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Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, July 8, 2021
1965 Placentia Avenue, Costa Mesa, CA 92627
6:00 p.m. Regular Board Meeting**

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PUBLIC AFFAIRS CONSULTING SERVICES

PUBLIC COMMENTS

Items Not on the Agenda: Members of the public are invited to address the Board regarding items which are not on the agenda. Each speaker is limited to three minutes. The Board will set aside 30 minutes for public comments.

Items on the Agenda: Members of the public may comment on agenda items before action is taken or after the Board has discussed the item. Each speaker is limited to three minutes. The Board will set aside 60 minutes for public comments.

ITEMS TO BE ADDED, REMOVED, OR REORDERED ON THE AGENDA

At the discretion of the Board, all items appearing on this agenda, whether or not expressly listed as an Action Item, may be deliberated and may be subject to action by the Board.

CONSENT CALENDAR ITEMS:

Approve all matters under the Consent Calendar by one motion unless a Board member, staff, or a member of the public requests a separate action.

1. Approve minutes of regular Board meeting of June 10, 2021.
2. Approve attendance considerations (additions, changes, deletions).
3. Board Schedule:
 - Conferences, Seminars, and Meetings
 - Board Calendar
4. Approve a contract to Venture Executive, Inc. for an amount not to exceed \$161,250 to provide Periodic Close Process Training services.
5. Approve a one-year contract, with options for renewal, to Westbound Communications for \$105,000 to provide digital and social media strategy and content development services.
6. Approve a two-year contract renewal with Liebert Cassidy Whitmore to perform Employment and Labor Law Legal Counsel Services.
7. Approve a contract renewal with Lewis Consulting Group from July 1, 2021 through June 30, 2022 for an amount not to exceed \$60,000 to provide Orange County Advocacy Consulting Services.



PRESENTATION AND DISCUSSION ITEMS:

8. PROCEDURES FOR MEETINGS OF THE BOARD OF DIRECTORS:

Recommendation: This item is provided for discussion.

ACTION ITEMS:

9. CITY OF SANTA ANA MAINTENANCE AND INSPECTION AGREEMENT:

Recommendation: Approve the Maintenance and Inspection Agreement Between the City of Santa Ana and Mesa Water District for the Croddy Well No. 14 Well Blowdown Water Conveyance Pipeline, and authorize execution of the agreement.

REPORTS:

10. REPORT OF THE GENERAL MANAGER:

- June Key Indicators Report
- Other (no enclosure)

11. DIRECTORS' REPORTS AND COMMENTS

INFORMATION ITEMS:

12. DIRECTORS' REPORTS (AB 1234) PER CA GOVERNMENT CODE SECTION 53232.3 (D)

13. OTHER (NO ENCLOSURE)

CLOSED SESSION:

14. CONFERENCE WITH SPECIAL LEGAL COUNSEL – EXISTING LITIGATION:

Pursuant to California Government Code Section 54956.9 (d)(1)

Case: *Irvine Ranch Water District v. Orange County Water District and related cross-actions*
Los Angeles County Superior Court Case Nos. BS168278 and BS175192

In compliance with California law and the Americans with Disabilities Act, if you need disability-related modifications or accommodations, including auxiliary aids or services in order to participate in the meeting, or if you need the agenda provided in an alternative format, please contact the District Secretary at (949) 631-1206. Notification 48 hours prior to the meeting will enable Mesa Water District (Mesa Water) to make reasonable arrangements to accommodate your requests.

Members of the public desiring to make verbal comments utilizing a translator to present their comments into English shall be provided reasonable time accommodations that are consistent with California law.

Agenda materials that are public records, which have been distributed to a majority of the Mesa Water Board of Directors (Board), will be available for public inspection at the District Boardroom, 1965 Placentia Avenue, Costa Mesa, CA and on Mesa Water's website at www.MesaWater.org. If materials are distributed to the Board less than 72 hours prior or during the meeting, the materials will be available at the time of the meeting.

ADJOURN TO AN ADJOURNED REGULAR BOARD MEETING SCHEDULED FOR TUESDAY, JULY 27, 2021 AT 3:30 P.M.



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**MINUTES OF THE BOARD OF DIRECTORS
MESA WATER DISTRICT
Thursday, June 10, 2021
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Adjourned Regular Board Meeting**

CALL TO ORDER

The meeting of the Board of Directors was called to order at 3:30 p.m. by President DePasquale.

PLEDGE OF ALLEGIANCE

Director Bockmiller led the Pledge of Allegiance.

Directors Present

Marice H. DePasquale, President
Shawn Dewane, Vice President *(left at 4:10 p.m.)*
Jim Atkinson, Director
Fred R. Bockmiller, P.E., Director
James R. Fidler, Director

Directors Absent

None

Staff Present

Paul E. Shoenberger, P.E., General Manager
Phil Lauri, P.E., Assistant General Manager
Denise Garcia, Administrative Services Manager/
District Secretary
Wendy Duncan, Records Management Specialist/
Assistant District Secretary *(teleconference)*
Marwan Khalifa, CPA, MBA, Chief Financial Officer/
District Treasurer *(teleconference)*
Stacie Sheek, Customer Services Manager *(teleconference)*
Tracy Manning, Water Operations Manager *(teleconference)*
Stacy Taylor, Water Policy Manager *(teleconference)*
Andrew D. Wiesner, P.E., Principal Engineer
Celeste Carrillo, Public Affairs Coordinator *(teleconference)*
Rob Anslow, Partner, Atkinson, Andelson, Loya, Ruud & Romo

Others Present

Jonathan Aparicio, IT Support Engineer, T2 Technology Group
Sarina Sriboonlue, P.E. Senior Water Engineer, Arcadis U.S.,
Inc. *(teleconference)*
Wendy Wiles, Partner, Atkinson, Andelson, Loya, Ruud &
Romo

PUBLIC COMMENTS:

President DePasquale asked for public comments on items not on the agenda.

There were no comments and President DePasquale proceeded with the meeting.

ITEMS TO BE ADDED, REMOVED, OR REORDERED ON THE AGENDA

General Manager Shoenberger reported there were no items to be added, removed, or reordered on the agenda.

CONSENT CALENDAR ITEMS:

Approve all matters under the Consent Calendar by one motion unless a Board member, staff, or a member of the public requests a separate action.

1. Approve minutes of regular Board meeting of May 13, 2021.
2. Board Schedule:
 - Conferences, Seminars, and Meetings
 - Board Calendar
3. Approve the Fiscal Year 2022 attendance at Conferences, Seminars, Meetings, and Events.
4. Authorize President Marice H. DePasquale to vote her conscience in the California Special Districts Association Board of Directors Election, Southern Network, Seat A and direct her to cast Mesa Water District's electronic ballot.

President DePasquale asked for comments from the Board. There were no comments.

President DePasquale asked for comments from the public. There were no comments.

MOTION

Motion by Director Bockmiller, second by Vice President Dewane, to approve Items 1 – 4 of the Consent Calendar. Motion passed 5 – 0.

PRESENTATION AND DISCUSSION ITEMS:

None.

ACTION ITEMS:

5. PUBLIC HEARING: ORDINANCE NO. 32 – WATER SHORTAGE RESPONSE
ORDINANCE:

President DePasquale announced the Public Hearing was now opened for the purpose of receiving comments regarding Ordinance No. 32 – Water Shortage Response Ordinance.

District Secretary Garcia reported that public notices were posted at Mesa Water District's office, website, and Costa Mesa City Hall. Additionally, legal advertisements were published in the Daily Pilot on May 27, 2021 and June 3, 2021.

President DePasquale opened the floor to the Board. Comments were offered.

District Secretary Garcia reported that the District had not received any written or verbal comments regarding Ordinance No. 32.

President DePasquale asked for public comments. There were no comments.

General Manager Shoenberger provided a brief overview of the topic and introduced Principal Engineer Wiesner who proceeded with a presentation that highlighted the following:

- Background
- Determination of Water Supply Shortage
- Ordinance No. 32 – State and Mesa Water Mandated
- 2020 Water Shortage
 - Level 1, 10% Reduction
 - Level 2, 20% Reduction
 - Level 3, 30% Reduction
 - Level 4, 40% Reduction
 - Level 5, 50% Reduction
 - Level 6, >50% Reduction
- Penalties, Violations, and Enforcement
- Recommendation
- Mesa Water Mandated - Removed

Mr. Wiesner responded to questions from the Board and they thanked him for the presentation.

President DePasquale asked for comments from the public. There were no comments.

President DePasquale declared the public comments segment closed.

President DePasquale asked for comments from the Board. There were no comments.

MOTION

Motion by Director Bockmiller, second by Director Atkinson, to adopt Ordinance No. 32 (with modifications) Making Findings, Adopting the Mesa Water District Water Shortage Response Ordinance Rescinding Ordinance No. 26 and Taking Related Actions. Motion passed 5 – 0, by the following roll call vote:

AYES:	DIRECTORS	Atkinson, Bockmiller, Fisler, Dewane, DePasquale
NOES:	DIRECTORS	None
ABSTAIN:	DIRECTORS	None
ABSENT:	DIRECTORS	None

6. PUBLIC HEARING: 2020 URBAN WATER MANAGEMENT PLAN:

President DePasquale announced the Public Hearing was now opened for the purpose of receiving comments regarding the 2020 Urban Water Management Plan (UWMP).

District Secretary Garcia reported that public notices were posted at Mesa Water District's office, website, and Costa Mesa City Hall. Additionally, legal advertisements were published in the Daily Pilot on May 27, 2021 and June 3, 2021.

President DePasquale opened the floor to the Board. Comments were offered.

District Secretary Garcia reported that the District had not received any written or verbal comments regarding the 2020 UWMP.

President DePasquale asked for public comments. There were no comments.

Principal Engineer Wiesner provided a presentation that highlighted the following:

- 2020 UWMP Background
- New Items in Mesa Water's 2020 UWMP
- Water Demand Basis
- Water Use and Supply Overview
- Key Findings of the 2020 UWMP
- Water Shortage Contingency Plan (WSCP)
- WSCP Overview
- Appendix K
- Addendum to 2015 UWMP
- Reduced Delta Reliance Reporting
- Department of Water Resources Issued Guidance on the Delta Plan Policy
- Presentation Summary
- Recommendation

GM Shoenberger and Mr. Wiesner responded to questions from the Board and they thanked Mr. Wiesner for the presentation.

President DePasquale asked for comments from the public. There were no comments.

President DePasquale declared the public comments segment closed.

President DePasquale asked for comments from the Board. There were no comments.

MOTION

Motion by Director Fisler, second by Vice President Dewane, to:

- a. Adopt Resolution No. 1541 Approving the Adoption of the 2020 Urban Water Management Plan;
- b. Adopt Resolution No. 1542 Approving the Adoption of the 2020 Water Shortage Contingency Plan; and
- c. Adopt Resolution No. 1543 Approving the Amendment to the 2015 Urban Water Management Plan.

Motion passed 5 – 0, by the following roll call vote:

AYES:	DIRECTORS	Atkinson, Bockmiller, Fisler, Dewane, DePasquale
NOES:	DIRECTORS	None
ABSTAIN:	DIRECTORS	None
ABSENT:	DIRECTORS	None

7. ELECTRONIC SIGNATURE USE POLICY:

MOTION

Motion by Director Bockmiller, second by Vice President Dewane, to adopt Resolution No. 1544 Adopting an Electronic Signature Use Policy. Motion passed 5 – 0, by the following roll call vote:

AYES:	DIRECTORS	Atkinson, Bockmiller, Fisler, Dewane, DePasquale
NOES:	DIRECTORS	None
ABSTAIN:	DIRECTORS	None
ABSENT:	DIRECTORS	None

8. ASSOCIATION OF CALIFORNIA WATER AGENCIES BOARD OF DIRECTORS ELECTION:

MOTION

Motion by Director Atkinson, second by Director Fisler, to:

- a. Adopt Resolution No. 1545 to Support San Juan Water District President Pamela Tobin as a Candidate for the Office of Association of California Water Agencies President; and
- b. Adopt Resolution No. 1546 to Support Orange County Water District First Vice President Cathy Green as a Candidate for the Office of Association of California Water Agencies Vice President.

Motion passed 4 – 0, by the following roll call vote:

AYES:	DIRECTORS	Atkinson, Bockmiller, Fisler, DePasquale
NOES:	DIRECTORS	None
ABSTAIN:	DIRECTORS	None
ABSENT:	DIRECTORS	Dewane

9. POTABLE AND RECYCLED WATER RATE STUDY:

MOTION

Motion by Director Atkinson, second by Director Fisler, to approve a contract to Raftelis Financial Consultants, Inc. for \$102,760 with an additional \$1,620 for potential optional services for a total amount not to exceed \$104,380 to provide a potable and recycled water rate study for the purpose of establishing water rate schedules for the next five years, and authorize the General Manager to execute the contract. Motion passed 4 – 0, with Vice President Dewane absent.

REPORTS:

10. REPORT OF THE GENERAL MANAGER:

- May Key Indicators Report
- Other (no enclosure)

11. DIRECTORS' REPORTS AND COMMENTS

INFORMATION ITEMS:

12. CUSTOMER SERVICE CALL TIMES

13. DIRECTORS' REPORTS (AB 1234) PER CA GOVERNMENT CODE SECTION 53232.3 (D)

14. OTHER (NO ENCLOSURE)

RECESS

President DePasquale declared a recess at 4:44 p.m.

The meeting reconvened at 4:49 p.m.

CLOSED SESSION:

President DePasquale announced the Board was going into Closed Session at 4:50 p.m.

15. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION:
Pursuant to California Government Code Sections 54956.9 (d)(1) and 54954.5 (c)
Case: *Mesa Water District v. KDC, INC., dba KDC SYSTEMS, INC., dba DYNALECTRIC*
Orange County Superior Court Case No. 30-2016-00832860-CU-BC-CJC

The Board returned to open session at 5:05 p.m.

Attorney Anslow announced that the Board conducted one Closed Session with the General Manager, District Secretary, Assistant General Manager, and General Legal Counsel pursuant to California Government Code Section Sections 54956.9 (d)(1) and 54954.5 (c). The Board received information and there was no further announcement.

President DePasquale adjourned the meeting at 5:07 p.m. to an Adjourned Regular Board Meeting scheduled for Tuesday, June 22, 2021 at 3:30 p.m.

Approved:

Marice H. DePasquale, President

Denise Garcia, District Secretary

Sharon D. Brimer, Recording Secretary



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MEMORANDUM

TO: Board of Directors
FROM: Paul E. Shoenberger, P.E., General Manager
DATE: July 8, 2021
SUBJECT: Attendance at Conferences, Seminars, Meetings, and Events

RECOMMENDATION

In accordance with Ordinance No. 31, adopted April 27, 2021, authorize attendance at conferences, seminars, meetings, and events.

STRATEGIC PLAN

- Goal #1: Provide a safe, abundant, and reliable water supply.
- Goal #2: Practice perpetual infrastructure renewal and improvement.
- Goal #3: Be financially responsible and transparent.
- Goal #4: Increase public awareness about Mesa Water and about water.
- Goal #5: Attract and retain skilled employees.
- Goal #6: Provide outstanding customer service.
- Goal #7: Actively participate in regional and statewide water issues.

PRIOR BOARD ACTION

At its June 10, 2021 meeting, the Board of Directors (Board) approved Fiscal Year 2022 attendance at Conferences, Seminars, Meetings, and Events.

DISCUSSION

During the discussion of this item, if any, the Board may choose to delete any item from the list and/or may choose to add additional conferences, seminars, meetings, or events for approval, subject to available budget or additional appropriation.

FINANCIAL IMPACT

None.

ATTACHMENTS

None.

2021 CONFERENCES, SEMINARS, AND MEETINGS:

July 19 - 22, 2021	
Jt. CA-NV AWWA/AMTA Conference	
West Palm Beach, FL	
August 19, 2021	
Sixth Annual Water Data Summit	
Virtual	
August 30 - September 2, 2021	
CSDA Annual Conference	<i>Atkinson, Bockmiller</i>
Monterey, CA	
September 8 - 9, 2021	
Urban Water Institute Annual Conference	<i>Atkinson</i>
Costa Mesa, CA	
September 21 - 24, 2021	
CAJPA Conference	<i>Bockmiller</i>
South Lake Tahoe, CA	
October 15, 2021	
OC Water Summit	
Anaheim, CA	
October 18 - 21, 2021	
AWWA CA-NV Annual Fall Conference	
Virtual	
October 25 - 26, 2021	
Public-Private Partnership Higher Education Summit	
San Diego, CA	
November 2 - 4, 2021	
SWMOA Annual Symposium	
Pico Rivera, CA	
November 30 - December 3, 2021	
ACWA/JPIA Fall Conference	<i>Atkinson</i>
Pasadena, CA	
December 14 - 16, 2021	
Colorado River Water Users Association Conference	
Las Vegas, NV	

July 2021

July 2021							August 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
4	5	6	7	8	9	10	1	2	3	4	5	6	7
11	12	13	14	15	16	17	8	9	10	11	12	13	14
18	19	20	21	22	23	24	15	16	17	18	19	20	21
25	26	27	28	29	30	31	22	23	24	25	26	27	28
							29	30	31				

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Jun 27	28	29	30	Jul 1	2 Pay Period Ends 7:30am WACO Meeting (Virtual)	3
4 District Holiday	5 District Holiday 8:30am R/S to 7/6 MWDOC Planning & Operations Committee Meeting (Virtual)	6 7:30am ISDOC Executive Committee Meeting 8:30am R/S from 7/5 MWDOC Planning & Operations Committee Meeting 9:00am Mesa Water District Meeting 6:00pm Costa Mesa City	7 Payday 8:30am Jt. MWDOC/MWD Workshop (Virtual) 5:30pm OCWD Board Meeting (Virtual)	8 6:00pm Mesa Water District Board of Directors Meeting (In-Person, Boardroom)	9	10
11	12 5:00pm IRWD Board Meeting (Virtual)	13 8:00am OCBC Infrastructure Committee (Virtual)	14 8:00am LAFCO Meeting (Virtual) 8:30am MWDOC Admin and Finance Committee 5:30pm MWDOC Water Policy Forum (686 Anton)	15 8:30am R/S to 7/22 MWDOC Executive Committee 11:30am State of the City Event (Costa Mesa) 4:00pm Costa Mesa Chamber of Commerce	16 Pay Period Ends	17
18	19 8:30am CANCELED MWDOC Public Affairs & Legislation (Virtual)	20 Jt. CA-NV AWWA/AMTA Conference (West Palm Beach, FL) 7:30am WACO Planning Committee (VIRTUAL) 9:30am ACC-OC EEW Committee Meeting 6:00pm Costa Mesa City	21 Payday 8:30am MWDOC Board Meeting (VIRTUAL) 5:30pm OCWD Board Meeting (Virtual)	22 8:30am R/S from 7/15 MWDOC Executive Committee	23	24
25	26 5:00pm IRWD Board Meeting (Virtual)	27 3:30pm Mesa Water District Board of Directors Committee Meeting (In-Person, Boardroom)	28 8:30am Jt. MWDOC/OCWD Meeting (MWDOC/OCWD) 3:30pm Mesa Water Board of Directors Workshop (Boardroom)	29 11:30am ISDOC Quarterly Event (VIRTUAL)	30 Pay Period Ends	31

August 2021

August 2021							September 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7	5	6	7	1	2	3	4
8	9	10	11	12	13	14	12	13	14	15	16	17	18
15	16	17	18	19	20	21	19	20	21	22	23	24	25
22	23	24	25	26	27	28	26	27	28	29	30		
29	30	31											

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Aug 1	2 8:30am MWDOC Planning & Operations Committee Meeting (Virtual)	3 7:30am ISDOC Executive Committee Meeting (Virtual) 6:00pm Costa Mesa City Council Meeting (Virtual)	4 Payday 8:30am Jt. MWDOC/MWD Workshop (Virtual) 5:30pm OCWD Board Meeting (Virtual)	5	6 7:30am WACO Meeting (Virtual)	7
8	9 5:00pm IRWD Board Meeting (Virtual)	10 8:00am OCBC Infrastructure Committee (Virtual)	11 8:00am LAFCO Meeting (Virtual) 8:30am MWDOC Admin and Finance Committee (Virtual)	12 6:00pm Mesa Water District Board of Directors Meeting (In-Person, Boardroom)	13 Pay Period Ends	14
15	16 8:30am CANCELED MWDOC Public Affairs & Legislation (Virtual)	17 7:30am WACO Planning Committee (VIRTUAL) 9:30am CANCELED - ACC-OC EEW Committee 6:00pm Costa Mesa City Council Meeting (Virtual)	18 Payday 8:30am MWDOC Board Meeting (VIRTUAL) 5:30pm OCWD Board Meeting (Virtual)	19 8:30am MWDOC Executive Committee (Virtual)	20	21
22	23 5:00pm IRWD Board Meeting (Virtual)	24 3:30pm Mesa Water District Board of Directors Committee Meeting (In-Person, Boardroom)	25	26 3:30pm Mesa Water District Board of Directors Workshop (tentative) (In-Person, Boardroom)	27 Pay Period Ends	28
29	30 CSDA Annual Conference - JA (Monterey, CA)	31	Sep 1	2	3	4

September 2021

September 2021							October 2021						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
5	6	7	1	2	3	4	3	4	5	6	7	1	2
12	13	14	8	9	10	11	10	11	12	13	14	15	16
19	20	21	15	16	17	18	17	18	19	20	21	22	23
26	27	28	22	23	24	25	24	25	26	27	28	29	30
			29	30			31						

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Aug 29	30	31	Sep 1 CSDA Annual Conference - JA (Monterey, CA) Payday 8:30am Jt. MWDOC/MWD Workshop (Virtual) 5:30pm OCWD Board Meeting (Virtual)	2	3 7:30am WACO Meeting (Virtual)	4
5	6 District Holiday 8:30am MWDOC Planning & Operations Committee Meeting (Virtual)	7 7:30am ISDOC Executive Committee Meeting (Virtual) 6:00pm Costa Mesa City Council Meeting (Virtual)	8 Urban Water Institute Conference (Costa Mesa, CA) 8:00am LAFCO Meeting (Virtual) 8:30am MWDOC Admin and Finance Committee (Virtual)	9 6:00pm Mesa Water Board Meeting	10 Pay Period Ends	11
12	13 5:00pm IRWD Board Meeting (Virtual)	14 8:00am OCBC Infrastructure Committee (Virtual)	15 Payday 8:30am MWDOC Board Meeting (VIRTUAL) 5:30pm OCWD Board Meeting (Virtual)	16 8:30am MWDOC Executive Committee (Virtual) 4:00pm Costa Mesa Chamber of Commerce Board Meeting (Virtual)	17	18
19	20 8:30am CANCELED MWDOC Public Affairs & Legislation (Virtual)	21 7:30am WACO Planning Committee (VIRTUAL) 9:30am ACC-OC EEW Committee Meeting 6:00pm Costa Mesa City	22	23	24 Pay Period Ends	25
26	27 5:00pm IRWD Board Meeting (Virtual)	28 3:30pm Mesa Water District Board of Directors Committee Meeting (Mesa Water District Boardroom, 1965 Placentia Avenue, Costa	29 Payday	30	Oct 1	2



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MEMORANDUM

TO: Board of Directors
FROM: Kurt Lind, MPA, Business Administrator
DATE: July 8, 2021
SUBJECT: Periodic Close Process Training

RECOMMENDATION

Approve a contract to Venture Executive, Inc. for an amount not to exceed \$161,250 to provide Periodic Close Process Training services.

The Board of Directors reviewed this item at its June 22, 2021 Committee meeting and recommends approval.

STRATEGIC PLAN

Goal #3: Be financially responsible and transparent.

Goal #6: Provide outstanding customer service.

PRIOR BOARD ACTION/DISCUSSION

At its April 11, 2013 meeting, the Board of Directors (Board) approved the Business Process Evaluation project. The purpose of this evaluation was to investigate and document current organizational operations and identify opportunities to improve various business processes, including organizational structure, labor usage, technology utilization and needs, work management, effectiveness, and efficiency.

At its May 22, 2014 meeting, the Board approved the Business Improvement Process Implementation. The purpose of this implementation was to institutionalize and optimize Mesa Water District's (Mesa Water®) business processes, as well as establish new systems and upgrade existing automated tools in order to increase accountability to allow for process improvement.

At its March 26, 2018 workshop, the Board directed staff to develop District-wide key performance indicators and performance audits. The purpose of this direction was to provide the final feedback link to a sound business process strategy. The Performance Audit is an independent, third-party check of the District's systems and processes to ensure they are functioning as designed.

At its April 7, 2019 workshop, the Board received a presentation from LA Consulting, Inc. (LAC) showing the results of Mesa Water's Business Improvement Process Implementation. Mesa Water staff then outlined the District's process for developing performance measures and conducting performance audits for Mesa Water. The Board directed staff to include in the proposed Fiscal Year (FY) 2020 budget third-party auditors to conduct the annual performance audit for FY 2019.

At its December 10, 2020 meeting, the Board received a presentation from LAC describing the process and approach in conducting the FY 2019 Performance Audit. In the fall of 2019, LAC conducted a dry run audit for FY 2019. The goal of the dry run was to help staff and auditors understand the audit process and prepare for the first "Go Live" Performance Audit for FY 2020.



DISCUSSION

In 2013, Mesa Water obtained professional consulting services to optimize their business operating units. LA Consulting, Inc. was retained by Mesa Water in April 2013, through a competitive selection process, to evaluate the business processes of six departments including Administrative Services, Customer Services, Engineering, Financial Services, Public & Government Affairs, and Water Operations.

LAC's evaluation was completed in March 2014 and many opportunities were identified for improvement that have saved Mesa Water an estimated \$6.3MM over five years and significantly improved productivity.

The evaluation outlined 76 specific recommendations for the optimization of business operations. 44 of the most impactful recommendations were implemented, and 17 are currently in-progress and managed by Mesa Water staff. The remaining recommendations are either planned for the future or are not warranted for implementation.

The Periodic Close is the last remaining key process for Financial Services that is targeted for improvement. In 2014, LAC presented the Business Process Evaluation report where Recommendation 22 stated the need to fully develop, document, and automate procedures, and train all key staff for project accounting. LAC also recommended to establish benchmarking to provide accountability and monitoring of the process to ensure efficiency and effectiveness. The challenges with the project accounting process were twofold.

Challenge 1: Great Plains Financial System Set-Up

The first challenge was that the Great Plains (GP) financial system was not set up properly to account for project costs and to take advantage of automating key steps within the process. This problem led to multiple issues:

- the inability to use any of the financial reports built within GP
- lowered staff confidence related to the accuracy of the project costs
- an increase of outside spreadsheets that staff developed so they could account for the cost of their projects.

Another key challenge related to the set-up of GP was that the labor time associated with Mesa Water and Customer Development projects was manual input of payroll timesheets. Financial Services staff would print a bi-weekly payroll report for each employee and identify project labor hours. Finance staff would then manually input the labor hours for each project for each employee into GP.

In 2015, Mesa Water competitively selected the services of Sophos Solutions to reconfigure the set-up within GP, establish project reporting, and automate key processes. Mesa Water was able to accomplish the following:

- Implemented the Human Resources Information System (HRIS) and stopped tracking project labor hours through payroll
- Implemented purchase order request system
- Updated the chart of accounts
- Properly set up project accounting



- Developed project reports
- Automated project labor through GP integration with CMMS

Challenge 2: Annual Financial Close

The second issue was that Mesa Water staff were trained, historically, to perform the financial close at the end of each Fiscal Year. This management decision to close the books in this manner obligated staff to perform traditionally monthly routine processes for the twelve preceding months:

- Reconcile Expenses
- Reconcile Capital Projects
- Reconcile Inventory (which was performed on the calendar year every January due to the large workload related to the annual close in July - October)
- Close Projects
- Produce Expense and Capital Financial Reports

The result of this management decision led to a large workload for staff from July through October. This also delayed the understanding and comprehension of Mesa Water's financial position and the development and distribution of the Comprehensive Annual Financial Report (CAFR).

Progressing Forward

The combination of these two challenges increased the complexity of ordinarily routine financial processes. Beginning in 2017, the GP financial system was re-established and properly set up for project accounting. New processes and information automation points have been implemented that have streamlined the recording and application of labor hours to capital and customer projects. Financial reporting has improved to a point where staff is confident with the information they are reviewing and approving.

Lastly, Financial Services, working closely with the Engineering & Water Operations Departments, have developed a monthly process to close capital and customer projects. This officially marks the end of the annual close process and transitions Mesa Water to an improved approach that will enable staff to:

- Produce accurate and reliable project status reports on a monthly basis
- Review, reconcile, and close projects monthly
- Produce and distribute monthly department expense reports
- Open clear communication channels between departments

Monthly Project Close & Great Plains Training

Financial Services staff will need professional training to implement this improved monthly approach to make this transition successful.

In July of 2020, Mesa Water was in need of professional support services for GP. Mesa Water staff conducted a search that included a two-hour interview and a hands on GP system demonstration reviewing project accounting, chart of accounts, job costing, system integrations, SSRS reporting, SmartList reporting, and GP system queries.

Staff selected Venture Executive, Inc. for GP technical and financial consulting services after demonstrating high competence in the areas of accounting, technology, business process, teaching/training, and most importantly, people skills.



Venture Executive, Inc. support services have been provided by Managing Partner Malinda Iacopinelli. Ms. Iacopinelli is a versatile professional with fifteen years of accounting and technical experience and holds a Bachelor of Science in Accounting and Applied Finance from Milligan College. Her experience is deep including GP Practice Lead, Software Designer, and Senior Product Specialist. She also served as the Controller of an investor-owned utility in South Carolina where she led and trained her team in the monthly close process.

Staff recommends that the Board approve a contract to Venture Executive, Inc. for an amount not to exceed \$161,250 to provide Periodic Close Process Training services. This effort is scheduled for six months with a scope of work that includes 76 specific tasks covering eight distinct project phases:

- Discovery (staff interviews & understanding of the current process)
- GP System Review (deep dive into the GP system configuration)
- Findings/Recommendations (development & agreement of a plan going forward)
- System Configuration (aligning the GP system with the plan going forward)
- Training Documentation (development of training documents)
- Training (staff training remote & onsite as permitted)
- Post Training Documentation (adjustment of training documents based on staff feedback)
- Monthly Monitoring (12 months of quality control to ensure staff competence and follow up training)

At the conclusion of the project, Mesa Water staff will be fully trained in the monthly close process. Staff will be in possession of complete and detailed documentation of the process including step-by-step instructions, flow charts, and recorded training sessions for reference. The last phase of the project includes monthly quality control reviews of the GP system and staff documentation of the monthly close. This will ensure staff competency, provide a process to get into a monthly rhythm, and allow for further refinement of the close process. The monthly close is one of the performance measures of the Performance Audit for Financial Services.

FINANCIAL IMPACT

In Fiscal Year 2022, \$330,000 is budgeted for Support Services.

ATTACHMENTS

None.



*Dedicated to
Satisfying our Community's
Water Needs*

MEMORANDUM

TO: Board of Directors
FROM: Celeste Carrillo, Public Affairs Coordinator
DATE: July 8, 2021
SUBJECT: Social Media Consulting Services

RECOMMENDATION

Approve a one-year contract, with options for renewal, to Westbound Communications for \$105,000 to provide digital and social media strategy and content development services.

The Board of Directors reviewed this item at its June 22, 2021 Committee meeting and recommends approval.

STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water and about water.

Goal #6: Provide outstanding customer service.

PRIOR BOARD ACTION/DISCUSSION

At its May 25, 2021 Committee meeting, the Board of Directors (Board) received information that staff released a Request for Qualifications for social media consulting services.

BACKGROUND

Mesa Water District (Mesa Water®) has supplemented staff efforts with social media consulting services from the following firms: Communications Lab (2016), Fraser Communications (2017), and HashtagPinpoint (2018 - present).

DISCUSSION

Mesa Water solicited proposals from five qualified firms to provide the required scope of work for expert consulting services that will support staff with digital and social media strategy, planning, content creation and measurement/analytics. These services will enhance Mesa Water's social media presence, help to elevate the District's messages and brand, and support attainment of Goals #4 and #6 of the Board's Strategic Plan.

Four proposals were received on June 2, 2021. The proposing firms included:

- CV Strategies
- Rocket Launch and Marketing Public Relations
- RockSpark Communications + Marketing
- Westbound Communications

On June 9, 2021, proposals were reviewed and evaluated by a Selection Panel comprised of Mesa Water staff, Brenda Deeley, CEO of Brenda Deeley PR, LLC, and Victoria Lim, Senior Manager, Corporate Communications at Experian North America. Each proposal was evaluated based on qualifications, experience, staff availability, project understanding, scope of work approach, and proposal quality.



On June 15, 2021, interviews were held by the Selection Panel with the top two ranking firms - CV Strategies and Westbound Communications. The results of each cost proposal are as follows:

Rank	Proposer	Submitted Cost
1	Westbound Communications	\$105,000
2	CV Strategies	\$90,875

Although both firms provided a solid approach to the required scope of work and are well qualified to perform the work effort, it was determined that Westbound Communications has significant experience with both utilities and water districts while also proving the best approach for Mesa Water's social media. Staff recommends that the Board award a one-year contract, with options for renewal, to Westbound Communications for \$105,000 to provide digital and social media strategy and content development services.

FINANCIAL IMPACT

In Fiscal Year 2022, \$590,920 is budgeted for Public Affairs Support Services; no funds have been spent to date.

ATTACHMENTS

Attachment A: Westbound Communications Proposal

Digital and Social Media Strategy, Content Development, and Community Management Services

Request for Proposals RFP 21-1007
June 2, 2021



Mary Chambers, Buyer
Mesa Water District
1965 Placentia Avenue
Costa Mesa, CA 92627

RE: RFP 21-1007 – Digital and Social Media Strategy, Content Development, and Community Management Services

Dear Ms. Chambers:

On behalf of Westbound Communications, we are pleased to submit the following response to the Mesa Water District's Request for Proposals for Digital and Social Media Strategy, Content Development, and Community Management Services (RFP 21-1007). We've assembled a best-in-class team that offers extensive experience in performing successful digital and social programs for a wide range of government and quasi-government agencies, business-to-business entities, and consumer brands. This expertise will inform and guide the development and implementation of research-based, results-driven program for Mesa Water District. Also, we are proud to have worked with Mesa Water on a strategic branding and messaging project in 2018 and 2019, working closely with members of its staff; General Manager Paul Shoenberger, P.E.; and its Board of Directors.

Westbound Communications is an Orange County-based, full-service public relations and marketing agency with 18 years of experience and deep roots in the region. Our clients include county and regional organizations such as County of Orange 2020 Census campaign, Orange County Transportation Authority (OCTA); CalOptima; Orange County Social Services Agency; ReadyOC; If You See Something, Say Something®; South Coast Air Quality Management District (AQMD) and Providence Mission Hospital.

Our team members bring experience in water, including developing social / digital programs for Mojave River Watershed Group, an organization committed to protecting the Mojave River, its watershed, and the quality of High Desert water against stormwater pollution. A detailed case study is provided in this response.

If awarded this project, Westbound will have contractual responsibility with Mesa Water District. Questions regarding this proposal can be directed to my attention at the following contact information:

Company: Westbound Communications Inc. (Federal Tax ID #33-0687048)
Contact: Linda Martin, APR, Partner and General Manager
Address: 2099 S. State College Blvd., Ste 600, Anaheim CA 92806
Phone/Fax: 714.663.8188 / 714.663.8181
Email: lmartin@westboundcommunications.com
Website: www.westboundcommunications.com

All information in this proposal is true and accurate, and we acknowledge the receipt of one RFP addendum (No. 1). This proposal is valid for a period of not less than 90 calendar days from today.

Should you select us as a finalist, we look forward to further proving our capabilities and earning your trust during the interview process. Thank you for accepting our candidacy.

Sincerely,



Linda Martin, APR
Partner and General Manager, Westbound Communications

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A close-up photograph of water droplets on a blue surface. The droplets are in various stages of motion, with some showing ripples and others being more spherical. The background is a deep blue with some lighter blue highlights, suggesting a liquid surface. The overall composition is dynamic and visually appealing.

1. Firm Qualifications and Experience

Who We Are



Click the icon above, or visit: <https://youtu.be/jn3ZJbVbRxM>

Firm Qualifications and Experience

Westbound Profile

Westbound Communications is an S-Corporation founded in March 2003 with offices in Anaheim and Riverside. We use applied behavioral science to create and implement effective social marketing, branding, and public outreach campaigns.

Our veteran team has a successful track record of building and supporting public reputations for our clients by providing strategic, integrated branding, marketing, advertising, public relations, web development, digital and social media, mobile marketing and community relations programs.

We support and work with nonprofit organizations, public entities, and corporate clients in Orange County, Southern California, across the Western U.S. (hence our name), and nationwide.

Our Philosophy

At Westbound Communications, we craft communication by design, with purpose and results, affecting our clients with a passion that reflects the fun and energy we infuse into everything we do.

We strive always to deliver service that is beyond expectation, and we attempt every day to be worthy ambassadors for the people, products, and services we represent, establishing ourselves as the preferred choice in branding and marketing communications.



Why We're the Best Choice

Strategic Innovation. Creative Solutions. Proven Results.

Westbound is excited to present its credentials via this response, and we believe we are the best choice for providing the services described in this RFP for the following reasons:

Our Team – Westbound Communications was formed 18 years ago to serve and support the interests of organizations big and small. We choose clients that ignite our passion and who want a team that can out-think, out-work and out-deliver the competition. For Mesa Water District, we have hand-picked a team with directly relevant experience creating social media strategy, content and metrics for public agencies' digital programs.

Our Local Expertise – Our team members have deep expertise working in Orange County, we know your service area well. Our diverse Orange County client list includes the County of Orange, CalOptima, Mission Hospital, Irvine Company Retail Properties and many others.

Our Approach – Our public communications programs are grounded in research, reinforced by the discipline of persuasion theory and complemented by our abilities as storytellers to convert data into compelling messages. We are experts in social media programs that deliver our messages and move the needle on our client's goals. For Mesa Water, an important part of our campaigns will be understanding your customers and their information needs, so we can use our social channels to build and enhance trust. Westbound has a fully bilingual, bicultural Hispanic practice, which brings us additional expertise in reaching out to diverse audiences.

Our Water Experience – We are proud to have worked with Mesa Water on a strategic branding and messaging project in 2018 and 2019, working closely with members of its staff, General Manager Paul Shoenberger, P.E., and its Board of Directors. Since 2012, our agency has done work for water agencies, including our current program for Mojave Regional Watershed Group, a coalition of three water districts designing a public communications program to educate customers about the need to protect the watershed. Samples of that work are included in this proposal.

Skills & Abilities

Westbound has designed and implemented award-winning digital and social media programs for government and quasi-government agencies, business-to-business entities, and consumer brands, cultivating follower bases from local residents, businesses and government contacts through a mix of community-focused, rich-media content; online and social advertising; and continual optimization of social channels through measurement and analysis of what works.

The case studies on pages 9-11 offer a range of successful digital and social programs, highlighted by their strategic planning, content development, messaging and copywriting, graphics and video, and engagement metrics.

Use of Subcontractors

Westbound will use trusted sub-contractors on this program in the areas of video production and graphic design. We possess working relationships with both sub-contractors from previous and current account work, including more than 20 years of work with our graphic designer. We enjoy highly collaborative working relationships with these vendors that will accelerate work product for Mesa Water. Also, we will employ the same dual review of submitted work by sub-contractors by core account team members that we will for all other account team assignments to provide a high standard of quality assurance for all deliverables.



PR & Social Strategy



Social & Content Management



Reputation & Crisis Mgmt.



Digital Strategy



Storytelling



Thought Leadership

Port of Long Beach

Relevance: Social Media, Photo and Video, Content Creation, Branding, Website, Media Relations

The Port of Long Beach's \$1.5 billion Gerald Desmond Bridge Replacement Project is a recently completed vital infrastructure project for the nation, carrying about 15 percent of all the nation's cargo. The Port hired Westbound to run all communications for the project for the past 8 years, including all aspects of social media management and content creation.

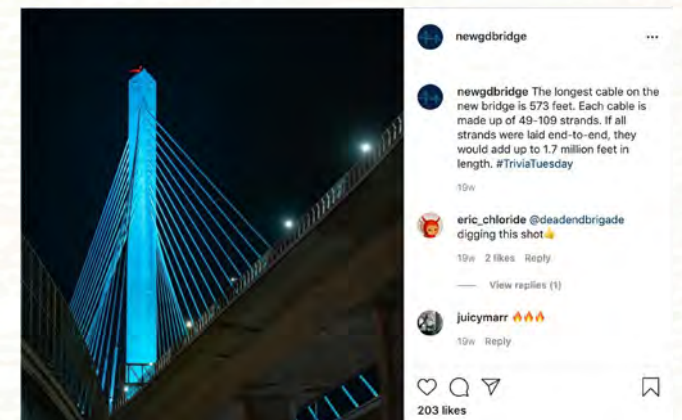
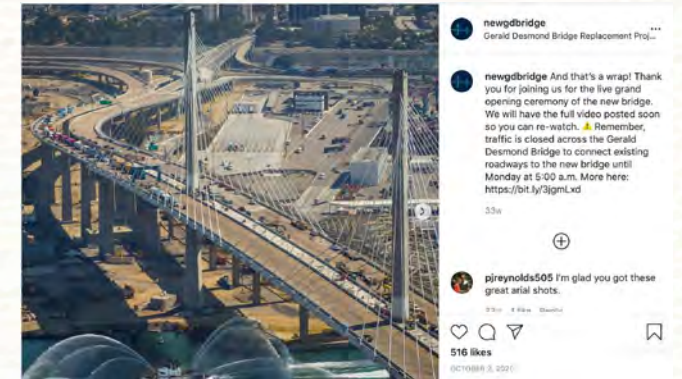
Westbound collected and produced more than [100 videos](#) and [thousands of photos](#) during the 8-year duration of the project (culminating with a [live broadcast 75-minute video](#) for the Project's grand opening). We are currently rolling out a [9-part series](#) of behind-the-scenes interviews recounting the origins and tales of the Bridge Project.

Scott led the Project's social media channels, building a robust community throughout SoCal and across the world.

Results:

By fostering such an online following, we obtained strong engagement rates, with our Facebook engagement rate surpassing **77x industry standard**, Instagram surpassing **4x industry standard**, and Twitter surpassing **66x industry standard**.

Sample posts: [Facebook](#), [Instagram](#), [Twitter](#).



Each Mind Matters/Promise to Talk

Relevance: Social Media, Photo and Video Creation and Management, Content Creation

Promise to Talk is a local Orange County mental health activation of California's Each Mind Matters statewide movement that is a joint effort between Mission Hospital, St. Joseph Hospital, and St. Jude Medical Center.

Mental health stigma exists in low-income Hispanic and Vietnamese communities throughout Orange County. Westbound has pivoted the campaign from in-person outreach to a full digital first social media-centric campaign throughout 2020 – 2021 due to the inability to reach the community in person.

The results have been phenomenal, by activating social media, transitioning in-person outreach partners to digital connections, and implementing a social media presence focusing on driving 1-to-1 conversations and creating community.

Results:

- **More than 3 million impressions** from social media alone in 2020.
- **Over 34,000 encounters (likes, comments, shares)** on social media in 2020.
- **Increased mental health conversations by 217% in Orange County.**

Sample posts: [Facebook](#), [Instagram](#), [Twitter](#).



Mojave River Watershed Group

Relevance: Social Media, Content Creation

The Mojave River Watershed (MRWG) stretches across the High Desert and beyond. Sadly, howling winds blow garbage across the littered landscape and beneath the dirt lies an underground water system threatened by paint, motor oil, pesticides and animal waste. High Desert communities must do everything they can to protect every drop of this precious resource – especially during a drought.

MRWG uses social media to communicate with key target audiences like school teachers and parents to share stormwater savvy messages about pollution prevention and taking action in the community.

Results:

Westbound has increased **awareness** of the threats of stormwater pollution, improved **engagement** by audiences through activism and elevated **personal responsibility** of community members with simple behavior changes. Since 2010, Westbound has secured approximately 3,500 “Protect your Home” pledge forms, staffed 25+ interactive outreach booths at key community events, recruited teams to pick up 10+ tons of trash, developed partnerships with 200+ area businesses and impacted the lives of approximately 10,000 students at school.

Sample posts: [Facebook](#), [Instagram](#).



References

Port of Long Beach:

Lee Peterson, Communications Manager; lee.peterson@polb.com; Cell: 562.519.2177; Office: 562.283.7715

Duration of case study: 2013-2021

Description of services: Fully integrated marketing and communications program that included digital and social media program design, development and community management and growth. Services also included media relations, community outreach, advertising, photo and video production, website development, mobile app development, direct response, event marketing, government relations, and more.

Providence Mission Hospital (Each Mind Matters/Promise to Talk)

Christy Cornwall, Community Benefit Director; christy.cornwall@stjoe.org; 949.364.1400

Duration of case study: 2015-Present

Description of services: Fully integrated communications program that includes digital and social media program design, development and ongoing engagement and growth. Services also included media relations, community outreach, advertising, photo and video production, website development, mobile app development, event marketing, and more.

Mojave River Watershed Group

Jonathan Dillon, P.E., Supervising Engineer, Department of Public Works; Jonathan.Dillon@dpw.sbcounty.gov; 909-387-8119

Duration of case study: 2010-Present

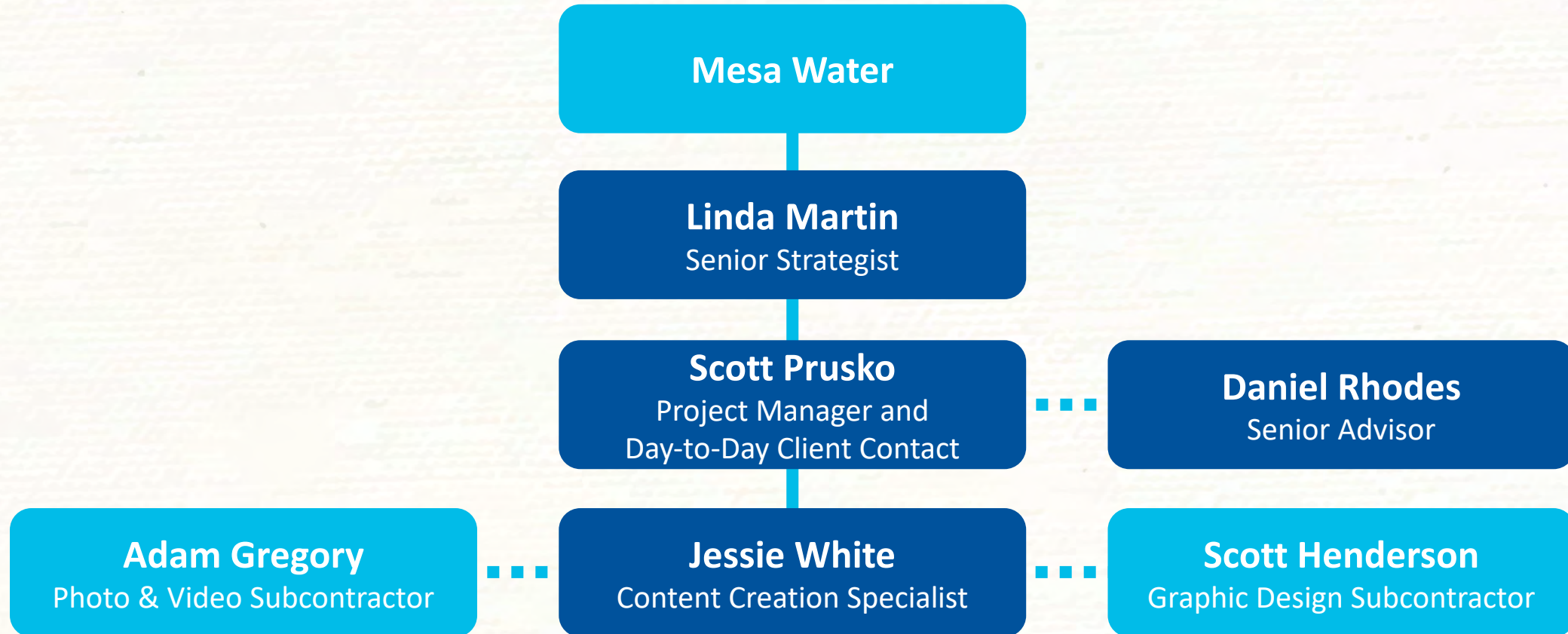
Description of services: Fully integrated digital and social media program design that includes content creation, community outreach and event marketing, photo and video production, and program analytics to optimize engagement and growth.



A close-up, high-speed photograph of water splashing, creating a large central droplet and several smaller ones above it. The water is a vibrant blue, and the background is a blurred blue surface. The text is overlaid on the lower half of the image.

2. Staff Experience and Availability

Organizational Chart



Linda Martin, APR

Senior Strategist, Partner in Charge



As partner in charge, Linda's role is to ensure that Mesa Water District is completely satisfied with the work produced by the Westbound team. Should the Mesa Water District be unhappy or concerned for any reason, Linda is the person to call.

She brings 30+ years of experience managing high performing teams on complex public projects like redevelopment (The Block at Orange and Ontario Mills), airport expansion (San Diego International Airport) and entitlement (East Coyote Hills and MWD). Linda was a founding member of the successful communications and outreach team for the Orange County Groundwater Replenishment System, which obtained support from every OC city for this 'toilet to tap' project.

Before joining Westbound in 2019, Linda was a partner and general manager at Porter Novelli for 18 years. She's a proud graduate of Cal State Fullerton, and was inducted in the Communications Department Hall of Fame in 2004. Linda served on the board of the Orange County Business Council for 10 years, including in the role of Chairman.

Scott Prusko

Project Manager, Day-to-Day Client Contact



Scott brings creative experience and a deep understanding of working in the ever-changing world of the digital world and social media. Scott supports clients with social media management, content creation, graphic design, video production, website and app design, and more. Scott is an expert at targeting specific communities online and communicating multilingual messages effectively.

Scott leads social media for the Each Mind Matters – Promise to Talk campaign in three languages, and leads the overall campaign for ReadyOC/KeepOCsafe, which includes timely messages and proactive safety tips.

Recently, Scott managed the digital side of the County of Orange’s 2020 Census campaign, specifically using social media to target residents speaking 12 languages in Orange County. Scott also led digital and in-person activations for the County of Orange’s SafeDineOC program targeting Hispanic and Vietnamese eateries to provide COVID-19 relief funding. Scott takes pride in using storytelling to tell the stories behind one of America’s largest infrastructure projects at the Port of Long Beach (Gerald Desmond Bridge Replacement Project).



Jessie White

Content Development Specialist

As a bilingual communications specialist and our most recent addition to the team, Jessie supports clients with on-the-ground community outreach, research, writing, social media management, and media relations. Current clients include the National Honey Board, Mission Hospital, Irvine Company Retail Properties, and Each Mind Matters, a mental health stigma reduction campaign. Jessie is a proud graduate of Chapman University having studied Strategic and Corporate Communications.



Daniel Rhodes

Senior Advisor

With more than 25 years of public relations and communications expertise, Daniel has overseen and directly worked on many successful, multi-faceted branding, marketing, and public relations programs targeting diverse populations for a wide range of clients in municipal, real estate, and consumer arenas. He is a senior vice president at Westbound.

Most recently, Daniel managed the marketing, communications and community outreach for the County of Orange's 2020 Census campaign, targeting hard-to-count, diverse populations across 12 threshold languages, with a specific emphasis on Spanish-and Vietnamese-language outreach.

Last year, he oversaw the communications and community outreach for the County of Orange's SafeDineOC COVID-compliance incentive program for local restaurants, specifically targeting hard-to-reach eateries in heavily Hispanic and Vietnamese areas.



Adam Gregory

Photo and Video Subcontractor

Adam Gregory is a photographer, videographer, producer, and content creator working to bring brands' visions to life. Adam began his career in front of the camera, best known for *The Bold and The Beautiful*, *90210*, and blockbuster films.

Adam was always interested in the behind-the-scenes process and turned to the content creation side with his own photography and videography studio. Westbound has worked with Adam since 2019, capturing unique stories and producing thumb-stopping creative.



Scott Henderson

Graphic Design Subcontractor

With more than 20 years of experience in both small and large agencies, Scott has won numerous awards for design and advertising including a Protos award from the Orange County Public Relations Society of America. Scott has also been in charge of a 10-person art department and art director for various Southern California firms and is currently involved with several on a consulting basis. Research and education is key to a successful project, whether it's a simple logo or a multi-level marketing campaign.

Current Workload

Name	Company	Role	Assignment	Availability
Linda Martin	Westbound	Senior Strategist	Consultation on strategic plan, budget oversight, client satisfaction	15%
Scott Prusko	Westbound	Project Manager	Day-to-day client content, team manager, content creator, metrics, budget management	40%
Jessie White	Westbound	Content Creation and Spanish-Language Specialist	Content creation, photo and video, metrics and reporting	40%
Daniel Rhodes	Westbound	Senior Advisor	Advise on content and review of content	25%
Adam Gregory	Shot by AG Media, Westbound consultant	Photographer and Videographer	Gathering content and developing a content library for use on social media; formal video production	Available as needed
Scott Henderson	Brand X Design, Westbound consultant	Graphic Designer	All design and graphics output and production	Available as needed

Given each team member's current workload and their availability, each one will be able to fulfill the hours requirements as prescribed in the Work Breakdown Schedule (WBS).

Work Breakdown Schedule (1/2)

Category of Work / Owner	Timing	Program Manager	Senior Strategist	Content Creation Specialist	Senior Advisor	Total
Social Media Strategy and Planning						
Prepare annual social media plan	First 3 weeks	5	6		3	14
Deliver social media content calendar	First 3 weeks; ongoing	2		3	1	6
Recommend social media management platform (posting and analytics)	First 3 weeks with plan	2	1	2		5
Ongoing collaboration and develop approval processes	First 3 weeks with plan	1	3		1	5
TOTAL		10	10	5	5	30
Social Media Content Development						
Guidance on hashtags	First 3 weeks with plan	2				2
Counsel on social media platforms	Ongoing	10	3			13
Familiarize with service area / community	Ongoing	10	5	5		20
Engaging key businesses and landmarks	Ongoing	15	2	10		27
Amplifying content through Mesa Water community stakeholders	Ongoing	13	5	15		33
Generate content to raise awareness, connect w/community, educate, and drive traffic to website	Ongoing	40		70		110
Leverage industry-wide social media campaigns	Ongoing	8	5			13
Implement low-cost contests and paid promotions	2X per year	10		10		20
Review existing policy	First 3 weeks	2	2			4
TOTAL		110	22	110		242

Work Breakdown Schedule (2/2)

Category of Work / Owner	Timing	Program Manager	Senior Strategist	Content Creation Specialist	Senior Advisor	Total
Photo and Video Content						
Attend meetings (12 per year)	Immediate & Ongoing	8		40		48
Campaign-specific shoots (short and highly produced)	Ongoing	8		10		18
Develop video content	Ongoing	8				8
TOTAL		24		50		74
Measurement, Reporting & Analytics						
Reporting / providing monthly metrics	Ongoing	2		2		4
Ongoing counsel and guidance on KPIs	Ongoing	1	1			2
TOTAL		3	1	2		6
Project Management						
Twice-per-month team calls, with agenda	Ongoing	32	18	40		90
Emergency communications	As needed	4	4			8
Budget summary	Monthly	6				6
Leadership metrics reports	As needed	6	2	8		16
TOTAL		48	24	48		120
Training (INVESTMENT)						
Team training on platforms or new technology -- INVESTMENT	As needed	10			10	20
TOTAL		10			10	20



3. Project Understanding and Approach

Project Understanding: Research

Mesa Water District provides safe, high-quality drinking water to residents and businesses in Costa Mesa, parts of Newport Beach, and areas of unincorporated Orange County. Mesa Water operates social media channels to reach these residents and meet the highest of standards for customer service.

Peer Group Audit and Findings

To gain perspective on Mesa Water's current social media program, Westbound studied peers in the industry who also have similar social media presences, and the following slides review content and statistics about these four similar water districts in Southern California, focusing on Orange County districts:

- [Santa Margarita Water District](#) (website)
 - [Facebook](#), [Twitter](#), [Instagram](#)
- [Yorba Linda Water District](#) (website)
 - [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#)
- [Irvine Ranch Water District](#) (website)
 - [Facebook](#), [Twitter](#), [YouTube](#)
- [Rancho California Water District](#) (website)
 - [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#)

Breaking down the numbers behind each water district's social media presence helps to provide a better understanding of industry best practices, Mesa Water's positioning in the industry and insights into ways to optimize Mesa Water's social outreach. That audit follows on page 25.

Initially, we see all five peers and Mesa Water post similar content about water usage and customer service messages. However, each has a specific niche it focuses on above other topics. These include:

- **Mesa Water** discusses annual occurrences, local spots served by Mesa Water, and household tips.
- **Santa Margarita Water** discusses wildfire, and kitchen/pool water usage.
- **Yorba Linda Water** discusses business needs.
- **Irvine Ranch Water** discusses the environment and being eco-friendly.
- **Rancho California Water** discusses ways families can be water wise.

In addition to the audit, we used social listening (page 26) to tap into what people are saying about Mesa Water and its industry peers and make meaningful connections on social media. Knowing how people speak about Mesa Water helps us organically fit into the conversation and create purposeful connections.

- **Monitoring** social media tells us WHAT people are saying, but social listening tells us WHY people feel the way they do, and helps us efficiently track and respond to community interests and needs.
- **Social listening** enables us to optimize our content to most efficiently reach our target audiences, and change behaviors.

Project Understanding: Peer Group Analysis

The following chart shows Mesa Water’s standing among its peers in terms of followers, engagement levels (likes and comments), and frequency of posts, videos, contests, and more. Mesa Water currently posts the most among its peers, both in terms of frequency and number of videos. Engagement ranks in the top third in this peer set, while it’s clear that comments and likes are fairly low across the board.

Water District	Mesa Water	Irvine Ranch Water	Santa Margarita Water	Yorba Linda Water	Rancho California Water
Top Themes	Annual occurrences, local spots served, and household tips	The environment and being eco-friendly	Wildfire and kitchen + pool water usage	Business needs	Ways families can be water wise
Facebook Followers	2,945	4,377	4,232	754	2,111
FB Avg. Likes	3.2	1.3	5.5	3.7	5
FB Avg. Comments	0	0	0.3	0.3	0.5
Instagram Followers	1,168	1,373	1,019	961	1,041
IG Avg. Likes	12.7	5.9	4.8	15.7	11.1
IG Avg. Comments	0	0.2	0.5	0.4	0.2
Twitter Followers	691	3,766	982	516	513
TW Avg. Likes	2.6	1.1	1.7	3.4	0.4
TW Avg. Comments	0	0	0.1	0	0.3
Frequency of Posts	5 per week	3 per week	2 per week	4 per week	2 per week
Frequency of Videos	6 per month	1 per month	1 per month	4 per month	1 every other month
Conducts Contests?	Yes	Yes	Yes	No	Yes
Uses Social Media Influencers?	No	No	No	No	No

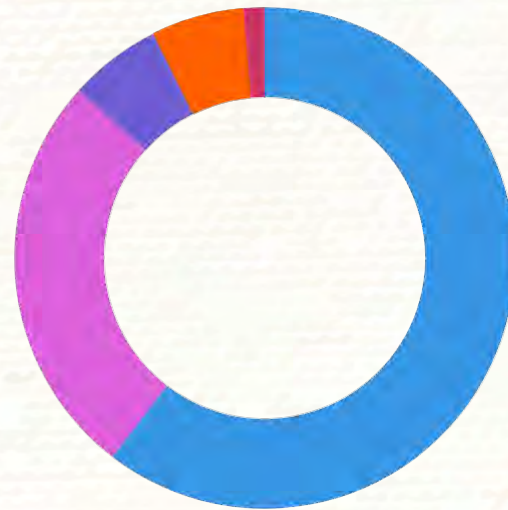
Project Understanding: Social Listening

We used social listening to review conversations about Mesa Water and the five selected peers. This chart shows the breakdown of share of voice for Mesa Water and similar water districts:

Share of Voice ⓘ

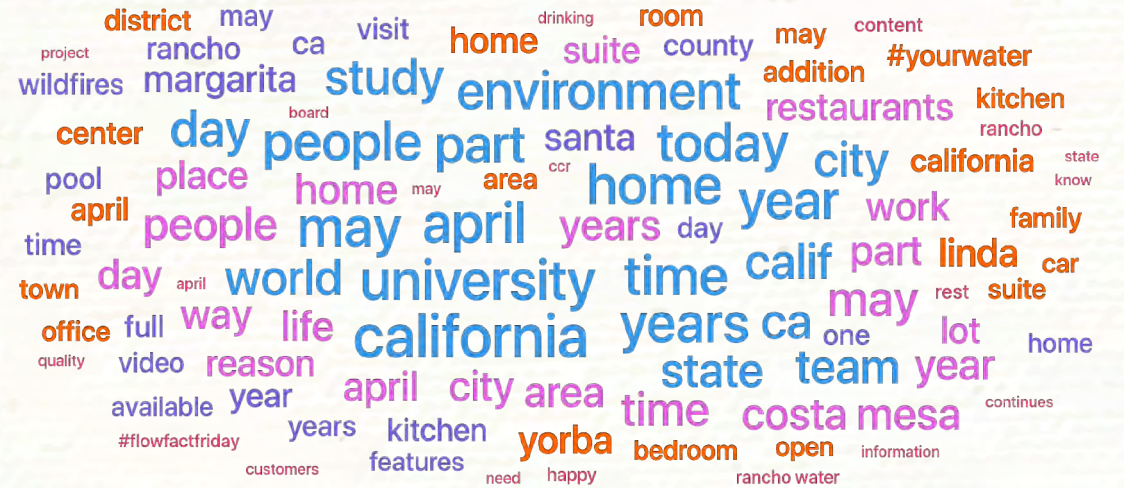
Irvine Ranch Water

Irvine Ranch Water	62.8%
Mesa Water	27.3%
Santa Margarita Water	6.2%
Yorba Linda Water	6.2%
Rancho California Water	1.4%



Mesa Water has potential to grow and increase its share of voice among social media users in the region. As more followers are added and content is optimized to interest customers, we expect to see a larger share of voice.

Conversations vary across social media, and social listening enables us to see what residents are already talking about and find ways to fit Mesa Water into the conversation in an organic way. This chart shows top keywords about Santa Margarita Water (purple), Rancho California Water (burgundy), Yorba Linda Water (orange), Irvine Ranch Water (blue), and Mesa Water (pink).



● Santa Margarita Water
 ● Rancho California Water
 ● Yorba Linda Water
 ● Irvine Ranch Water
 ● Mesa Water

By tracking what industry peers discuss, we can optimize our social strategy to increase engagement and positive sentiment among our social following.

Project Understanding

Mesa Water provides safe, local, and reliable water to approximately 110,000 residents in Costa Mesa, parts of Newport Beach, and incorporated areas of Orange County. In addition, more than 80 million visitors enter Mesa Water’s service area through high-traffic centers such as John Wayne Airport, South Coast Plaza, and the OC Fairgrounds, just to mention a few. This volume of people whom Mesa Water serves represents a tremendous opportunity to further strengthen its brand reach.

Along with Mesa Water’s website, its social media channels are one of the “first lines of contact” that most people will have with the organization’s communications. As a result, deploying a strategic digital and social media program that further strengthens engagement with Mesa Water’s current follower base and increases its number of new followers across its current channels (Facebook, Instagram, Twitter, LinkedIn, YouTube, and Nextdoor) is essential to enhancing the public awareness of Mesa Water and its outstanding customer service.

Industry research reinforces the importance of brands offering a strong digital and social presence. Recent studies indicate that 54 percent of consumers say their use of social media has grown over the past year, and 33 percent of consumers reported that social media was their preferred way to learn about brands or companies.

This section addresses the specific points that were requested in the RFP.

10 Step Planning Process

1. Clarify Objectives

2. Situation Analysis

3. Identify Audiences

4. Discover Insights

5. Set Measurable Objectives

6. Define Strategies

7. Create Content Mix

8. Paid and SEO Strategies

9. Define Tactics

10. Develop Evaluation Plan

Project Understanding

Explain in detail how your firm would perform the services required as set forth herein.

Performing the services outlined in the RFP's Scope of Services begins with a strategic annual social media plan. The process for developing that plan involves a proven 10-step process that Westbound has implemented for a number of our clients. Here are the steps:

- 1. Clarify Mesa Water's business and marketing objectives:** The foundation of every successful communications program is a clear understanding of an organization's business goals. Knowing Mesa Water's business goals helps us frame the pathway to success.
- 2. Conduct situation analysis and environmental audit:** Create a comprehensive picture of the current marketplace and Mesa Water's place within it, including an audit of similar-sized water districts. Gaining understanding of trends is critical because insight into change is necessary to ensuring that Mesa Water's strategies are relevant both today and in the future.
- 3. Identify, prioritize and profile audiences:** Ascertain as much as possible about our audiences: where do they get their information; what do they think about Mesa Water; what messages will motivate them to take the actions we want them to take. With a limited budget, we must prioritize and focus on targeting the right audience to achieve the highest ROI.

4. Discover key insights: Uncover key insights from what we learn in steps 1-3 that will drive the program's objectives, strategies and tactics.

5. Set measurable marketing objectives: Each objective will specify a desired outcome and a targeted audience.

6. Define marketing strategies by objective and audience: If objectives represent the destinations we want to reach, then strategies are the map for getting there. Strategies will describe a general approach to achieving an objective for a target audience.

7. Create the content mix: An effective program requires the consistent and frequent delivery of messages to our audiences.

8. Define paid and SEO strategies: Budget and the profiles of our audience groups will guide us in defining paid and SEO strategies.

9. Assign tactics to support objectives: Selecting the right mix of tactics is essential.

10. Develop evaluation plan: Marketing programs can and do have measurable impacts on audience awareness, attitudes and behavior. Metrics will tell us if we've succeeded, and enable us to evaluate a program and adjust it should our measures indicate a change is needed.

Project Understanding

With the plan, Westbound team will work with Mesa Water's communications team to implement the program elements with accompanying timelines (see next question for deeper explanation of the procedure).

Demonstrate how the requirements and provisions of the scope of this project will be implemented.

With an annual plan as guidance, Westbound will work with Mesa Water's communications team to establish quarterly priorities that inform monthly action plans that will spell out anticipated work for each month. Then, at the end of every month, Westbound will send a monthly activity report that maps to the monthly action plans.

In addition, we will provide an hours overview report that tracks how many hours were used during the month and how many remain in the program budget. This report is presented in an intuitive at-a-glance one-page summary format. This ensures transparency on hours, and the ability to pivot and re-prioritize tasks as needed.

Demonstrate knowledge of the project's objectives and existing conditions/assumptions.

Along with Mesa Water's website, its social media channels are one of the "first lines of contact" that most people will have with the organization's communications. As a result, you have established objectives for this program: deploying a strategic digital and social media program that further strengthens engagement with Mesa Water's current follower base and increases its number of new followers across its current channels (Facebook, Instagram, Twitter, LinkedIn, YouTube, and Nextdoor) is essential to enhancing the public awareness of Mesa Water and its outstanding customer service.

As we illustrated in our peer analysis and social listening, the current social media program is performing in the top third of the peers reviewed. We believe audience size could significantly increase, as well as engagement, with the right content and strategies in place. Also, research gleaned from social statistics, as well as from surveys of your customers, would help inform their needs and expectations from Mesa Water's social channels.

To accomplish these objectives, we will bring our learnings and best practices from current and prior programs to bear for Mesa Water's digital and social program.

Project Understanding

Demonstrate your firm’s project management and delivery capabilities (particularly in projects of similar size and scope).

In this response, we have included three case studies on the Each Mind Matters/Promise to Talk mental health campaign, Port of Long Beach’s Gerald Desmond Bridge Replacement Project stakeholder and community outreach, and Mojave River Watershed Group that spotlight highly successful, award-winning digital and social media programs that Westbound has overseen or continues to manage that are similar in size to the Scope of Services outlined in the RFP.

From a work-style standpoint, we can work as collaboratively or autonomously as a client wants. For Irvine Company Retail Properties, we maintain daily client contact on social media, program deliverables, performance, and optimization. Other accounts such as the Port of Long Beach required periodic approval of content and monthly review on performance metrics. Westbound will work with Mesa Water to find the right balance for its program.

Outline processes or steps that your firm will take to ensure quality deliverables.

We will ensure all social media content remains consistent with the Mesa Water brand and includes compelling images/pictures, memes, videos, and infographics that can be deployed across all relevant platforms. As a standard-operating procedure, Westbound performs a minimum of dual reviews on all written, design, and video content before it is sent to the client for review. This level of quality assurance ensures our deliverables are client ready and reduces errors to an absolute minimum.

For real-time content delivery, we will review Mesa Water current digital and social guidelines for sharing this type of on-the-fly content to ensure adherence to all risk compliance and safety protocols.

In any program Westbound undertakes, we begin by working with our clients to set expectations and procedures. We will do this at a kick-off team meeting, and follow it up with a conference report outlining the agreements we make.

Our account management practices include regular client meetings, a task grid to track assignments and deliverable, a budget tracker and monthly activity reports to summarize activities and progress. We also recommend monthly metrics reports for social media program that enable us to adjust in real time to any data or opportunities.

Project Understanding

Identify potential issues/challenges and describe your firm's approach to minimize disruptions to performance.

Other than force-majeure matters, Westbound does not anticipate any technical or programmatic issues that would disrupt performance. However, if any arise, we will communicate and collaborate closely with the Mesa Water communications team, offering strategic counsel and recommendations to problem-solve the issue.

Describe how project operations will be monitored and at what frequency.

We will employ a comprehensive cloud-based Google sheets management system that enables real-time development, implementation and monitoring of all assignments, activities and interactions. This system enables us to work smartly and efficiently with Mesa Water staff members to minimize their time commitments and assure meticulous documentation.

Present a comprehensive plan for completing the specified work in accordance with Appendix A.

1. Content Strategy

- Conduct comprehensive competitive analysis
- Outline content themes
- Confirm measurable goals, target audience, brand guidelines and more to finalize content strategy, including paid media approach

2. Social Management

- Meetings with Mesa Water
- Creating an annual editorial calendar of themes
- Drafting and posting content calendars
- Community management via Sprout Social
- Social talking points pre-approved for engagement, FAQs, etc.
- Paid media deployed

3. Asset Collection

- Conduct photo/video shoots
- Create digital management system for all assets

4. Video Production

- Leverage shorter videos for social channels (Instagram stories/reels/TV, Facebook, etc.)
- Produce formal and informal/ "iPhone" videos as appropriate

5. Partnership Outreach

- Work with local stakeholders to share messages about Mesa Water

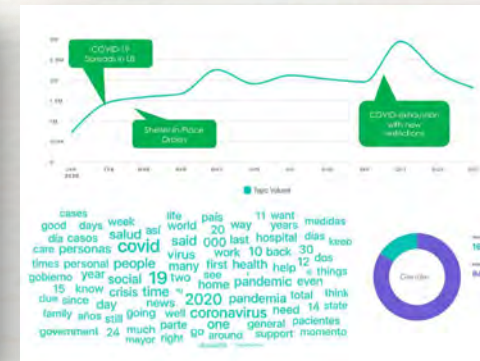
6. Measurement

- Create monthly dashboards tracking progress
- Online listening as needed for issues management

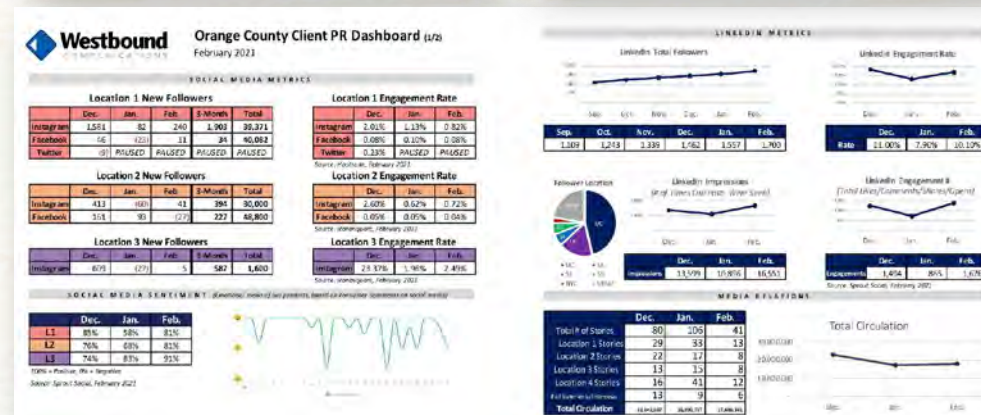
Samples: Social Media Plans and Dashboards



[Click here](#) to view full document.



[Click here](#) to view full document.



[Click here](#) to view full documents.

Project Understanding

Describe your firm's approach to the work and how it will benefit Mesa Water.

We are transparent collaborators with our clients, known for our work ethic and “just-figure-it-out” approach to problem resolution. We take pride in and celebrate our successes with our clients. We also like to have fun. Should we work together, the primary benefit for Mesa Water is a trusted partner that is focused on supporting the organization's business goals through digital and social media, and will act as strategic counselor, trainer, and outsourced co-worker with its communications team and other internal audiences.

Provide any additional information that communicates how your team intends to achieve the required outcomes and fulfill the responsibilities of the anticipated contract.

Westbound offers Mesa Water superior and unmatched experience with implementing high-quality, comprehensive digital, social media, and content generation programs. This includes extensive and award-winning work with government and quasi-government organizations, like Mesa Water.

We believe we are the right team at the right time for Mesa Water:

1. We understand the comprehensive nature of this project with all the different “moving parts” to complete the work and properly communicate to all of the various project stakeholders, including Mesa Water's General Manager, various departments, and Board of Directors (to whom we have presented in the past).
2. We bring the promotional muscle to build excitement about Mesa Water and its outstanding customer service through digital and social media.
3. We innovate new strategies based on the program's requirements, evaluating and applying new technologies and platforms as needed. As Westbound writes the annual social plan, we will entertain the use of a wide variety of newer tools, including live streaming, virtual reality, augmented reality, data visualization, and much more.

Project Understanding

Provide a project schedule to include the details of each task and subtask, the timeframe for each from start to finish dates.

The annual social media plan will provide an overarching timeline for the program. In the **first 30-60 days** of engagement, Westbound will look to accomplish the following:

1. Onboarding Westbound team
2. Internal strategy input meeting to ascertain top priorities and objectives for program
3. Obtain calendar of anticipated events for the year
4. Develop 2021-2022 strategic annual social media plan (objectives, strategies, tactics, measurement, timeline, etc.)
5. Secure admin access to all channels
6. Review Mesa Water's current social media guidelines; make recommendations on enhancements, as needed
7. Add Mesa Water channels to Sprout Social platform to begin measurement, monitoring and community management
8. Write social media content calendar; work through review process to ensure proper brand voice





Thank you!

Linda Martin, APR

Partner and General Manager

lmartin@westboundcommunications.com

949.439.3866 (m)





Appendix 1: Resumes

Team Resumes

Name: Linda Martin, APR

Current Location: Anaheim

Proposed Position: Senior Strategist

QUALIFICATIONS

Linda Shipkey Martin, APR, serves as a partner and general manager of the Orange County office. She and her teams provide media relations, content creation, consumer public relations, community relations, reputation management and corporate communications to a variety of clients in the government, food and nutrition industry, and health and wellness areas.

Linda, previously a partner with Porter Novelli, managed local, regional and global clients for the multinational firm for 18 years. During that time, Linda and her team handled community relations for the Groundwater Replenishment System, the first project of its kind in Southern California. In addition, over the years, Linda's clients have included the Irvine Company, the County of Orange, the Almond Board of California, Providence Mission Hospital, the National Honey Board, Taylor Farms, Golden State Foods and Essentia Water.

Linda has coached CEOs, elected officials, spokespeople and other executives on how to communicate in a variety of situations— including crises, speeches, presentations, and media interviews. She's a past chairman of the Orange County Business Council.

EDUCATION

Bachelor of Arts, Communications, California State University, Fullerton

RELEVANT EXPERIENCE

- **Each Mind Matters/Promise to Talk** – In the past 15 months, the Westbound team has shifted from in-person outreach to fully digital outreach for this stigma reduction program. The social media strategy was refocused, and an entirely new content design saw a 4X increase in engagement in the first month.
- **CalOptima** – Linda oversees the team's work in social content development, social measurement and earned media for OC's community health care plan.
- **The Irvine Company** – Westbound currently handles public relations for the Irvine Company Retail Properties Group, as well as assignment for the company's corporate communications team. (confidential)
- **Groundwater Replenishment System** – Linda was part of an outreach team led by Brenda Deeley that supported entitlement communications, community relations, grand opening
- **The Block at Orange** – Linda worked with the Mills Corporation for eight years leading public relations programs for mall openings on the West Coast, including The Block at Orange.

Team Resumes

Name: Scott Prusko

Current Location: Anaheim

Proposed Position : Project Manager & Day-to-Day Client Contact

QUALIFICATIONS

Scott brings creative experience and a deep understanding of working in the ever-changing world of the digital world and social media. Scott supports clients with social media management, community engagement, content creation, graphic design, video production, website and app design, in-person activations, community outreach, and more.

Scott is an expert at targeting specific communities online and communicating multilingual messages effectively. Scott led digital and in-person activations for the County of Orange's SafeDineOC program targeting Hispanic and Vietnamese eateries to provide COVID-19 relief funding.

Scott takes pride in using storytelling to tell the stories behind one of America's largest infrastructure projects at the Port of Long Beach (Gerald Desmond Bridge Replacement Project) and helping SoCal residents find the latest trends (Irvine Company), make their voices heard in the 2020 Census, prepare for emergencies, and discuss mental health.

EDUCATION

Bachelor of Arts, Public Relations and Advertising,
Chapman University

RELEVANT EXPERIENCE

- **ReadyOC / If You See Something, Say Something®** – Scott currently leads the ReadyOC and “If You See Something, Say Something”® campaigns in Orange County, which are targeted to English, Spanish, Vietnamese, Korean, and Japanese residents.
- **Each Mind Matters** – Scott leads the social media presence for Providence Health's Orange County activation of Each Mind Matters, @PromiseToTalk, connecting with OC residents in Spanish, English, and Vietnamese; and has experience on the campaign for community outreach, media relations, and more.
- **Port of Long Beach, Gerald Desmond Bridge Replacement Project** – Served as the digital communications lead for the \$1.5 billion Gerald Desmond Bridge Replacement Project, overseeing all digital and social media marketing and communications outreach, including extensive community outreach (please see the accompanying case study in this response).
- **County of Orange 2020 Census Campaign** – Scott managed the digital side of the County of Orange's 2020 Census campaign, specifically using social media to target residents speaking 12 languages in Orange County.

Team Resumes

Name: Jessie White

Current Location: Anaheim

Proposed Position : Content Creation Specialist

QUALIFICATIONS

Jessie White is an Account Coordinator who supports clients as a bi-lingual communications specialist with on-the-ground community outreach, research, writing, social media management, and media relations. Current clients include the National Honey Board, Mission Hospital, Irvine Company Retail Properties, and Each Mind Matters, a mental health stigma reduction campaign.

Prior to joining Westbound Communications, she held several part-time positions. At Rolling Hills Country Day School, she designed and taught a course titled “Imagination and Creation” to more than 200 students. For the Orthopedic Institute for Children, she supported doctors with her Spanish language skills by developing a bi-lingual children’s coloring book to explain medical procedures required to set a broken bone so parents could explain and comfort their children while waiting in their clinics. To date more than 10,000 copies have been printed and distributed. She also launched a social media campaign to increase the participation of millennials at Rancho Los Alamitos’ annual speaker series which resulted in sold out attendance of all six panels.

Jessie is a proud graduate of Chapman University and is a member of the National Society of Collegiate Scholars. During her senior year, she interned at Susan G. Komen OC where she helped pivot their annual gala to maintain its \$600,000 fundraising objective during the COVID-19 pandemic.

EDUCATION

Bachelor of Arts, Strategic and Corporate Communications,
Chapman University

RELEVANT EXPERIENCE

- **National Honey Board** – Jessie manages the daily media monitoring and insights gathering for National Honey Board, delivering daily summary reports on market intelligence to the organization’s leadership.
- **Mission Hospital** – Jessie leads the social media content generation for the hospital’s corporate channels, including research, writing, and management. She also supports the media relations program through proactive pitching to local community outlets and daily newspapers.
- **Each Mind Matters** – Jessie oversees the community outreach program that targets Hispanic moms in south Orange County. Her role involves in-person event management, social media content creation in English and Spanish, social media management and reporting, website communications, and media outreach to Spanish-language outlets.
- **Port of Long Beach, Gerald Desmond Bridge Replacement Project** – The new bridge’s grand opening ceremony, involved a simultaneous boat, truck, and airplane display below, on, and above the bridge, respectively. Jessie led the aerial portion of the event, visiting and coordinating with the vintage airplane company, coordinating the timing of the arrival of the planes, and working the launch event.

Team Resumes

Name: Daniel Rhodes

Current Location: Anaheim

Proposed Position : Senior Advisor

QUALIFICATIONS

With more than 25 years of public relations and communications expertise, Daniel has overseen and directly worked on many successful, multi-faceted branding, marketing, and public relations programs for a wide range of clients in municipal, real estate, and consumer arenas. He is a senior vice president at Westbound.

Prior to Westbound, Daniel was general manager for Idea Hall, a full-service branding, marketing, and public relations firm, where he worked in tandem with the agency principals to develop and lead the strategic direction, operation, and growth of the agency. In his role, Daniel was responsible for business development, supporting organic growth of the agency's existing business lines and fostering growth in new industries.

Prior to Idea Hall, Daniel was vice president of public relations for Global Results Communications (GRC), a full-service public relations firm in the high-tech, telecommunications and wireless industries. Prior to GRC, Daniel was vice president of marketing and communications for HomeAid, a leading national nonprofit provider of housing for today's homeless. Rhodes oversaw the strategic branding of the organization, developed and executed integrated marketing campaigns to promote the brand, and managed the day-to-day marketing operations.

EDUCATION

Bachelor of Arts, Communications, American University

Masters of Professional Writing, University of Southern California

RELEVANT EXPERIENCE

- **CalOptima** – Daniel serves as the account leader for Westbound's integrated communications program for CalOptima, Orange County's public health plan. Recent work has included campaign message and program development, country-wide primary research, media relations, social media, video production, and online advertising.
- **Port of Long Beach, Gerald Desmond Bridge Replacement Project** – Served as the Communications Project Manager (PM) for the \$1.5 billion Gerald Desmond Bridge Replacement Project, overseeing all marketing and communications outreach and liaising with the four project funders (Port of Long Beach, Caltrans, Los Angeles County Metropolitan Transportation Authority [METRO], and U.S. Department of Transportation) on all communications activities.
- **County of Orange 2020 Census Campaign** – Served as the project manager for coordinated marketing and promotions of the 2020 Census across the County, focusing on driving Census completions in hard-to-count areas. Oversaw a cross-functional team performed outreach in 12 threshold languages, with a heavy emphasis on Spanish-language populations.

A close-up, high-speed photograph of water splashing, creating a dynamic and textured blue background. The water droplets are in various stages of motion, with some appearing as sharp spheres and others as blurred streaks, creating a sense of movement and freshness. The lighting highlights the transparency and refractive properties of the water.

**Appendix 2:
Professional Services Agreement
Acceptance Form**

Appendix C: Professional Services Agreement Acceptance Form

Firm Name: Westbound Communications


Address: 2099 S. State College Blvd., Ste 600

City: Anaheim State: California Zip Code: 92806

Telephone: 714.663.8188 Fax: 714.663.8181

I have reviewed the RFP and Professional Services Agreement in their entirety. Our firm will execute the Professional Services Agreement "as is" without modification.

Name of Authorized Representative: Linda Martin, APR, Partner and General Manager

Signature of Authorized Representative: 



MEMORANDUM

DEDICATED TO
SATISFYING
OUR COMMUNITY'S
WATER NEEDS

EXHIBIT I

1. Q. How will success be measured? The RFP mentions different KPIs that will be tracked, but are there any established goals for these metrics?
- A. Mesa Water is looking to increase its social media followers within its service area and increase the level of engagement. Mesa Water will seek recommendations from the awarded firm on measurable objectives for the social media program that ladder up to Mesa Water's overarching communications objective to increase awareness of Mesa Water as the 100% locally-sourced water provider for its customers.

ADDENDUM NO. 1 ACKNOWLEDGED:



Signature of Proposer

6-1-21
Date



*Dedicated to
Satisfying our Community's
Water Needs*

MEMORANDUM

TO: Board of Directors
FROM: Syndie Ly, Human Resources Manager
DATE: July 8, 2021
SUBJECT: Employment and Labor Law Legal Counsel Services

RECOMMENDATION

Approve a two-year contract renewal to Liebert Cassidy Whitmore to perform Employment and Labor Law Legal Counsel Services.

The Board of Directors reviewed this item at its June 22, 2021 Committee meeting and recommends approval.

STRATEGIC PLAN

Goal #3: Be financially responsible and transparent.

Goal # 5: Attract and retain skilled employees.

PRIOR BOARD ACTION/DISCUSSION

At its March 21, 2015 workshop, the Board of Directors (Board) directed staff to prepare a Request for Proposal (RFP) for Employment and Labor Law Legal Counsel Services.

At its November 10, 2016 meeting, the Board approved a contract with Liebert Cassidy Whitmore for 5-years with available annual renewals for Employment and Labor Law Legal Counsel Services, and authorized the General Manager to execute the contract.

DISCUSSION

The five-year contract with Liebert Cassidy Whitmore (LCW) will expire on November 30, 2021, and staff is requesting a two-year contract renewal to November 20, 2023. LCW has developed a longstanding relationship with Mesa Water District (Mesa Water®), and has an esteemed reputation in the employment and labor law industry. The firm has a comprehensive understanding of public sector agencies and of applicable laws to assist the District in all areas of personnel and employment law and labor relations matters. During the pandemic, LCW has been instrumental in providing Human Resources professionals with training, updates regarding changing federal and state regulations, and have been responsive to staff inquiries.

The table below illustrates LCW's proposed two-year increase of the Fee Schedule by Category. While their rates will increase by an overall average of 5.5%, omitting the Labor Relations/Human Resources Consultant, the increases are a result of their rates remaining unchanged for the past five years.



Category	Current Rates	Proposed - 2 Year Term	Percentage Increase
Partners	\$350	\$370	5.71%
Senior Counsel	\$305	\$320	4.92%
Associates	\$200 - \$285	\$210 - \$300	5% - 5.26%
Labor Relations/Human Resources Consultant*	\$125	\$240	92.00%
Paraprofessionals & Litigation Support	\$160	\$170	6.25%

*Note: *Services offered have not been utilized*

FINANCIAL IMPACT

In Fiscal Year 2022, \$60,000 has been budgeted for Employment and Labor Law Legal Counsel Services; no funds have been spent to date.

ATTACHMENTS

None.



*Dedicated to
Satisfying our Community's
Water Needs*

MEMORANDUM

TO: Board of Directors
FROM: Stacy Taylor, Water Policy Manager
DATE: July 8, 2021
SUBJECT: Orange County Advocacy Consulting Services

RECOMMENDATION

Approve a contract renewal with Lewis Consulting Group from July 1, 2021 through June 30, 2022 for an amount not to exceed \$60,000 to provide Orange County Advocacy Consulting Services.

The Board of Directors reviewed this item at its June 22, 2021 Committee meeting and recommends approval.

STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water and about water.
Goal #7: Actively participate in regional and statewide water issues.

PRIOR BOARD ACTION/DISCUSSION

None.

DISCUSSION

As part of Goals #4 and #7 of the Board of Directors' (Board) Strategic Plan, the Water Policy Department at Mesa Water District (Mesa Water®) has been engaged in advocacy activities throughout Orange County for the past several years.

Mesa Water initially retained Orange County based Lewis Consulting Group (LCG) in June 2016, under the General Manager's authority, to provide Orange County Advocacy Consulting Services. LCG's services include governmental relations work at the local and Orange County levels in collaboration with Mesa Water staff. To supplement its staff work on regional governmental relations, Mesa Water continued its work with LCG via annual contract renewals in Fiscal Years 2017, 2018, 2019, 2020, and 2021.

LCG has provided ongoing services to assist the District's Water Policy staff in three key areas:

- Advocacy with Local/Regional Government Officials and Senior Staff;
- Monitoring Local/Regional Government meetings (i.e., Municipal Water District of Orange County, Orange County Board of Supervisors, Orange County Local Agency Formation Commission, etc.); and,
- Local/Regional Issues General Consulting.

LCG's services are currently performed for a monthly retainer of \$5,000 and this expense is accounted within the Water Policy Department's budget for Support Services. Led by former California Senator John Lewis, LCG provides a wide array of political services, including issues management, governmental affairs, and advocacy throughout Orange County, specializing in projects dealing with the Orange County Board of Supervisors, as well as other Orange County agencies, special districts, and cities.



As a respected long-time political advisor, Senator Lewis has unrivaled relationships with elected officials, legislative staff, and opinion makers from the State Capitol to the Orange County Hall of Administration. During his two decades representing Orange County in the California State Legislature, Senator Lewis cultivated numerous friendships and relationships with local city officials across the Orange County governmental landscape. In recent years, LCG has effectively represented numerous clients before the Orange County Board of Supervisors, Orange County Local Agency Formation Commission, Orange County Transportation Authority, and numerous cities.

The District's Water Policy Department has achieved successes as a result of LCG's services to Mesa Water. Given the impactful work with Mesa Water on local issues, staff recommends continuing work with LCG as Mesa Water's representative for Orange County advocacy issues important to the District.

FINANCIAL IMPACT

In Fiscal Year 2022, \$60,000 is budgeted for Orange County Advocacy Consulting Services under the Water Policy Department's Support Services category.

ATTACHMENTS

None.



*Dedicated to
Satisfying our Community's
Water Needs*

MEMORANDUM

TO: Board of Directors
FROM: Paul E. Shoenberger, P.E., General Manager
DATE: July 8, 2021
SUBJECT: Procedures for Meetings of the Board of Directors

RECOMMENDATION

This item is provided for discussion.

STRATEGIC PLAN

- Goal #1: Provide a safe, abundant, and reliable water supply.
- Goal #2: Practice perpetual infrastructure renewal and improvement.
- Goal #3: Be financially responsible and transparent.
- Goal #4: Increase public awareness about Mesa Water and about water.
- Goal #5: Attract and retain skilled employees.
- Goal #6: Provide outstanding customer service.
- Goal #7: Actively participate in regional and statewide water issues.

PRIOR BOARD ACTION/DISCUSSION

At its March 21, 2015 meeting, the Board of Directors (Board) adopted Resolution No. 1456, Adopting Procedures for Meetings of the Board of Directors.

At its December 5, 2017 meeting, the Executive Committee suggested updates to Resolution No. 1456, Adopting Procedures for Meetings of the Board of Directors.

At its January 9, 2018 meeting, the Executive Committee reviewed the recommended updates to Resolution No. 1456. The Board directed staff to bring Resolution No. 1456, with modifications, to the February 8, 2018 Board meeting for adoption.

At its February 8, 2018 meeting, the Board adopted Resolution No. 1509, Adopting Procedures for Meetings of the Board of Directors, Superseding Resolution No. 1456.

At its June 22, 2021 Committee meeting, the Board directed staff to agendize Resolution No. 1509 for discussion and possible action at the July 8, 2021 Board meeting.

DISCUSSION

Resolution No. 1509 fixes the time, day, and place of regular meetings of the Board and sets forth specific procedures regarding meetings of the Board. As written, the Board may change the time and place of its meetings as it shall determine to be appropriate.

For the Board's consideration and review, this item has been brought forth for discussion and possible action.

FINANCIAL IMPACT

None.



ATTACHMENTS

Attachment A: Resolution No. 1509

RESOLUTION NO. 1509

**RESOLUTION OF THE
MESA WATER DISTRICT BOARD OF DIRECTORS
ADOPTING PROCEDURES FOR MEETINGS
OF THE BOARD OF DIRECTORS,
SUPERSEDING RESOLUTION NO. 1456**

WHEREAS, the Mesa Water District (Mesa Water® or District) is a county water district organized and operating pursuant to the provisions of the laws of the State of California (State or California); and

WHEREAS, the Board of Directors (Board) is authorized, pursuant to California Water Code Section 30530, to adopt procedures regarding meetings of the Board; and

WHEREAS, the Board has previously adopted Resolution No. 1456, which fixed the time, day, and place of regular meetings of the Board and set forth specific procedures regarding meetings of the Board; and

WHEREAS, the Board deems it desirable to update and revise the specific meeting procedures previously adopted by the Board whilst complying with State law.

NOW, THEREFORE, THE BOARD OF DIRECTORS OF THE MESA WATER DISTRICT DOES HEREBY RESOLVE, DETERMINE, AND ORDER AS FOLLOWS:

Section 1. The foregoing recitals are true and correct and are incorporated herein by this reference.

Section 2. The procedures for meetings of the Mesa Water District Board, as set forth in Appendix A hereto, are hereby adopted, to be effective from and after February 9, 2018.

Section 3. Resolution No. 1456 shall be superseded by this Resolution upon the adoption hereof.

ADOPTED, SIGNED, AND APPROVED this 8th day of February 2018 by a roll call vote.

AYES:	DIRECTORS:	DePasquale, Dewane, Fisler, Bockmiller
NOES:	DIRECTORS:	
ABSENT:	DIRECTORS:	Atkinson
ABSTAIN:	DIRECTORS:	



Denise Garcia
District Secretary

Resolution No. 1509



Jim Atkinson
President, Board of Directors

APPENDIX A

RESOLUTION NO. 1509

RESOLUTION OF THE MESA WATER DISTRICT BOARD OF DIRECTORS ADOPTING PROCEDURES FOR MEETINGS OF THE BOARD OF DIRECTORS, SUPERSEDING RESOLUTION NO. 1456

I. GENERAL

- A. Adoption, Application and Purpose. This policy, Meetings of the Board of Directors (Policy), is adopted pursuant to Water Code Section 30530. The content of this Policy is generally declarative of existing procedures and is intended to be integrated as part of Mesa Water District's (Mesa Water®) policies and directives. The purpose of this Policy is to allow the Mesa Water Board of Directors (Board) to conduct its meetings in an efficient and organized manner.
- B. Compliance with California Law. This Policy is enacted in accordance with existing and applicable California Law including the provisions of the Ralph M. Brown Act (being California Government Code Sections 54950 *et seq.*, Brown Act) and the County Water District Law. It is the intention of the Board, by adopting this Policy, to observe the requirements and provisions of the Brown Act. It is the intention of the Board that this Policy shall not conflict with California laws or regulations. Although State laws and regulations are not generally restated in this Policy, it is intended that this Policy will be in addition to, or clarifications of, existing California Law. To the extent of future legislative changes or judicial interpretations, applicable hereto, this Policy shall be deemed, or shall actually be, modified accordingly. For purposes of citing particular laws, statutes, or regulations, the phrase "but not limited to" is implied and operative.
- C. Future Amendments. The Board hereby reserves the right to formally amend this Policy in the future as may be determined to be necessary or appropriate due to conditions, circumstances, future legislative changes, judicial interpretations, or laws and regulations, which may affect this Policy.
- D. Exceptions to this Policy. It should be understood that all of the provisions of this Policy are subject to determination(s) by the Board, on a case-by-case basis, and without setting or establishing any precedent, to make exceptions to this Policy where such may be determined by the Board to be necessary or desirable. Such action(s) shall occur at the direction or pleasure of the Board

based upon such circumstances and factors as the Board shall determine to be appropriate.

- E. Definitions. Unless otherwise defined herein, the following definitions shall apply for purposes of the interpretation and implementation of this Policy:

Board – shall mean the Board of Directors of Mesa Water.

Board Member – shall mean an elected or appointed Director from one of the five divisions of Mesa Water District once that person takes office.

Brown Act – shall mean the Ralph M. Brown Act being California Government Code Sections 54950 *et seq.*

District Secretary – shall mean the Secretary of the Mesa Water District as appointed pursuant to Water Code Section 30540(a).

Executive Committee – shall mean a standing committee comprised solely of less than a quorum of the Board of Directors (President and Vice President).

General Manager – shall mean the General Manager of the Mesa Water District as appointed pursuant to Water Code Section 30540(a).

Immediate Past President – shall mean the person who served the prior term as President of the Board as elected pursuant to Water Code Section 30520.

May – use of the word “may” indicates the referenced action is discretionary.

Mesa Water® – shall mean the Mesa Water District, a county water district.

Policy – shall mean this Mesa Water District Policy for Meetings of the Board of Directors.

President – shall mean the President of the Board as elected pursuant to Water Code Section 30520.

Public – shall mean members of the public as that term is generally defined in the Brown Act.

Shall – use of the word “shall” indicates the referenced action is mandatory.

Staff – shall mean staff members of Mesa Water including the General Manager, District Secretary and District Treasurer (or equivalent officers if designated with different titles).

Teleconferencing – shall mean a meeting of the legislative body, the members of which are in different locations, connected by electronic means, through either audio or video, or both.

Vice President – shall mean the Vice President of the Board as elected pursuant to Water Code Section 30520.

- F. References to action(s) of the Board shall generally mean action by, or concurrence of, a majority of the Board (i.e., at least three Board Members).

II. TIME AND PLACE OF BOARD MEETINGS

- A. **Regular Meetings**. Pursuant to Water Code Section 30521, the time and place for regular meetings of the Board shall be established by resolution adopted by the Board. Regular Board meetings are currently held on the second Thursday of each month at 6:00 p.m. at Mesa Water's office located at 1965 Placentia Avenue, Costa Mesa, California. The Board may change the time and place of its meetings as it shall determine to be appropriate.
- B. **Open Public Meetings**. Pursuant to Water Code Section 30529, all meetings of the Board, except as may be permitted under the Brown Act, shall be open to the public. It shall be the general policy of the Board that regular Board meetings shall adjourn by 10:00 p.m.
- C. **Workshop Meetings**. The Board may conduct workshop meetings on an as-needed basis. Such workshop meetings are Board meetings and action items can and shall be considered at such meetings. The date, time and place for such workshop meetings shall be set by the Board. Workshop meetings may be conducted as regular meetings, adjourned regular meetings or special meetings of the Board.
- D. **Adjournment**. Any regular meeting, adjourned regular meeting, or special meeting of the Board may be continued to a later date or time by adjournment to a date, time, and place certain as provided in the Brown Act, including meeting at other locations within Mesa Water's service area. Any such adjournment shall be at the discretion and pleasure of the Board.
- E. **Special Meetings**. Special Board meetings may be called by the President or a majority of the Board consistent with the requirements of Government Code Section 54956. Notice of the time, place, and date for a special Board meeting shall conform to the requirements of the Brown Act.
- F. **Emergency Meetings**. The Board reserves the right to call and conduct emergency meetings as provided for pursuant to Government Code Section 54956.5 under such circumstances as are described in that statute.

- G. Closed Sessions. The Board reserves the right to conduct closed sessions, at such meetings as it is determined to be appropriate and as permitted under the Brown Act.
- H. Adjourn or Recess. The Board reserves the right to adjourn or recess any meeting with the purpose of maintaining or restoring order, or where other circumstances make it appropriate, and reserves its rights pursuant to Government Code Section 54957.9.
- I. Teleconferencing. The Board reserves the right to conduct meetings involving a teleconference. All Board meetings which involve one or more teleconferences shall conform to the requirements of Government Code 54953.
- J. Lack of Quorum. In the event that a quorum of the Board is not present at the time and place scheduled for a meeting, the Board Members present may adjourn such meeting to a time, place, and date specified. If all of the Board Members are absent from a regular or adjourned regular Board meeting, the District Secretary shall adjourn the meeting pursuant to Government Code Section 54955.

III. STRUCTURE OF BOARD MEETINGS

- A. Order of Business. The Executive Committee shall determine the general order of business for Board meetings, which generally includes these items:

- 1) Call to Order
- 2) Pledge of Allegiance
- 3) Public Comments (see paragraph (B), below)
- 4) Items to be Added, Removed, or Reordered on the Agenda (see paragraphs C, D, and E, below)
- 5) Consent Calendar Items
 - Board Schedule
- 6) Action Items
- 7) Presentation and Discussion Items
- 8) Reports
- 9) Information Items
- 10) Closed Session(s)
- 11) Adjournment

- B. Public Comments.

- 1. Pursuant to Government Code Section 54954.3(b), the Board hereby determines that reasonable limitations on public comments are necessary in order for the Board to conduct its business within a reasonable time

frame. The right of the public to make comments to the Board must be balanced with the Board's need to have adequate time to consider and take action on items before it.

2. The following procedures shall apply to public comments:
 - a. Public comments shall be made from the podium provided (unless a physical disability prevents a member of the public from using the podium).
 - b. Public comments shall be limited to three minutes per speaker (unless the President grants additional time to a speaker with consensus of the majority of the Board).
 - c. Public comments presented at the beginning of the meeting on items not appearing on that meeting's agenda will be limited to no more than 30 minutes total for all speakers (subject to the Board granting additional time in light of circumstances).
 - d. Additional time for public comments regarding items not on the agenda may be provided at the end of the Board meeting, if time permits and with consensus of the majority of the Board.
 - e. Public comments regarding items appearing on that meeting's agenda will be limited to no more than 60 minutes total for all speakers. This time limit may be extended by the President with consensus of the majority of the Board.
3. The following notations, which may be changed from time to time, shall be set forth on meeting agendas:

Items Not on the Agenda: Members of the public are invited to address the Board regarding items which are not on the agenda. Each speaker is limited to three minutes. The Board will set aside 30 minutes for public comments on items not on the agenda.

Items on the Agenda: Members of the public may comment on agenda items before action is taken, or after the Board has discussed the item. Each speaker is limited to three minutes. The Board will set aside 60 minutes for public comments for items on the agenda.

- C. Items to be Added to the Agenda. The Board may add an item to the agenda for a regular or adjourned regular meeting of the Board after the agenda has been posted, only if the following two conditions are determined by the Board to be true:

1. The Board determines that there is a need for immediate action on an item which cannot reasonably wait for the next regularly scheduled meeting or a special meeting of the Board; and
2. The Board determines that the need for immediate action came to the attention of the Board or staff after the applicable agenda had been posted.

The foregoing determinations require the vote of four of the Board Members or, if four of the Board Members are not present, by a unanimous vote of those Board Members present for the item to be placed on the agenda for the applicable meeting of the Board. Items may not be added to the agenda in the case of a special meeting of the Board.

Upon making the foregoing determinations, the Board may then choose to consider or take action(s) on the referenced item at such point in the agenda as the Board shall direct.

- D. Items to be Removed from the Agenda. Any Board Member or the General Manager may remove any item of business from a meeting agenda, unless a majority of the Board objects.
- E. Reordering of the Agenda. Any Board Member may request a change the order of business at any time during the meeting, which shall be granted unless a majority of the Board objects.
- F. Consent Calendar. Any item of business may be removed from the Consent Calendar by any Board Member, the General Manager or member of the public to permit separate discussion. Such discussion and voting shall take place during the period for Consent Calendar items.
- G. Continue or Table Items. The Board may, by action of a majority of its members, continue or table action on any particular item for a period of one year.
- H. Resolved Items. Any item, which has previously been reviewed, discussed, and acted upon by the Board, by way of motion, resolution, ordinance, or assigned and completed by staff shall not appear on the agenda for a Board meeting for reconsideration for the period of one year, unless the Executive Committee places such items on an agenda or such items are placed on an agenda by action of a majority of the Board.
- I. Adding Items to the Agenda. The District Secretary shall maintain, and present to the Board on a regular basis, an advance schedule of Board meeting topics. The Executive Committee and staff shall determine the agenda for each Board meeting. Any request for the inclusion of an item(s) to

a Board meeting agenda by any Board member or member of the public shall be addressed to the Board President who shall bring the item(s) to the Executive Committee for scheduling. Such item(s) shall be scheduled for the next available Board meeting unless the Executive Committee determines otherwise and notifies the Board member of the reason. The Board specifically reserves the right to change that schedule, or to direct that an item be placed on the agenda of a particular Board meeting. Placing any item on the agenda for the Board's consideration is subject to override by majority action of the Board.

- J. Reports From Closed Session. The Board reserves its right to conduct closed sessions as permitted by the provisions of the Brown Act. The Board also reserves its right to give directives and make decisions in closed sessions as permitted by the Brown Act. Notwithstanding paragraph K. below (Closed Sessions Regarding Personnel Matters), it shall be the policy of the Board to make reports of decisions made in closed sessions in open session as permitted and/or required under the provisions of the Brown Act. For matters or issues where decisions cannot be made in closed session, or where the Board so determines, such decisions shall be made in open session. Where reports are made from closed session pursuant to the Brown Act, or where action(s) is taken in open session, a record of such report(s) shall be made, or action(s) taken, which shall be set forth in the minutes of such meeting.
- K. Closed Sessions Regarding Personnel Matters. It shall be the policy of the Board that matters relating to Mesa Water personnel generally shall not be discussed in open session in regard to performance evaluations and reviews, personnel records, disciplinary proceedings and similar matters. In the event the Board conducts a closed session pursuant to the applicable provisions of the Brown Act for the evaluation of performance, or similar matters relating to staff, Mesa Water will not make a report from closed session in regard to such personnel matters unless, and until, required under State law.
- L. Minutes. The Board hereby directs that minutes of all Board meetings (except for closed sessions during which no minutes shall be taken unless otherwise directed by the Board) shall be prepared by the District Secretary. Such minutes shall include a record of all votes of the Board pursuant to Water Code Section 30526. Upon completion, minutes of all such meetings shall be returned to the Board for review and approval.
- M. Transcribing Minutes. The Board hereby finds that additional means of preparing and transcribing the minutes, including recordings, may be used by the District Secretary. It is hereby the directive and determination of the Board that such recordings are not the official minutes or transcripts of such Board meetings.

Any such recordings of any Board meeting made by Mesa Water shall be subject to the provisions of Government Code Section 54953.5(b), or any successor section thereto.

Further, it shall be the directive and policy of the Board that any recordings made by Mesa Water which are used to assist the District Secretary in transcribing the minutes of Board meetings shall be erased or destroyed after 30 days have elapsed since the date of the meeting at which such recording was made.

IV. RULES OF ORDER

- A. President. It shall be the policy of the Board that the President shall preside over meetings of the Board where the President is present. The public, Board Members, the General Manager, and staff shall direct questions and comments to, or through, the President.
- B. Determination of Acting President. In the absence of the President, the Vice President shall preside over the meeting. In such case, the Vice President shall be the acting President and shall have all powers vested in the President.

In the absence of both the President and the Vice President at a Board meeting, where a meeting includes a quorum of the Board, the Immediate Past President shall act as the acting President for purposes of that Board meeting. The Immediate Past President will have the power of acting President for that meeting. If the Immediate Past President is not present at such meeting, the Board members in attendance shall determine which of their members shall act as President for such meeting.

- C. Actions of the Board. Pursuant to Water Code Section 30523, the Board shall take formal action by way of ordinance, resolution or motion. The Board may also act informally as to matters of procedure, scheduling and similar matters by directive to staff or by concurrence of the Board with Board or staff recommendations. Voting on all matters by the Board shall conform to the requirements of the Brown Act and secret balloting or voting shall not be permitted. Unless a vote is unanimous on an item with all Directors present and voting, the votes for, against, absent or abstain as to a matter shall be recorded and listed in the minutes for such Board meeting as required under Water Code Section 30526.
- D. Robert's Rules of Order. The Board hereby references, without adopting, Robert's Rules of Order as a general guide for procedural matters where such rules may help it more efficiently conduct business at meetings of the Board. However, these Rules of Order shall not be binding on the proceedings of the Board.

V. DOCUMENTATION

A. Posting Agendas. Pursuant to the requirements of Government Code Section 54954.2, the District Secretary shall post, or cause to be posted, notices of Board meetings and/or agendas for all regular, adjourned regular and special meetings of the Board at Mesa Water's business office located at 1965 Placentia Avenue, Costa Mesa, California. The District Secretary may also post agendas, as time permits, at other publicly accessible locations within Mesa Water's service area.

B. Disability-Related Modifications or Accommodations. The following notations shall be set forth on the agendas for all Board meetings open to the public:

"In compliance with California law and the Americans with Disabilities Act, if you need disability-related modifications or accommodations, including auxiliary aids or services in order to participate in the meeting, or if you need the agenda provided in an alternative format, please call the District Secretary at (949) 631-1205. Notification 48 hours prior to the meeting will enable Mesa Water (Mesa Water®) to make reasonable arrangements to accommodate your requests."

"Members of the public desiring to make verbal comments using a translator to present their comments into English shall be provided reasonable time accommodations that are consistent with California law."

C. Distribution of Documentation. Documentation and other materials relating to the Board meeting agenda items shall be distributed to all Board Members in advance of the Board meeting whenever possible. In such regard, Mesa Water shall comply with the requirements of Government Code Section 54957.5.

1. The following notation shall be set forth on the agendas for all meetings open to the public:

"Agenda materials that are public records, which have been distributed to a majority of the Mesa Water Board of Directors (Board), will be available for public inspection at the District Boardroom, 1965 Placentia Avenue, Costa Mesa, CA and on Mesa Water's website at www.MesaWater.org. If materials are distributed to the Board less than 72 hours prior or during the meeting, the materials will be available at the time of the meeting."

2. It shall be the general policy of the Board that documentation furnished to any one Board Member shall also be furnished to, or offered to, all of the remaining Board Members.

Documentation furnished to Board Members relative to agenda items may be furnished without cost to members of the public upon request. However, the Board specifically reserves the right, in accordance with California Law, including Government Code Sections 6257 and 54957.5, to impose reasonable and necessary charges relative to the furnishing of such documentation at such time as the Board determines that it is appropriate or necessary to do so.

- D. Introduced Documents. On occasion, a member of the public or a Board Member may introduce a document during a Board meeting. To the extent that it is possible and reasonable to do so, the Board may, at its discretion, after consulting with the District Secretary, provide for copying and redistribution of such document(s) to other interested members of the public during such meeting. However, it is specifically noted that redistribution of such documentation may not be feasible or practical during such meeting. The Board reserves its right, by way of a majority vote of the Board, on a case-by-case basis, to take such action or to make such documentation available after the conclusion of such meeting pursuant to Mesa Water's Public Records Act Policy.
- E. Public Records Requests. In the event that the District receives a request for public records at a Board meeting, it is the District's policy to respond in a reasonable manner and to comply with the provisions of the California Public Records Act. Further, it is the finding and determination of the Board that Mesa Water's business needs be conducted in an efficient manner in terms of allocation of staff time and other resources.

Confidential or privileged records that by law may not be disclosed are ***not*** subject to disclosure under the California Public Records Act.

- F. Disclosure of Closed Session Information.
 - 1. Confidential information (e.g., all hand-written, printed, copied, electronic files or documents, and data, as well as spoken information) received, acquired by, or made available to anyone that pertains to closed sessions held pursuant to the Brown Act, shall not be disclosed to anyone not entitled to receive it pursuant to Government Code Sections 1098 and 54963.
 - 2. Any Board or staff member shall not willfully and knowingly disclose for pecuniary gain, to any other person, confidential information acquired by him or her in the course of his or her official duties pursuant to Government Code Section 1098.



*Dedicated to
Satisfying our Community's
Water Needs*

MEMORANDUM

TO: Paul Shoenberger, P.E., General Manager
FROM: Phil Lauri, P.E., Assistant General Manager
DATE: July 8, 2021
SUBJECT: City of Santa Ana Maintenance and Inspection Agreement

RECOMMENDATION

Approve the Maintenance and Inspection Agreement Between the City of Santa Ana and Mesa Water District for the Croddy Well No. 14 Well Blowdown Water Conveyance Pipeline, and authorize execution of the agreement.

STRATEGIC PLAN

Goal #1: Provide a safe, abundant, and reliable water supply.
Goal #2: Practice perpetual infrastructure renewal and improvement.

PRIOR BOARD ACTION/DISCUSSION

None.

DISCUSSION

Mesa Water District (Mesa Water®) purchased two properties in the City of Santa Ana for the purpose of drilling two new wells to achieve the goal of meeting 115% of peak demand using local groundwater supplies. Both wells, Chandler Well No. 12 and Croddy Well No. 14, have been drilled, and a contract for Well Equipping Construction has been awarded. The wells require construction of approximately 4,500 lineal feet of potable water transmission pipeline, and 500 lineal feet of well blowdown water conveyance pipeline within the City of Santa Ana and City of Costa Mesa right of ways. The City of Costa Mesa and City of Santa Ana permits for the potable water transmission pipeline construction have been received. However, the City of Santa Ana is requiring execution of the Maintenance Agreement (Attachment A) before issuing a permit for the well blowdown water conveyance pipeline.

Croddy Well No. 14 requires construction of approximately 500 lineal feet of 18-inch pipeline to convey well blowdown water generated at start up and shut down to the nearest City of Santa Ana storm drain. There are several existing utilities in Croddy Way that do not allow for a continuous downward slope from the Croddy Well No. 14 blowdown to the storm drain point of connection. The City of Santa Ana will not permit the construction of the conveyance pipeline with a low point in its right of way. The mutually beneficial solution is for the well blowdown water conveyance pipeline to be designed and constructed with the low point on the Croddy well property, and for Mesa Water to maintain ownership of the well blowdown water conveyance pipeline. Mesa Water will be responsible for operation and maintenance of the well blowdown water conveyance pipeline. Routine maintenance is minor and can be performed by Mesa Water staff from the Croddy Well property.

The attached maintenance and inspection agreement was jointly drafted by legal counsel and technical staff from Mesa Water and City of Santa Ana, and reviewed by Mesa Water Operations staff. The agreement was approved by Santa Ana City Council at its June 15, 2021 meeting. Staff



recommends that the Board approve the Maintenance and Inspection Agreement Between the City of Santa Ana and Mesa Water District for the Croddy Well No. 14 Well Blowdown Water Conveyance Pipeline, and authorize execution of the agreement.

LEGAL REVIEW

General Legal Counsel has reviewed the Maintenance and Inspection Agreement Between the City of Santa Ana and Mesa Water District and recommends approval.

FINANCIAL IMPACT

In Fiscal Year 2022, there is no cost impact from the Maintenance Agreement.

ATTACHMENTS

Attachment A: Water Well Blowdown Water Conveyance Pipeline Maintenance and Inspection Agreement Between the City of Santa Ana and Mesa Water District

Recording Requested by and

Return to:

MESA WATER DISTRICT
Attn: General Manager
1965 Placentia Ave.
Costa Mesa, CA 92627

APN: 415-024-17

Space above this line for Recorder's Use
No recording fee per Gov't Code 6103

**WATER WELL BLOWDOWN WATER
CONVEYANCE PIPELINE MAINTENANCE AND
INSPECTION AGREEMENT
BETWEEN THE CITY OF SANTA ANA AND
MESA WATER DISTRICT**

SUBJECT PROPERTY

3120 S CRODDY WAY

SANTA ANA, CA 92704

Mesa Water: MESA WATER DISTRICT

APN: 415-024-17

THIS AGREEMENT is made and entered into on this ____ day of _____, 2021, by and between the MESA WATER DISTRICT, a county water district organized and existing pursuant to California Water Code Section 30000 et. seq. (hereinafter, "Mesa Water"), and the CITY OF SANTA ANA, a municipal corporation, located in the County of Orange, State of California (hereinafter, "City"). The City and Mesa Water® may herein also be referred to individually as "Party" or collectively as "Parties."

RECITALS

A. Mesa Water certain owns real property located at 3120 South Croddy Way, identified as Orange County Assessor Parcel No. 415-024-017, located in the City of Santa Ana, County of Orange, State of California (hereinafter, "Property"), more specifically described in Exhibit "A" and depicted in Exhibit "B", each of which exhibits is attached hereto and incorporated herein by this reference.

B. Mesa Water is in the process of constructing its Croddy Well 14 Project ("Project") on the Property, to provide reliable drinking water to its customers. The Project includes the construction of a conveyance pipeline to the City of Santa Ana storm water catch basin for the water produced during well startup and shutdown ("Well Blowdown Conveyance Pipeline") extending from the Property into the City right-of-way on Croddy Way. Specifically, within the City right-of-way, Mesa Water will be constructing, with respect to the Well Blowdown Conveyance Pipeline, approximately 500 linear feet of 18-inch diameter PVC and 500 linear feet of 4-inch diameter sump outlet pipe.

C. In conjunction with the Project, and specifically the Well Blowdown Conveyance Pipeline, Mesa Water and the City have agreed that Mesa Water is required to perform certain regularly required maintenance or replacement to ensure the efficient function of such improvements, including: (1) vacuuming the low point of the 18" storm drain line, as needed for vector control; (2) annually testing the sump pump per Mesa Water Standard Operating Procedure ("SOP") 45; (3) maintaining the 2" PVC ball valve, 2" brass swing check valve, and 4" shut-off valve per the equipment maintenance manual; (4) quarterly inspecting and, as necessary, replacing the check valves in the catch basin; and (5) performing and otherwise complying with vector control requirements, set forth by the Orange County Mosquito and Vector Control District, as relevant to the Well Blowdown Conveyance Pipeline (hereinafter, "Maintenance Obligations").

D. Though extending into the City right-of-way, the Well Blowdown Conveyance Pipeline shall be considered a private facility with all maintenance or replacement therefore the sole responsibility of Mesa Water in accordance with the terms of this Agreement.

The Parties agree as follows:

AGREEMENT

Section 1. Construction of Well Blowdown Conveyance Pipeline Mesa Water shall construct the Well Blowdown Conveyance Pipeline pursuant to Mesa Water's approved plans and specifications.

Section 2. Maintenance of Well Blowdown Conveyance Pipeline. Mesa Water shall be responsible for the performance of the Maintenance Obligations, as defined herein, and shall, as may be requested from time to time by the City, provide the City with documentation identifying the maintenance performed.

Section 3. Compliance with Applicable Clean Water Requirements. Mesa Water shall be required to comply with any and all clean water requirements applicable to the Well Blowdown Conveyance Pipeline, including requirements associated with any applicable National Pollutant Discharge Elimination System ("NPDES") permit and/or local and regional discharge requirements, as such may be amended from time to time.

Section 4. Replacement of Well Blowdown Conveyance Pipeline. Mesa Water shall be responsible for replacing the Well Blowdown Conveyance Pipeline, inclusive of its component valves and related appurtenances, when reasonably necessary at the end of its useful life, unless or until such time as this Agreement is terminated as provided in Section 8.

Section 5. City Access for Inspections and Repairs. The City, as to those components located within the City right-of-way, shall have complete access to such components for purposes of inspection, sampling, and/or testing. As to any components located on the Property, the City, inclusive of its officials, employees, agents, contractors, and subcontractors, shall be provided reasonable access to the Well Blowdown Conveyance Pipeline, preferably within one business day of any request, likewise for inspection, sampling, and/or testing. In the event of an emergency, the City shall contact Mesa Water's emergency line at (949) 631-1200 to arrange for immediate access to areas on the Property.

Section 6. Emergency Repairs. In the event Mesa Water fails to accomplish the Maintenance Obligations contemplated by this Agreement, within five (5) days of being given written notice by the City, the City is hereby authorized to cause any of the necessary Maintenance Obligations to be done and charge the entire cost and expense to Mesa Water, including administrative costs.

Section 7. Encroachment Permit Requirements. Mesa Water acknowledges that for any work on the Well Blowdown Conveyance Pipeline taking place in the City streets and/or sidewalk right-of-way, Mesa Water will be required to obtain an encroachment permit from the City, based on the then-applicable requirements.

Section 8. Termination. The Agreement shall remain in effect while the Project is in operation on the Property, and shall terminate when the Project is closed and/or abandoned by Mesa Water, at which point Mesa Water shall take measures to remove the Well Blowdown Conveyance Pipeline and restore the right of way to original conditions.

Section 9. Recordation. This Agreement shall be recorded in the Office of the Recorder of Orange County, California, at the expense of the Mesa Water and shall constitute notice to all successors and assigns of the title to said Property, if any, of the obligation herein set forth.

Section 10. Successors and Assigns. Mesa Water and the City agree that this Agreement shall be binding upon and inure to the benefit of the heirs, executors, administrators, successors and assigns of Mesa Water and the City.

Section 11. Covenant to Run with the Land. It is the intent of the parties hereto that burdens and benefits herein undertaken shall constitute covenants that run with said Property and constitute a lien there against.

Section 12. Time is of the Essence. Time is of the essence in the performance of this Agreement.

Section 13. Representation by Independent Counsel. Both Parties agree and acknowledge they have had the opportunity to review the Agreement and otherwise discuss the matters contained herein with legal counsel. Additionally, each Party has had the opportunity to cooperate in the drafting and preparation of this Agreement. Hence, in any construction to be made of this Agreement, the same shall not be construed against any Party.

Section 14. Authority to Execute Agreement. Each of the Parties warrants and represents that they have fulfilled all corporate and municipal formalities to enter into this Agreement and be bound by the terms of this Agreement. Each of the signatories warrants and represents that each of them has binding authority of the entity on whose behalf he/she is signing this Agreement. Further, the Parties agree to take, or cause to be taken, all action and to do, or cause to be done, all things necessary, proper, or advisable under applicable laws and regulations to consummate and make effective the terms and conditions of this Agreement.

Section 15. **Notice.** Any notice to a party required or called for in this Agreement shall be served in person, or by deposit in the U.S. Mail, first class postage prepaid, to the address set forth below. Notice(s) shall be deemed effective upon receipt, or seventy-two (72) hours after deposit in the U.S. Mail, whichever is earlier. A party may change a notice address only by providing written notice thereof to the other party. Notice shall be sent to, unless changed in writing by the respective party:

IF TO THE CITY:

Daisy Gomez, Clerk of the Council
City of Santa Ana
20 Civic Center Plaza, M-30
Santa Ana, CA 92702

IF TO MESA WATER:

Tracy Manning, Water Operations
Mesa Water District
1965 Placentia Ave.
Costa Mesa, CA 92627

With Copy To:

Nabil Saba, P.E., Executive Director
City of Santa Ana
20 Civic Center Plaza M-21
Santa Ana, CA 92702

Section 16. **Severability.** If by operation of law, order of a court of competent jurisdiction, or other reason, it is determined that any Section, Subsection, clause or other provision of this Agreement is illegal, null, void, invalid, unenforceable or in violation of public policy, the remaining Sections, Subsections, Clauses and other provisions of this Agreement shall not be affected thereby and shall continue in full force and effect to the extent that the invalidity or unenforceability does not impair the application of this Agreement as intended by the parties.

Section 17. **Entire Agreement.** This Agreement contains the entire understanding and agreement between the Parties with respect to the matters set forth herein. No other representations, covenants, undertakings or other prior or contemporaneous oral agreements respecting such matters which are not specifically incorporated herein shall be deemed in any way to exist or bind any of the Parties. The Parties, and each of them, acknowledge that they have not executed this Agreement in reliance on any such promises, representations, or warranties.

Section 18. **Modification of Agreement.** This Agreement shall not be modified by any Party by oral representation made before or after the execution of this Agreement. All modifications must be in writing and signed by the Parties.

Section 19. **Governing Law.** This Agreement is entered into, and shall be construed and interpreted, in accordance with the laws of the State of California.

Section 20. **Titles and Captions.** Paragraph titles and captions in this Agreement are inserted only as a matter of convenience and for reference and in no way define, limit, extend, or describe the scope of this Agreement or the intent of any provision thereof.

Section 21. Counterparts. This Agreement may be executed in counterparts. Each of the counterparts when so executed and delivered, shall be deemed an original and, taken together, shall constitute one and the same instrument.

IN WITNESS THEREOF, the parties hereto have affixed their signatures as of the date first written above.

CITY OF SANTA ANA

MESA WATER DISTRICT

Kristine Ridge, City Manager

Paul E. Shoenberger, P.E., General
Manager

Date

Date

APPROVED AS TO FORM:

APPROVED AS TO FORM:
ATKINSON, ANDELSON, LOYA,
RUUD & ROMO

City Attorney

General Counsel

NOTARIES ON FOLLOWING PAGE

ACKNOWLEDGEMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF _____)

)

COUNTY OF _____)

On _____, 20____, before me, _____

, personally appeared _____, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Notary Public

(SEAL)

ACKNOWLEDGEMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

STATE OF _____)

)

COUNTY OF _____)

On _____, 20____, before me, _____

, personally appeared _____, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Notary Public

(SEAL)

EXHIBIT A

The real property described as:

PARCEL 2, AS SHOWN ON A PARCEL MAP FILED IN [BOOK 139, PAGES 10 AND 11](#) OF PARCEL MAPS, IN THE OFFICE OF THE COUNTY RECORDER OF ORANGE COUNTY.

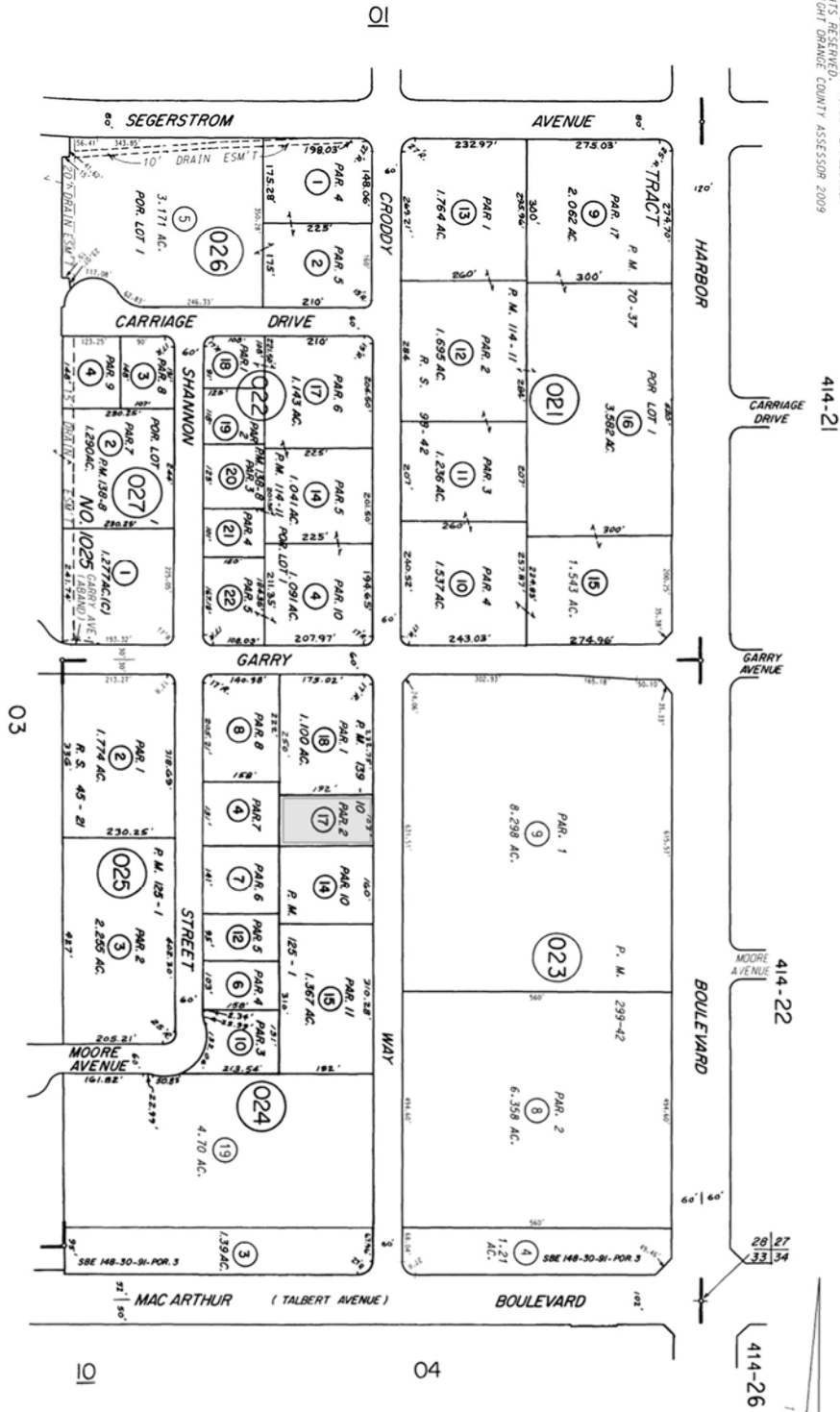
Orange County Assessor Parcel No.: 415-024-17

EXHIBIT B

THIS MAP WAS PREPARED FOR ORANGE COUNTY ASSESSOR DEPT. PURPOSES ONLY. THE ASSESSOR MAKES NO GUARANTEE AS TO THE ACCURACY OF THE INFORMATION FOR OTHER USES. NOT TO BE REPRODUCED. © COPYRIGHT ORANGE COUNTY ASSESSOR 2009

POR. E 1/2, SE 1/4, SEC. 28, T 5 S, R 10 W

415-02



MARCH 1976

TRACT NO. 1025
PARCEL MAP
PARCEL MAP

M.M. 33-34
P.M. 70-37, 114-11, 125-1
P.M. 138-8, 139-10, 299-42

NOTE - ASSESSOR'S BLOCK & PARCEL NUMBERS SHOWN IN CIRCLES

ASSESSOR'S MAP BOOK 415 PAGE 02 COUNTY OF ORANGE

REPORTS:

10. REPORT OF THE GENERAL MANAGER:
 - June Key Indicators Report
 - Other (no enclosure)

Support materials for this item will be handed out at the meeting.

REPORTS:

11. DIRECTORS' REPORTS AND COMMENTS

**DIRECTORS' REPORTS (AB 1234) PER CA GOVERNMENT
CODE SECTION 53232.3 (d)**

In accordance with CA Government Code 53232.3 (d), the following report identifies the meetings for which Mesa Water Directors received expense reimbursement.

Jim Atkinson **Meetings Attended**

Reimbursement Date:	Description, Date
N/A	

Fred R. Bockmiller, P.E. **Meetings Attended**

Reimbursement Date:	Description, Date
06/29/21	Meeting with General Manager, 4/26
06/29/21	Meeting with General Manager, 5/24
06/29/21	Meeting with General Manager, 6/10

Marice H. DePasquale **Meetings Attended**

Reimbursement Date:	Description, Date
06/01/21	Meeting with Mesa Water Director, 5/20
06/29/21	Meeting with Mesa Water Director, 6/23

Shawn Dewane **Meetings Attended**

Reimbursement Date:	Description, Date
N/A	

James R. Fisler **Meetings Attended**

Reimbursement Date:	Description, Date
N/A	

There are no support materials for this item.

CLOSED SESSION:

14. CONFERENCE WITH SPECIAL LEGAL COUNSEL – EXISTING LITIGATION:
Pursuant to California Government Code Section 54956.9 (d)(1)
Case: *Irvine Ranch Water District v. Orange County Water District and related cross-actions*
Los Angeles County Superior Court Case Nos. BS168278 and BS175192