of the committee are Grame Barty of the Australian Trade Commission; Ruben Barrales of the San Diego Regional Chamber of Commerce; Carol S. Carmichael of the California Institute of Technology; Yoram Cohen of the University of California, Los Angeles; Lucy Dunn of the Orange County Business Council; Mildred Garcia of California State University, Dominguez Hills; Lawrence Geraty, president emeritus, La Sierra University; Gerald R. Gewe, water industry professional; John R. Hanna of Hanna & Scott; Bob Hertzberg, lawyer, businessman and community activist; John Lormon, of Procopio, Cory, Hargreaves and Savitch, and the Scripps Institution of Oceanography; Cynthia McClain Hill of Strategic Counsel PLC; Sunne Wright McPeak of the California Emerging Technology Fund; Julie Meier-Wright of the San Diego Regional Economic Development Corp.; Terry O’Day of Environment Now; Mark Pisano of the University of Southern California; Betsy Rieke of the U.S. Bureau of Reclamation; Sherry Simpson-Dean of the United Nations Association of Pasadena; Gary Toebben of the Los Angeles Area Chamber of Commerce; Robert Wilkinson of the University of California, Santa Barbara; and Lance Williams of the Los Angeles chapter of the U.S. Green Building Council.

The genesis for the committee’s formation was a November 2009 Metropolitan board retreat. The retreat featured various expert speakers on anticipated changes in the region’s current environment, impacts on Metropolitan and how the district needed to adapt and meet the future demands of water supplies, energy, workforce development and communications.

The committee’s structure is similar to a previous blue ribbon committee convened in the early 1990s by Metropolitan’s board to review the district’s finances and operations.

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The Metropolitan Water District of Southern California is a cooperative of 26 cities and water agencies serving 19 million people in six counties. The district imports water from the Colorado River and Northern California to supplement local supplies, and helps its members to develop increased water conservation, recycling, storage and other resource-management programs.