



# All American Canal Lining Project

## Agency:

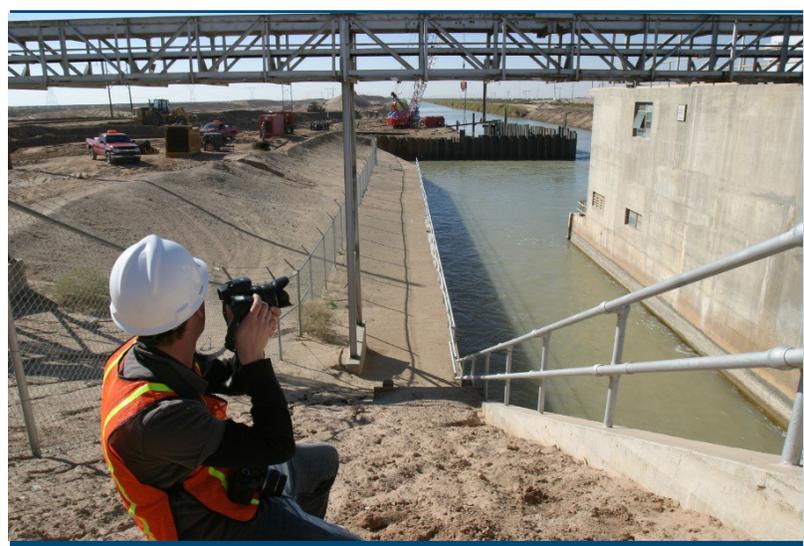
*Imperial Irrigation District*

## Role:

*Photographic and Video Documentation and Documentary*

## Approach:

- In working with the IID and Parsons, MBI played multiple roles
- Photographic documentation of the building of canal on a month basis
- Development and management of web-based media asset library for viewing by project managers and involved parties
- Creation of PowerPoint presentations used by IID quarterly
- Photography and video used to create presentation about building of canal
- Creation of historic documentary, using aerial photography and videography



## Situation:

- A historically significant project that built a new 23-mile long concrete canal parallel to the existing Canal
- The purpose of making a parallel canal was to eliminate water seepage going into Mexico
- Water is a scarce commodity and the U.S. needed to take necessary steps to ensure an adequate water supply
- The All American Canal Lining Project was one of the largest water conservation projects in the U.S.

