

Dedicated to Satisfying our Community's Water Needs AGENDA MESA WATER DISTRICT BOARD OF DIRECTORS Monday, March 25, 2019 1965 Placentia Avenue, Costa Mesa, CA 92627 3:30 p.m. Special Board Meeting

LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING Monday, March 25, 2019 at 3:30 p.m.

Teleconference Site: 4100 Moores Lane, Apt #227 Texarkana, Texas 75503

Members of the Public may attend and participate in the meeting at both locations. Notice will be posted on door at the Teleconference Site.

CALL TO ORDER - 3:30 p.m. or as soon thereafter as the Finance Committee agenda permits.

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

Items Not on the Agenda: Members of the public are invited to address the Board on 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.

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. State Advocacy Update

ACTION ITEMS:

Items recommended for approval at this meeting may be agendized for approval at a future Board meeting.

2. State Legislation Positions

PRESENTATION AND DISCUSSION ITEMS:

- 3. Orange County Update
- 4. Outreach Update



REPORTS:

- 5. Report of the General Manager
- 6. Directors' Reports and Comments

INFORMATION ITEMS:

None

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.

ADJOURNMENT

MEMORANDUM



TO: Legislative & Public Affairs CommitteeFROM: Stacy Taylor, External Affairs ManagerDATE: March 25, 2019SUBJECT: State Advocacy Update

Dedicated to Satisfying our Community's Water Needs

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

DISCUSSION

Staff will provide a verbal report to the Board.

FINANCIAL IMPACT

In Fiscal Year 2019, \$89,000 is budgeted for Legal Services; \$56,000 has been spent to date.

ATTACHMENTS

None.

MEMORANDUM



Dedicated to Satisfying our Community's

Water Needs

TO: Legislative & Public Affairs CommitteeFROM: Stacy Taylor, External Affairs ManagerDATE: March 25, 2019SUBJECT: State Legislation Positions

RECOMMENDATION

Discuss active state bills of high priority to Mesa Water District and approve the recommended positions.

STRATEGIC PLAN

Goal #1: Provide a safe, reliable, and abundant 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 water issues.

PRIOR BOARD ACTION/DISCUSSION

None.

DISCUSSION

The first three months of the 2019 legislative session has been quite active in Sacramento with Mesa Water District (Mesa Water®) consultants and staff engaged in advocacy related to several high-priority bill proposals, including newly introduced legislation and reintroduced legislation from prior sessions. Listed below is information about key bill proposals that would greatly impact Mesa Water and, thus, are high priority for our state legislative affairs.

Bill Number	Торіс	Recommendation
SB 204 Dodd	State Water Project: Contracts	Support Coalition Efforts to Oppose Unless Amended
SB 332 Hertzberg & Wiener	Wastewater Treatment: Recycled Water	Support Coalition Efforts to Oppose Unless Amended
SB 414 Caballero	Small System Water Authority Act of 2019	Support
AB 510 Cooley	Local Government Records: Destruction of Records	Support
AB 533 Holden	Income Tax Exclusion: Water Conservation/Efficiency Programs: Water Runoff Management Improvement Program	Support Coalition Efforts to Support



AB 1204 Rubio	Public Water Systems: Primary Drinking Water Standards: Implementation Date	Support
AB 1253 Rivas	LAFCOs: Grant Program	Support Coalition Efforts to Oppose Unless Amended
AB 1588 Gloria & Gray	Drinking Water & Wastewater Operator Certification Programs	Support

Senate Bill (SB) 204 (Dodd, D - Napa) – State Water Project: Contracts

Introduced in the interest of furthering transparency and information-sharing regarding future State Water Project (SWP) contract amendments, <u>SB 204</u> would significantly delay action on finding a Delta conveyance solution or modifying the SWP contracts in a way that meets the needs of our people, economy, environment, and farms.

Specifically, SB 204 would add a section to the Government Code requiring that the Delta Conveyance Design and Construction Authority (DCA) submit the terms and conditions of any contract for planning, design, and construction <u>60 days in advance</u> to the Joint Legislative Budget Committee (JLBC) and relevant policy and fiscal committees. Additionally, the measure states that if the JLBC or relevant policy committees hold a hearing to review a contract, then the contract cannot be approved for 90 days until after the first review hearing is scheduled. If no hearing is held, there is no language to determine the course of action.

This addition to the Government Code would significantly and unnecessarily delay any action to move California WaterFix forward, and would increase costs to implement the project by creating excessive delays in the contracting process. While Mesa Water supports efforts to bring further transparency to any future amendments to the SWP contracts and California WaterFix construction, this can be done by providing information and testimony during informational hearings...not by creating open-ended processes that could create unnecessary delays and increased costs.

Based on Mesa Water's legislative platform to support efforts to achieve a long-term Delta solution, it is appropriate for Mesa Water to participate in the coalition led by Metropolitan Water District of Southern California (MWD) along with the Municipal Water District of Orange County (MWDOC) to **Oppose SB 204 Unless Amended** (see Attachment A for the Coalition Letter).

SB 332 (Hertzberg, D - Van Nuys & Wiener, D - San Francisco) – Wastewater Treatment: Recycled Water

<u>SB 332</u> is a reintroduction of a concept similar to SB 163 (Hertzberg, 2015) which would have declared that the discharge of treated water through ocean outfalls constitutes a waste and unreasonable use of water under Section 2 of Article X of California's Constitution (see Attachment B for a SB 332 Summary and Comparison with SB 163).

With no funding provided for agency compliance, SB 163 ignored huge cost concerns associated with complying with the bill's requirements that ocean dischargers would have needed to undergo massive treatment facility upgrades, imposing costs in the billions of dollars on local ratepayers. Mesa Water was part of a SB 163 opposition coalition led by the Association of California Water Agencies (ACWA), California Association of Sanitation Agencies (CASA), WateReuse CA, and their member agencies. Ultimately, SB163 died.



Proponents of SB 332, sponsored by the Natural Resources Defense Council (NRDC) and supported by the California Coastkeeper Alliance, believe that recycling wastewater from coastal outfalls is a good solution to creating new water supplies without causing harm to the environment from the desalination process.

SB 332 would require a 50% reduction of baseline volume of ocean outfall wastewater discharge by January 1, 2030, and a 95% reduction by January 1, 2040 (baseline would be the average annual volume of ocean outfall wastewater discharge for calendar years 2010-2020). Additionally, SB 332 requires the submission of plans and reports, and includes the following enforcement penalties with all penalties applying to National Pollutant Discharge Elimination System (NPDES) permittees for ocean outfalls and all affiliated water suppliers:

- \$2,000 per acre foot discharged above reduction requirement;
- \$10,000 for failure to submit reports by deadlines; and,
- Ineligibility for state grants or loans until delinquent reports are submitted.

Both ACWA and CASA have oppose positions on SB 332, and WateReuse CA will most likely take the lead on this bill with an Oppose Unless Amended position. Staff recommends that Mesa Water support the WateReuse CA efforts to **Oppose SB 332 Unless Amended**.

SB 414 (Caballero, D - Salinas) – Small System Water Authority Act of 2019

Co-sponsored by California Municipal Utilities Association (CMUA) and Eastern Municipal Water District (EMWD), <u>SB 414</u> would create a sustainable approach that can help provide all Californians with access to safe and reliable drinking water, now and into the future (see Attachment C for the Legislative Fact Sheet). SB 414 is similar to last year's Assembly Bill (AB) 2050 -- authored by Caballero when she was in the Assembly, and co-sponsored by CMUA and Eastern MWD -- which Mesa Water supported.

SB 414 proposes to merge multiple, chronically non-compliant water systems -- that are close in general proximity but do not have to share boundaries -- into larger and more robust systems that can benefit from improved economies of scale, streamlined operational functions, and enhanced technical, managerial, and financial capacities. The newly formed special district would then have better financing opportunities due to a larger customer base. The collective customer base provides increased access to state grants and municipal bonds, or other funding mechanisms, historically used by larger public agencies. These newly created special districts would be held to public agency accountability standards to ensure funds are appropriately used to develop necessary infrastructure for treating contamination issues so that customers receive safe and affordable water.

The overall concept of SB 414 is similar to and improves upon AB 2050 (see Attachment D for a Summary of Language Changes between SB 414 and AB 2050). SB 414 is a <u>governance solution</u>, <u>paired with the funding solution</u> proposed in SB 669 (authored by Caballero and co-sponsored by ACWA and CMUA) as an alternative to the statewide water tax.

Specifically, SB 414 would allow the consolidation of community water systems, private water companies, and mutual water companies that:

- have less than 3,000 service connections or serve under 10,000 people; and,
- are noncompliant from July 1, 2018 to December 31, 2019 with one or more state or federal primary drinking water standard maximum contaminant levels.

Based on Mesa Water's support of AB 2050 in 2018, and support of SB 669, it is appropriate for Mesa Water to **Support SB 414** (see Attachment E for a Sample Support Letter).



AB 510 (Cooley, D - Rancho Cordova) – Local Government Records: Destruction of Records

At the request of the California Special Districts Association (CSDA), <u>AB 510</u> was introduced to modernize the Government Code by allowing local public agencies to adopt records retention policies designed for modern digital recording technologies, while ensuring the proper retention of any records wherein an incident may have occurred. This legislation does not affect video monitoring or retention policies related to law enforcement activities or open and public meetings.

Since 1998, public agencies have been required to retain routine video monitoring for one year, as well as radio and telephone recordings for 100 days. For video monitoring, legislative history shows the original intent was to store videotapes. However, since that time, technology has advanced significantly while the law has remained unchanged, and the vast majority of video monitoring is now done using digital cameras that record onto DVRs, agency servers, and cloud-based servers.

Public agencies are installing an ever-increasing number of cameras that are recording in significantly higher resolution -- 4k in some instances -- making the recordings increasingly more useful and effective. However, with the increased number of cameras and higher picture quality, the amount of data that must be stored to comply with the current mandated retention requirements is astronomical and is costing local public agencies enormous sums of taxpayer dollars.

Additionally, while the higher picture quality of digital cameras is more useful than video tape, most of the routine video monitoring is of no value to the public because it is surveillance footage of nothing happening. For example, 24-hour footage from a camera facing the back entrance to an office building where zero incidents have occurred must still be maintained for one year. AB 510 modernizes existing law to catch up with the technology of today and allows flexibility for public agencies to adapt to future technological advances.

AB 510 requires public agencies to maintain routine monitoring records where incidents may have occurred until the incident is fully resolved. The bill also allows agencies to diligently manage their financial and equipment resources by setting their own records retention policies based on the needs and the use of their cameras, radios, and telephones. Furthermore, in the absence of an agency adopting their own records retention policies in a public forum, the current one-year (video recordings) and 100-day (radio and telephone recordings) retention policies would remain in effect. This change in law allows agencies to retain important records while deleting useless ones, thus saving a significant amount of taxpayer dollars on unnecessary data storage costs.

Mesa Water consultants and staff participated in CSDA's workgroup for AB 510 language drafting and editing. Based on workgroup participation and strategic plan goals, staff recommends that Mesa Water **Support AB 510** (see Attachment F for a Sample Support Letter).

AB 533 (Holden, D - San Gabriel Valley) – Income Tax Exclusion: Water Conservation or Efficiency Programs: Water Runoff Management Improvement Program

<u>AB 533</u> would exclude from gross income -- under personal income and corporation tax laws -amounts received as a rebate, voucher, or other financial incentive issued by a local water agency for participation in water efficiency or stormwater runoff improvement programs.

In 2014, then Assemblyman Jimmy Gomez authored AB 2324 that excluded from gross income -under both the personal income and corporation tax laws -- amounts received as a rebate, voucher, or other financial incentive issued by a local water agency for participation in a turf removal water conservation program. The measure went into effect immediately after being signed into law by then Governor Brown, and applied to taxable years beginning on or after January 1, 2014 and before



January 1, 2019. Last year, Assemblyman Holden introduced AB 2283 that would have extended the sunset date of AB 2324 for another five years. Approved unanimously by the Assembly Revenue and Taxation Committee, AB 2283 was held on Suspense in the Assembly Appropriations Committee and did not move forward.

When California is not faced with drought and water use restrictions, added financial incentives can help to maintain public participation in conservation measures. Consumer rebates and subsidies are a cost-effective tool for increasing participation in conservation and stormwater management programs. Treating consumer rebates as taxable income could undermine their success and taxing consumer rebates could be a major disincentive for households and businesses.

MWD/MWDOC are leading a coalition of member agencies and water industry associations to support AB 533, and staff recommends that Mesa Water join the coalition's efforts to **Support AB** 533 (see Attachment G for the Coalition Letter).

AB 1204 (Rubio, D - Baldwin Park) – Public Water Systems: Primary Drinking Water Standards: Implementation Date

Sponsored by ACWA, <u>AB 1204</u> would allow water agencies time to come into compliance with a newly established Maximum Contaminant level (MCL) for a drinking water contaminant.

This bill would apply when a primary drinking water standard is adopted or amended for a drinking water contaminant, with an MCL that is either more stringent than a federal primary drinking water standard or that is not regulated by a federal primary drinking water standard. AB 1204 would provide that the new standard would take effect three years after the date when the State Water Resources Control Board (SWRCB) adopts or amends the primary drinking water standard.

AB 1204 would also authorize the SWRCB to delay the effective date of the primary drinking water standard adoption or amendment by no more than two additional years as necessary for capital improvements to comply with a MCL or treatment technique.

Based on Mesa Water's legislative platform and Board's strategic plan goal related to water quality, staff recommends that Mesa Water <u>Support AB 1204.</u>

AB 1253 (Rivas, D - Hollister) – Local Agency Formation Commissions: Grant Programs

<u>AB 1253</u> is a reintroduction of AB 2258 (Caballero) from 2018 and would provide additional resources to Local Agency Formation Commissions (LAFCOs) for the dissolution and consolidation of special districts. Further, this bill would provide LAFCOs with financial resources of \$1.5 million (financed from the State General Fund) -- in the form of a competitive grant program, established and administered by California's Strategic Growth Council -- for LAFCOs to do this and other work.

Last year, Mesa Water opposed AB 2258 because it would have altered LAFCOs' protest provisions to make it more difficult for citizens to protest a LAFCO-initiated action. Additionally, it was unclear as to how the Strategic Growth Council would structure the grant criteria and eligibility, and whether this would be done via a public process that allowed for stakeholder input. Similar issues exist with AB 1253, which proposes to alter LAFCOs' protest provisions by cross-referencing California Elections Code Section 11221, which allows a tiered, by population, protest threshold.

AB 1253, like AB 2258, is an end-round the Cortese Knox Hertzberg Act. For these reasons, staff recommends Mesa Water join ACWA's efforts to **Oppose AB 1253 Unless Amended**.



AB 1588 (Gloria, D - San Diego & Gray, D - Merced) – Drinking Water & Wastewater Operator Certification Programs

Sponsored by the San Diego County Water Authority, <u>AB 1588</u> seeks to create a path of reciprocity for military veterans transitioning out of military service and into civilian water and wastewater treatment occupations (see Attachment H for the Legislative Fact Sheet).

At this time, there are inadequate equivalency standards and a lack of appropriate crediting toward California certifications for experiences and education that may have been gained in these water and wastewater treatment operator occupational fields during military service. AB 1558 is absolutely <u>not</u> trying to create any short-circuit of the California testing and certification process; rather, the bill attempts to create a path by which the SWRCB applies crediting and recognizes work experiences and education derived during military service.

Based on the Board's strategic plan goal related to human resources, staff recommends that Mesa Water **Support AB 1588** (see Attachment I for a Sample Support Letter).

FINANCIAL IMPACT

None.

ATTACHMENTS

Attachment A: SB 204: Delta Conveyance: Oppose Unless Amended Coalition Letter

Attachment B: SB 332 Summary and Comparison with SB 163 (2015)

Attachment C: SB 414 Legislative Fact Sheet

Attachment D: SB 414 Summary of Language Changes from AB 2050 (2018)

Attachment E: SB 414 Sample Support Letter

Attachment F: AB 510 Sample Support Letter

Attachment G: AB 533 Support Coalition Letter

Attachment H: AB 1588 Legislative Fact Sheet

Attachment I: AB 1588 Sample Support Letter

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emwd	Inland Empire Utilities Agency A MUNICIPAL WATER DISTRICT	Elsinore Valley Municipal Water District	MesaWater DISTRICT [©]
UPPER SAN GABRIEL VALLEY MUNICIPAL WATER DISTRICT	CENTRAL CITY ASSOCIATION OF LOS ANGELES	THREE VALLEYS MWD	ESTIN CODULA
A PUBLIC ADDREY	Dudley Ridge Water District	STATE Workshow SWCC Served by the Caller Water Project	RAL COAST ANTER RELETHORIT
NATER OISTRICT	ALLEY MUNICIPAL WATER DISTRICT	SAN GABRIEL VALLEY MUNICIPAL WATER DISTRICT AZUSA I SIERRA MADRE I MONTEREY PARK I ALHAMBRA	SCV WATER
DESERT WATER	ALAMEDA COUNTY WATER DISTRICT	Mojave Water Agency	WESTERN MUNICIPAL WATER DISTRICT



SB 204 (Dodd): Delta Conveyance OPPOSE UNLESS AMENDED

Senate Natural Resources and Water Committee Date of Hearing: March 12, 2019 March 1, 2019

The Honorable Bill Dodd California State Senate State Capitol, Room 4032 Sacramento, CA 95814

Re: SB 204: Delta Conveyance: OPPOSE UNLESS AMENDED Senate Natural Resources and Water Committee – March 12, 2019

Dear Senator Dodd:

On behalf of the signatories noted below, we respectfully oppose your bill, SB 204, unless amended to address the concerns identified below. While we understand your interest in further transparency and sharing of information regarding future State Water Project contract amendments, some sections of the bill would significantly delay action to find a conveyance solution in the Delta or in modifying the SWP contracts in a way that meets the needs of our people, economy, environment, and farms.

SB 204 would add a section to the Government Code requiring that the Delta Conveyance Design and Construction Authority (DCA) submit 60 days in advance the terms and conditions of any contract for planning, design, and construction to the Joint Legislative Budget Committee (JLBC) and relevant policy and fiscal committees. Furthermore, the measure states IF_the JLBC or relevant policy committees hold a hearing to review a contract, the contract may not be approved for 90 days until after the first review hearing is scheduled. There is no specific language to determine the course of action if a hearing is not held.

This addition to the Government Code would significantly and unnecessarily delay any action on California WaterFix moving forward and would increase costs to implement the project by creating excessive delays in the contracting process. Governor Newsom, in his State of the State, expressed his administration's support for a one-tunnel project, and work is beginning on a refined project that will meet the objectives of water supply reliability and ecosystem restoration. Sections 6255.5 (b) and (c) would compromise efforts to move forward with the project in an efficient manner by making competitive bids of a construction contract essentially impossible, as it would require contractors to keep bid prices viable for a minimum of 150 days. A contractor could decide to inflate prices to compensate for the delay and uncertainty in the process, thereby undermining state contracting practices to hire the most qualified contractor and negotiate a competitive price. Furthermore, if no hearings are scheduled, it is unclear if the contracts could be approved, thus delaying or preventing implementation of California WaterFix.

Last year, the Joint Legislative Budget Committee sought to bring greater transparency to the State Water Project's long-term contract extensions, and an informational hearing was held on September 11, 2018. We support efforts to bring further transparency to any future amendments to the State Water Project contracts and construction of California WaterFix. That can be done by providing information and testimony during informational hearings, not by creating open-ended processes that could create unnecessary delays and increased costs.

Opposition Letter to SB 204 (Dodd) March 1, 2108

There is overwhelming scientific and policy evidence, developed over the course of more than a dozen years of study and analysis by state and federal agencies that California needs to move rapidly to modernize its water conveyance system to ensure water reliability for millions of Californians, farmers, and the environment. SB 204 is not the answer.

If you have any questions regarding our position on the measure, please do not hesitate to contact Kathy Viatella at The Metropolitan Water District of Southern California at <u>kviatella@mwdh2o.com</u> or by phone at (916) 650-2614.

Thank you for your consideration.

Sincerely,

Jeff Kightlinger General Manager Metropolitan Water District of Southern California	Nina Jazmadarian <i>General Manager</i> Foothill Municipal Water District	David W. Pedersen, P.E. <i>General Manager</i> Las Virgenes Municipal Water District	Susan Mulligan, P.E. <i>General Manager</i> Calleguas Municipal Water District
Paul Jones, II <i>General Manager</i> Eastern Municipal Water District	Kirby Brill Interim General Manager Inland Empire Utilities Agency	John D. Vega <i>General Manager</i> Elsinore Valley Municipal Water District	Paul E. Shoenberger, P.E., <i>General Manager</i> Mesa Water District
Tom A. Love <i>General Manager</i> Upper San Gabriel Valley Municipal Water District	Jessica Lall President & CEO Central City Association of Los Angeles	Matthew Litchfield <i>General Manager</i> Three Valleys Municipal Water District	Curtis Creel <i>General Manager</i> Kern County Water Agency
Dwayne Chisam <i>General Manager</i> Antelope Valley-East Kern Water Agency	Dale K. Melville <i>Manager-Engineer</i> Dudley Ridge Water District	Jennifer Pierre <i>General Manager</i> State Water Contractors, Inc.	Ray Stokes Executive Director Central Coast Water Authority
Jim Barrett <i>General Manager</i> Coachella Valley Water District	Douglas Headrick General Manager San Bernardino Valley Municipal Water District	Darin Kasamoto <i>General Manager</i> San Gabriel Valley Municipal Water District	Matt Stone <i>General Manager</i> Santa Clarita Valley Water Agency

Mark S. Krause <i>General Manager</i> Desert Water Agency	Robert Shaver <i>General Manager</i> Alameda County Water District	Tom McCarthy <i>General Manager</i> Mojave Water Agency	Craig Miller <i>General Manager</i> Western Municipal Water District
Steve Popelar Director of Finance & Administration Jurupa Community Services District	Gene Wunderlich Vice President of Government Affairs Southwest Riverside County Association of Realtors®	Valerie Nera Policy Advocate Cal Chamber	Robert Reeb Executive Director Valley Ag Water Coalition
Norma Camacho Chief Executive Officer Santa Clara Valley Water District	Brian A. Dickinson General Manager Water Department City of Compton	Gail Delihant Director Western Growers Association	Stuart Waldman President Valley Industry & Commerce Association
Alice Sullivan President & CEO Temecula Valley Chamber of Commerce	Tony Stafford General Manager Camrosa Water District	Tom Flavin Chief Executive Officer Burbank Chamber of Commerce	Michele Newell Board Chair VCEDA
Samantha Shapiro Executive Assistant/ Government Relations Coordinator Simi Valley Chamber of Commerce	John Bosler General Manager Cucamonga Valley Water District	Peggi Hazlett President/CEO Ontario Business Council	

cc: Members of the Senate Natural Resources and Water Committee Dennis O'Connor, Principal Consultant, Senate Natural Resources and Water Committee Todd Moffitt, Policy Consultant, Senate Republican Caucus

SUMMARY OF SB No. 332 (HERTZBERG AND WIENER)

AS INTRODUCED FEBRUARY 19, 2019

General:

- Declaration of discharge from ocean outfalls as waste and unreasonable use.
- Ocean outfalls consist of point source discharges to saline waters, including oceans, bays and estuaries.
- Applies to both NPDES permitholders (owner/operator of wastewater treatment facility) and affiliated water suppliers.
- Affiliated water suppliers defined broadly as all water suppliers that provide water disposed of in the collection system tributary to wastewater treatment facility.
- Baseline volume is average annual volume of wastewater discharged through ocean outfall for calendar years 2010 through 2020.
- No mention of the need for brine disposal or wet-weather discharges.

Reduction Requirements:

- 50% reduction of baseline volume by January 1, 2030.
- 95% reduction of baseline volume by January 1, 2040.

<u>Plans</u>:

- By July 1, 2022, a plan is required of NPDES permitholders, prepared "in conjunction with affiliated water suppliers," including specific information on facilities, cost, financing and schedule for meeting reduction requirements.
- By January 1, 2026, an updated plan is required to include refinements or changes and a written statement that the plan is current and accurate.

Reports:

- Reports to be submitted by NPDES permitholder <u>and</u> affiliated water suppliers to SWRCB every five years, including specific information on progress toward meeting reduction requirements.
 - First report due on January 1, 2024.
 - Subsequent reports due on January 1st of 2029, 2034 and 2039.

Penalties:

- All penalties apply to both NPDES permitholder <u>and</u> affiliated water suppliers.
- \$2,000/acre-foot of water discharged above reduction requirement.
- \$10,000 for failing to submit report by deadline.
- Ineligibility for state loans or grants until delinquent report is submitted.

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COMPARISON OF SB No. 332 (2019) AND SB No. 163 (2015)

Bill No.	Applies to	Numerical Requirements	Exemptions	Plans	Reports	Penalties
SB No. 332 (2019)	NPDES permittees for ocean outfalls <u>and</u> affiliated water suppliers.	 50% reduction by 01/01/30. 95% reduction by 01/01/40. Baseline = avg. annual for CY 2010 to 2020, inclusive. 	None.	 By 07/01/22, a plan is required of NPDES permittees, prepared in conjunction with affiliated water suppliers. By 01/01/26, an updated plan is required with a written statement that it is current and accurate. 	 By 01/01/24, first report required of NPDES permittees <u>and</u> affiliated water suppliers. Subsequent reports due on Jan. 1st every five years. 	 \$2,000/AF discharged above reduction requirement. \$10,000 for failure to submit report by deadline. Ineligibility for state grants or loans until delinquent report is submitted. All penalties apply to both NPDES permittee <u>and</u> affiliated water suppliers.
SB No. 163 (2015)	NPDES permittees for ocean outfalls.	 50% reuse by 01/01/26. 100% reuse by 01/01/36, and no discharge <u>except</u> as a backup discharge. Backup discharge is during periods of low recycled water demand such as wet-weather. Baseline = avg. annual for CY 2009 to 2014, inclusive. 	 On or after 01/01/22, permittees may petition SWRCB for partial exemption if they can demonstrate inability to meet req'ts for one of three specified reasons. Partial exemptions last for five years, upon which time permittee may reapply. Permittees with partial exemptions ineligible for state grants and loans, except those specifically for compliance with req'ts. 	 By 07/01/20, a plan is required of NPDES permittees. By 01/01/24, an updated is plan is required with a written statement that it is current and accurate. 	 By 01/01/17, first report required of NPDES permittees. Subsequent reports due on Jan. 1st every five years. 	None.



SB 414 (Caballero) The Small System Water Authority Act of 2019

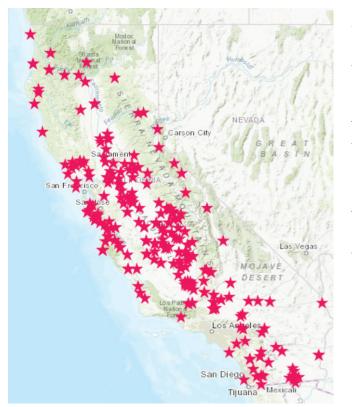
A Solution to Providing Safe Drinking Water to Communities Served by Chronically Non-Compliant Systems

Background

In 2012, Governor Jerry Brown signed into law Assembly Bill 685 (Eng), establishing the Human Right to Water declaring that it is the policy of the state that every Californian has a human right to safe, clean, affordable, and accessible drinking water.

Water Accessibility and Safety Concerns in California

Nearly 800,000 people in California lack access to safe and reliable drinking water on a daily basis. The State Water Resources Control Board (State Board) has identified 329 (as of November 2017) systems statewide that chronically serve



contaminated drinking water or cannot provide reliable water service due to unsound infrastructure or because they lack the

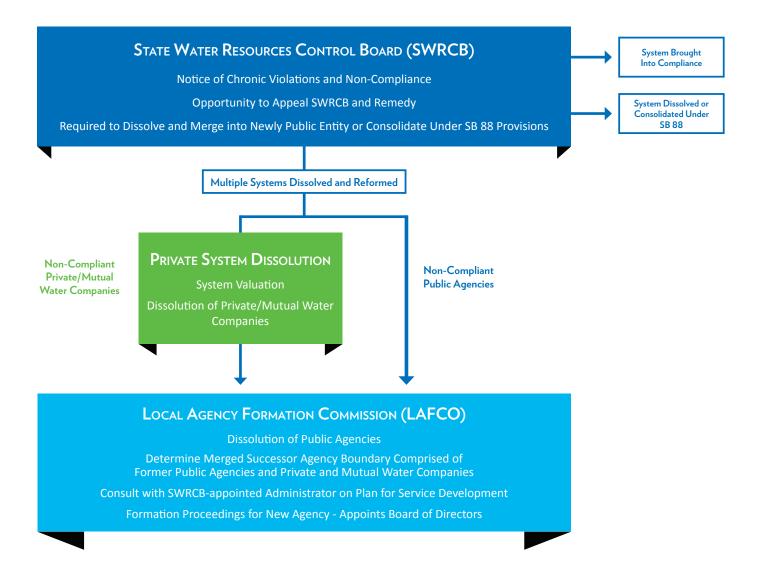


local financial, managerial, and technical resources to do so. The vast majority of these systems are small, rural systems that typically serve less than 10,000 people. A sustainable solution is necessary to address this drastic health and safety crisis.

To date, laws have been passed that address various elements of the water accessibility issue including voluntary and forced consolidations, supplying resources and technical support, and limiting the development of new unsustainable water systems. While these efforts have created a portfolio of options to address this critical issue of water accessibility in California, immediate and lasting changes to the governance structure of chronically noncompliant small systems are still needed to protect public health and safety.

The Small System Water Authority Act of 2019

SB 414 would create the Small System Water Authority Act of 2019, providing yet another valuable tool to prevent chronically non-compliant water systems from serving contaminated water to Californians. SB 414 proposes to merge non-compliant water systems into a larger and more robust public water system that can take advantage of improved economies of scale, streamlined managerial functions and enhanced financial capacity.

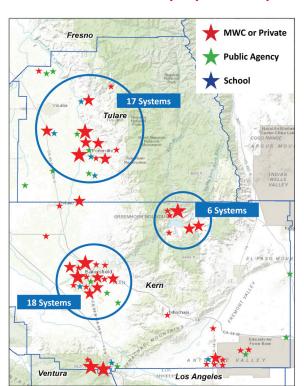


This bill authorizes the State Board to notify chronically non-compliant systems that they are in violation of public health and safety. Each system is then provided with an opportunity to develop a compliance plan within a given time period. If a system is unable to develop an approved plan, the State Board will then notify the county local agency formation commission (LAFCO) that it has determined the chronically non-compliant system needs to be dissolved and consolidated into an authority. Private and mutual water companies will be dissolved and will receive compensation through a distressed business valuation process, if there is remaining value on the system. At this time any existing water systems also will have an opportunity to voluntarily consolidate with a new authority.

The State Board will appoint an Administrator in regions that have five or more chronically non-compliant systems. In regions that have less than five systems, the State Board will be directed to use existing consolidation authorities and funding to bring those systems into compliance. The LAFCO will then form the new Small System Water Authority (Authority), which will have the unique powers to absorb, improve, and consolidate currently non-compliant public water systems with either contiguous or noncontiguous boundaries. Each Authority will be

required to submit a conceptual formation plan to the State Board. The Administrator will identify and hire critical staff and will ultimately complete a Final Plan for Service that will be approved, through a local public hearing process, at the LAFCO.

The new system will be formed as an independent special district, provided with new internal and external financing opportunities, increased transparency including an elected Board of Directors, and the system will be scaled to a size to develop, coordinate, or contract through regional agreements, the necessary infrastructure to treat contamination issues. This in turn will lead to more sustainable water systems that can effectively deliver safe and affordable drinking water to its residents.



SAMPLE Grouping of Non-Compliant Systems For demonstration purposes only.

Larger stars denote proportionately larger populations of small systems noted as "Out of Compliance" in State Water Board Database.

For more information regarding the Small System Water Authority Act of 2019

OFFICE OF SENATOR ANNA M. CABALLERO

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NIEMELA PAPPAS & ASSOC

Erin Niemela Emily Pappas Jaime Minor 916.661.5365

CALIFORNIA MUNICIPAL UTILITIES ASSOCIATION

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Small System Water Authority Act of 2019 Support/Opposition

SUPPORT

California Municipal Utilities Association (Co-Sponsor) Eastern Municipal Water District (Co-Sponsor) Calleguas Municipal Water District Independent Special Districts of Orange County Three Valleys Municipal Water District Valley Center Municipal Water District Western Municipal Water District

OPPOSITION

None on file

The Small System Water Authority Act of 2019

Summary of Language Changes (Changes reflect differences from AB 2050 [2018])

Part 4. Formation

- Amended Section 78030(a)(2) identifying that a system is deemed out of compliance if they are in violation of one or more state or federal primary drinking water standard maximum contaminant levels based on a running average for the period from July 1, 2018 through December 31, 2019. AB 2050 had identified a term of four consecutive quarters before March 1, 2019. This has since been deleted. This change was made to be more consistent with the regulatory community requirements.
- Section 78032 (c)(2)(C) added the word "reasonable" as, "there is no other *reasonable* alternative that would protect the public drinking water supplies of the public water system..."
- Section 78032(c)(3) added language that directed the state board to remedy the water quality violations if they are unable to make the prescribed findings through the application of their existing authority to order consolidations or through the application of existing funding sources to remedy the failure.
- Added Section 78033(a)(2) identifying that the customers of a failing water system may submit a petition that their public water system be included in a proposed small system water authority by filing a petition comprised of either a specific number of customers or by a specific percentage of the service connections.
- Added Section 78035(6) which identified that the conceptual formation plan must include the identification of interim safe drinking water supplies sufficient to serve the customers of the system from submission of the conceptual plan until the date upon which all infrastructure repairs, construction, rehabilitation or reconstruction are complete.
- Added language to Section 78038(a) that provided flexibility for the system administrator to determine that an authority would be financially and operationally viable with less than five public water systems.
- Added subsection (4) to Section 78038 which outlines systems that may voluntarily opt-in, this subsection clarifies that those systems where the residents petition to be part of the system, may be included as an opt-in system.
- Added Section 78038(b)(1)(D) which ensures that interim water supplies are identified in the plan for service that is submitted to LAFCO.
- Added 78038(b)(2)(G) identifying that where a special district is to be dissolved a successor who will assume responsibility also must identify an interim water supply.
- Added 78038(c)(1) accelerates the period for notification by the Administrator to the State Board that formation of a small system water authority is not feasible.
- Added 78038(c)(2) which requires the State Board develop findings that even though a small system water authority could not be formed that continued operations of the system is still a threat to public health and safety.

- Added 78038(c)(3) specifying that if the previously identified findings have been made then the State Board will either exercise existing consolidation authorities under SB 88 [2015], or use existing funding sources to remedy the failure to meet applicable water quality standards.
- Amended Section 78040(a) which now identifies that both the LAFCO and the State Board (AB 2050 had only identified LAFCO) must receive a report annually for the first three years after formation describing the prior year's operation, any violations of drinking water standards, actions taken, etc.
- Amended Section 78040(b) where previous versions of the bill had identified that the LAFCO may order the authority to remedy any failure to comply with conditions imposed in either the conceptual formation plan or the plan for service, this version identifies the State Board as the entity responsible.
- Added the requested language from the State Controller in section 78041(a) stating that the Controller (instead of a consultant hired by the Controller) shall prepare a report to the Legislature reviewing startup operations, fiscal health, and identifies any supplemental state funding. Further outlines that the Controller <u>may</u> consult with any other individual or organization they deem appropriate including but not limited to a list of identified associations.
- Deleted former description for the qualifications and procedure for hiring an administrator and instead cross referenced the State Board's current authority to hire a system administrator (per the State Board's request).
- Added new Sections 78042(a) and (b) requiring the State Board to prepare a report to the Legislature no later than January 1, 2026 specifying the number of public water systems that, at any time between July 1, 2018 and January 1, 2025 were out of compliance with one or more state or federal primary drinking water standard maximum contaminant levels on a running annual average. The report shall identify public water systems that were a) brought into compliance through the formation of an authority, b) were brought into compliance with consolidations under SB 88 [2015], or c) those systems that remain out of compliance. For those systems that remain out of compliance the report shall further propose one or more plans that will, using financial and other resources available, bring those systems into compliance by January 1, 2029.

Part 8. Financial Provisions: Chapter 3: Fiscal provisions

- Section 78115(a)(1) (5) removed the reference to specific dollar figures for LAFCO and each of the prescribed state agencies. We are in the process of refining the numbers and will likely be identifying Safe Drinking Water Trust as the method for funding.
- Added Sections 78115(c), (A) and (B) identifying sources of additional funding should the previously identified funding sources be insufficient. At a future date this may be linked to the Safe Drinking Water Trust Funding.

General Changes

• Changes to the timeline in terms of both calendar dates and a reference to a specific number of days have been made throughout the document.

[Date]

The Honorable Anna Caballero 12th Senate District State Capitol, Room 5052 Sacramento, CA 95814

Subject: SB 414 (Caballero): The Small System Water Authority Act of 2019 – Support

Dear Senator Caballero:

[District/Agency/Association Name] is pleased to support *SB XX* - *The Small System Water Authority Act of 2019*, and we thank you for addressing this complex and critical issue. SB 414 seeks to establish a new category of public water agency by way of merging formerly non-compliant drinking water systems in order to sustainably provide the technical, managerial, and financial capabilities necessary to ensure the consistent delivery of safe drinking water.

[District/Agency/Association Name] recognizes that water accessibility is truly a concern in a number of regions throughout the state. The State Water Resource Control Board has identified approximately 264 (as of February 6, 2019) public water systems that are chronically serving contaminated water to customers and are in violation of primary state and federal drinking water standards. A great percentage of these failing systems are primarily located in economically distressed or rural counties. Systems that fail to provide access to clean, reliable, drinking water must be held accountable and have a plan to mitigate natural contaminants, and/or manmade contaminants, or fix their under-maintained water systems.

This bill authorizes the creation of a Small System Water Authority that will be authorized to absorb, improve, and competently operate currently non-compliant public water systems with either contiguous or non-contiguous boundaries. By establishing lasting changes to the governance structures of failing water systems, the state of California will take substantial steps toward achieving the goal of making safe, clean and reliable drinking water a reality for all Californians.

[District/Agency/Association] thanks you for your support in addressing water accessibility issues. If **[District/Agency/Association]** could be of assistance to you in the future please contact me at **[Contact Information]**.

Sincerely,

c: Eastern Municipal Water District California Municipal Utilities Association



[Date]

The Honorable Ken Cooley California State Assembly State Capitol, Room 3013 Sacramento, CA 95814

RE: Assembly Bill 510 (Cooley) – Support [As Introduce February 13, 2019]

Dear Assembly Member Cooley:

The [District Name], is pleased to support Assembly Bill 510, which allows public agencies to diligently manage their financial and equipment resources by setting their own records retention policies for recordings related to routine video monitoring, radios, and telephones. [Brief description of your district and services provided]

AB 510 modernizes the Government Code to allow local public agencies, including special districts, to adopt records retention policies designed for modern digital recording technologies, while ensuring the proper retention of any records in which an incident may have occurred. This change in law will allow agencies to retain important records while deleting useless ones, thus saving a significant amount of taxpayer dollars on unnecessary data storage costs.

[If possible, describe the type of routine video monitoring your district does, the number of cameras you have, and the current cost to store the data for a year]

AB 510 modernizes existing law to catch up with the technology of today and will allow flexibility for our district to adapt to future technological advances, allowing our district to diligently manage our financial and equipment resources by setting our own records retention policies based on the needs and the use of our cameras, radios, and telephones.

For these reasons, [District name] is pleased to support Assembly Bill 510. Please feel free to contact me if you have any questions.

Sincerely,

[Name] [Title]

cc: Dillon Gibbons, Senior Legislative Representative, California Special Districts Association {advocacy@csda.net}



[<mark>DATE</mark>]

The Honorable Chris Holden California State Assembly State Capitol, Room 5132 Sacramento, CA 95814

Re: AB 533 (Holden): Income Tax Exemption for Water Rebates - SUPPORT

Dear Assembly Member Holden:

On behalf of the signatories noted below, we support your bill, AB 533, to exclude from gross income, under personal income and corporation tax laws, amounts received as a rebate, voucher, or other financial incentive issued by a local water agency for participation in water efficiency or storm water runoff improvement programs.

In May 2018, SB 606 (Hertzberg) and AB 1668 (Friedman) were signed into law as part of then-Governor Brown's initiative to make "Water Conservation a California Way of Life" in response to California's longest drought in history. Utility-sponsored financial incentives, including consumer rebates, are among the most important and cost-effective tools available to local water providers to achieve water use efficiency objectives, particularly for turf replacement, irrigation controllers, leak detection devices, and other high cost water-saving options. However, over a certain amount, the rebate funds that individuals and businesses receive in connection with these programs may be deemed to be taxable under state law.

The consistent experience of California's water utilities shows that fewer individuals and corporations will avail themselves of financial incentives if they are deemed to be taxable income. If rebates from water efficiency and <u>storm water</u> improvement programs are considered taxable income in California, cities <u>and</u> water agencies are required to send tax documents, <u>i.e.</u> 1099s, to each program participant. This creates an unnecessary administrative burden on water agencies.

It is well documented that consumer rebates and subsidies substantially increase adoption of water use efficiency and storm water management strategies. Rebates provide a much-needed financial incentive to implement these measures year-round. We applaud your leadership in introducing this vitally important measure ensuring that rebates, vouchers, and other incentives for turf replacement and storm water programs exempt from state income and corporate tax. This is a necessary step to incentivize homeowners and businesses to make important investments in water conservation and storm water capture projects to protect our critical water resources.

For all of the above reasons, we support AB 533 and will work together to ensure its passage.

Jeff Kightlinger General Manager Metropolitan Water District of Southern California	Charley Wilson Executive Director & CEO Southern California Water Coalition	Susan Mulligan, P.E. General Manager Calleguas Municipal Water District	Brian A. Dickinson General Manager Water Department City of Compton
David W. Pedersen, P.E. <i>General Manager</i> Las Virgenes Municipal Water District	Paul Jones, II <i>General Manager</i> Eastern Municipal Water District	Craig Miller General Manager Western Municipal Water District	Nina Jazmadarian <i>General Manager</i> Foothill Municipal Water District
Matthew Litchfield General Manager Three Valleys Municipal Water District	LAX Coastal Chamber of Commerce	Bill Manis <i>CEO</i> San Gabriel Valley Economic Partnership	Christopher J. Garner <i>General Manager</i> Long Beach Water Department

Sincerely,

Gene Wunderlich Vice President of Government Affairs Southwest Riverside County Association of Realtors®	Danielle Blacet Director for Water California Municipal Utilities Association		
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cc: Members of the Assembly Revenue and Taxation CommitteeM. David Ruff, Consultant, Assembly Revenue and Taxation CommitteeJulia King, Policy Consultant, Assembly Republican Caucus



AB 1588 (Gloria/Gray)

Objective: Ensure military veterans transitioning into civilian water and wastewater operator occupations receive appropriate crediting for experience and education gained during military service.



Support:

- Irvine Ranch Water District
- Otay Water District
- San Diego County Water Authority

AB 1588

AB 1588 would:

- Provide a path of reciprocity to military veterans to apply their advanced skills and experience toward state and industry-supplied certifications, or positions within the public or private sectors that specify certifications, within the water and wastewater treatment and distribution operator fields.
- Ensure that advanced water treatment operators and recycled distribution system operators of potable reuse and recycled water facilities have a career advancement path as certified water and/or wastewater treatment plant operators.

BACKGROUND

In 1971, laws and regulations governing the certification of potable water treatment facility operations were enacted. The regulations estbablish at what level water treatment facilities should be staffed, the minimum qualifications for testing at each of the five grade levels of water treatment system operator, and the criteria for the renewal and revocation of operator certificates. The Drinking Water



Operator Certification Program, under the State Water Resources Control Board (SWRCB), is responsible for the testing and certification of approximately 35,000 water treatment and water distribution operators throughout the state of California. The SWRCB also administers the Wastewater Operator Certification program, which provides for Wastewater Treatment Plant Certification examinations, certifications, and certification renewals. There are approximately 6,000 active certified wastewater treatment plant operators in California.

Water and wastewater treatment is an essential and well-established industry with an aging infrastructure and workforce. Replacement of critical infrastructure components, like 100-year-old pipes and pumps, while maintaining service to customers, is one of the greatest challenges in the industry today. In addition, the high level of retirements, new technologies, and increased demand for safe drinking water also contribute to the pressure on the industry to adapt.

At the same time that the water and wastewater industries are experiencing an aging and retiring workforce, more than 250,000 U.S. military members leave military service each year,

AB 1588 (Gloria/Gray)

according to the Department of Defense. Dozens of offices and agencies and thousands of private organizations are focused on assisting service members, veterans, and their families to successfully reintegrate after military service. Despite the abundance of available resources, there continue to be missed opportunities – particularly within the water and wastewater treatment operator field – to find, educate, certify, and employ veterans transitioning to civilian employment.

Projections of demand for water operators are fueled by a high level of expected retirements among the experienced workforce and the continued increase in demand for water by both residential and commercial customers. According to recent industry reports, thousands of water workers are aging and expected to retire from their positions in coming years, leading to a huge gap to fill for utilities and other water employers. New entrants to the industry need education and training to obtain state certification and incumbent workers need additional credits when they seek a higher level of state certification.

Several states – including Washington, Texas, North Carolina, and Pennsylvania – provide paths for military veterans to navigate the civilian water system operator certification process and allow the application of equivalency standards to credit military experiences toward state or industry certifications in the water and wastewater treatment and distribution fields. However, there is no similar pathway or equivalency standard process for military veterans in California. The California water industry and other similar skilled trade industries would have a much larger pool of highly skilled, motivated, and talented individuals eager to continue their service to the public and the community at large if military veterans were offered experience credit toward state or industry certifications.

CONTACTS

CO-SPONSORS

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Ivy Ridderbusch

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Mark Watton, General Manager Otay Water District Office: (619) 670-2280 mwatton@otaywater.gov

Tenille Otero, Communications Officer Otay Water District Office: (619) 670-2256 totero@otaywater.gov

Rosanna Carvacho Brownstein, Hyatt, Farber & Schreck (916) 594-9700 rcarvacho@bhfs.com



sdcwa.org



otaywater.gov





March ___, 2019

Honorable Todd Gloria California State Assembly State Capitol, Room 2176 Sacramento, CA 95814 Honorable Adam Gray California State Assembly State Capitol, Room 3152 Sacramento, CA 95814

SUBJECT: AB 1588 (Gloria/Gray) - SUPPORT

Dear Assemblymembers Gloria and Gray:

On behalf of ______, I am pleased to inform you that we support your bill, AB 1588, which would ensure that military veterans transitioning from military service into civilian water and wastewater treatment operator occupations receive appropriate and satisfactory credit towards California certifications for the work experience, education, skills, and knowledge gained while working on water and wastewater treatment systems in military service.

Water and wastewater treatment are essential and well-established industries with an aging infrastructure and workforce. Replacing critical infrastructure components, like 100-year-old pipes and pumps, while maintaining service to customers, is one of the greatest challenges in the industry today. Additionally, the high level of employee retirements, new technologies, and the increased demand for safe drinking water contribute significantly to the pressure on the industry to adapt to these ever-changing needs.

As water and wastewater industries are experiencing an aging and retiring workforce, more than 250,000 U.S. military members leave service each year, according to the Department of Defense. Dozens of state offices and agencies and thousands of private organizations are focused on assisting service members, veterans, and their families to successfully reintegrate after military service, yet, despite the abundance of available resources, there continue to be missed opportunities to find, educate, certify, and employ veterans transitioning to civilian employment – particularly within the water and wastewater treatment operator field.

Projections of the demand for water operators are fueled by a high level of expected retirements among the experienced workforce and the continued increase in the demand on water by both residential and commercial customers. According to recent industry reports, thousands of water employees are aging and expected to retire from their positions in coming years, which will lead to a huge workforce gap to fill for utilities and other water employers. New entrants to the industry need to have demonstrated education and training to obtain state certification and incumbent workers need additional credits when they seek higher levels of state certification.

Several states – including Washington, Texas, North Carolina, and Pennsylvania – already provide paths for military veterans to navigate the civilian water system operator certification process and allow the application of equivalency standards to credit military experiences toward

state or industry certifications in the water and wastewater treatment and distribution fields.

However, there is no similar pathway or equivalency standard process for military veterans in California. AB 1588 seeks to provide this critical pathway. The California water industry and other similar skilled trade industries would have a much larger pool of highly skilled, motivated, and talented individuals eager to continue their service to the public and the community at large if military veterans were offered experience credit toward state or industry certifications.

For these reasons, _____ is pleased to support AB 1588. Please do not hesitate to contact me if you have any questions regarding our position.

Sincerely,

MEMORANDUM



Dedicated to Satisfying our Community's

Water Needs

TO: Legislative & Public Affairs CommitteeFROM: Stacy Taylor, External Affairs ManagerDATE: March 25, 2019SUBJECT: Orange County Update

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

DISCUSSION

The Mesa Water District (Mesa Water®) government relations program includes monitoring local and regional political issues and policy-setting authorities (i.e., County of Orange, Orange County Local Agency Formation Commission, etc.). Mesa Water's consulting firm, Lewis Consulting Group, will provide an update to the Board.

FINANCIAL IMPACT

In Fiscal Year 2019, \$50,000 is budgeted for Support Services; \$32,000 has been spent to date.

ATTACHMENTS

None.

MEMORANDUM



TO: Legislative & Public Affairs CommitteeFROM: Celeste Carrillo, Public Affairs CoordinatorDATE: March 25, 2019SUBJECT: Outreach Update

Dedicated to Satisfying our Community's Water Needs

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water. Goal #6: Provide outstanding customer service. Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

BACKGROUND

Mesa Water District's (Mesa Water®) outreach program aims to connect Mesa Water with its constituents in order to achieve Goal #4 of the Board of Directors' (Board) Strategic Plan. Outreach activities are also designed to achieve the Strategic Plan goals related to customer service, human resources, and/or regional water issues involvement by educating and informing the District's constituents about Mesa Water, water issues, and water in general. Mesa Water's constituents include external audiences, such as customers, community members, elected officials, industry colleagues, media, water districts and special districts – as well as internal audiences, such as staff, retirees and Board members.

As part of these ongoing efforts, staff has planned various activities through September 2019. These activities include three major focus areas: Events, Media/News and Special Projects.

Events

Upcoming Fiscal Year 2019 Events

- 1. **5th Grade Assembly** Pomona Elementary School, 2051 Pomona Avenue, Costa Mesa: Monday, March 25, 1:45 p.m. to 2:45 p.m.
- 2. **Children's Water Education Festival** University of California, Irvine: Wednesday, March 27 through Thursday, March 28, 9:30 a.m. to 3:30 p.m.

Planned Remaining Fiscal Year 2019 & 2020 Quarter 1 Events

- 1. Two- 5th Grade Assemblies
- 2. Two- Water Use Efficiency Events such as Landscape Workshops
- Five- General Community Events such as Children's Water Education Festival, Lions Club Fish Fry, Environmental Nature Center Spring Faire, Solar Cup Qualifying Events, and Concerts in the Park



- 4. Two– **MWRF VIP Tours/Open Houses** such as ACWA Communications Committee Industry Tour, Institute for Conservation Research and Education (approximately 150ppl)
- 5. Ten- Community Chats local Board member meet and greets at division locations

Media/News

Staff plans to continue its efforts to inform the public by leveraging media and news in the following ways:

- **Social Media** Post approximately three times a week on Facebook, Twitter, Instagram and Nextdoor
- **Media Relations** Focus on local media (including Orange County Register and Daily Pilot)
- **Press Releases** Developed twice a month
- Mesa Water's Newsletter, News on Tap Distributed every other month

Special Projects

- Customer Survey
 - Staff will conduct a Request for Proposal (RFP) process for an annual customer survey, with the initial survey to be conducted in July 2019.
 - This survey will establish a third-party baseline of Mesa Water customers' awareness of and satisfaction with the District with the intent to be conducted annually.

• Branding Community Assets

- Staff plans to brand and leverage specific Mesa Water community assets as platforms for raising public awareness of Mesa Water and about water in the community, including: hydrants, meter lids, sample stations, vehicle fleet and rolling stock, well sites, and District Headquarters.
- New Customer Welcome Program
 - Staff plans to execute a welcome program for new customers who move into the service area. The program will include a short message developed for Customer Service staff to use with customers who call in to establish a new service, and to let the customer know they will soon receive a welcome kit.
 - The welcome kit will include: Reusable grocery bag, which will contain Mesa Waterbranded items; District information; and a door hanger.
 - Customers will receive a follow up phone call from their Division Director.

• Long-Term Resident Program

- Similar to the New Customer Welcome Program, customers who have resided in the service area for 30 years or more will be provided with the Mesa Water kit.
- Customers will also receive a phone call from their Division Director to thank them for being a long-term customer.

• Community Chats

- Staff will host and facilitate "community chats" at different locations within Mesa Water's service area to allow for community members to meet and greet their Board members.
- Each Board member will attend two sessions (Wednesday evening and Saturday



morning) in late July through late August 2019.

FINANCIAL IMPACT

In Fiscal Year 2019, \$292,000 is budgeted for the District's Public Affairs department expenses; \$182,000 has been spent to date. Staff will include funds for Branding Community Assets and the New Customer Welcome/Long-Term Resident Program in the proposed Fiscal Year 2020 Budget.

ATTACHMENTS

None.

Mesa Water Legislative & Public Affairs Committee Meeting of March 25, 2019

REPORTS:

5. REPORT OF THE GENERAL MANAGER

Mesa Water Legislative & Public Affairs Committee Meeting of March 25, 2019

REPORTS:

6. DIRECTORS' REPORTS AND COMMENTS