



*Dedicated to
Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, December 21, 2017
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, December 21, 2017 at 3:30 p.m.**

**Teleconference Site:
4100 Moore's Lane, Apt. 227
Texarkana, TX 75503**

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

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PROTOS AWARD PRESENTATION

PUBLIC COMMENTS

Non-Agendized Matters: Members of the public are invited to address the Board on matters which are not on the Agenda. Each speaker is limited to three (3) minutes. The Board will set aside thirty (30) minutes for public comments.

Agendized Matters: 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 five (5) minutes.

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. Outreach Update

PRESENTATION AND DISCUSSION ITEMS:

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

2. Committee Meeting Dates and Chair Appointment

ACTION ITEMS:

3. Advocacy Consulting Services



REPORTS:

4. Report of the General Manager
5. 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



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TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: December 21, 2017
SUBJECT: Outreach Update

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

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

DISCUSSION

Mesa Water District's outreach program aims to connect Mesa Water with its constituents in order to achieve Goal #4 of the District's Strategic Plan. Outreach activities are also designed to achieve the Strategic Plan goals related to human resources, customer service, 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, water districts and special districts; and media – as well as internal audiences such as staff, retirees and Board members.

Upcoming FY 2018 Events

1. 5th Grade Assembly on Thursday, January 11, 2018 at 1:05 p.m., Rea Elementary School, 661 Hamilton Street, Costa Mesa, CA 92627
2. What About Water in-school water education program, Thursday, January 11, 2018 at 12:20 p.m., Costa Mesa High School, 2650 Fairview Road, Costa Mesa, CA 92626
3. Costa Mesa Public Safety Recognition Celebration, Thursday, January 18, 2018 at 6:00 p.m. to 9:00 p.m., Fête the Venue, 3101 Redhill Avenue, Costa Mesa, CA 92626

The benefits of Mesa Water's outreach program include:

- Informing constituents about Southern California's perpetual drought, the historical drought facing California, and the importance of developing local and cost-effective sources of safe, reliable water for Mesa Water's service area and the region at large;



- Educating constituents about the importance of water and water stewardship, in order to sustain Southern California's population, quality of life, business, and economy;
- Educating constituents about Mesa Water's stewardship of ratepayer funds and financial responsibility to fund, invest in, and save for the current and future provision of safe and reliable water for the District's service area;
- Informing constituents of the District's infrastructure improvements to ensure water quality and water reliability for its service area;
- Learning from constituents and evolving as a well-informed Board of Directors;
- Promoting water use efficiency to Mesa Water's customers and community members to help them save water, money, and the environment;
- Ensuring, for public health and safety reasons, that Mesa Water customers and community members identify the District as their water provider and as the source of information about water in emergency situations;
- Supporting Mesa Water's service area as an actively involved participant in programs that provide added value and benefits to the community;
- Informing the media of Mesa Water's activities that benefit the District's customers and community;
- Empowering Mesa Water's Board and staff with information that will help them provide the best possible service to the District's customers and community members; and
- Strengthening Mesa Water's industry relations to provide opportunities for improving the District's business and operations -- including the areas of financial and human resources strength, infrastructure and technological innovation, and setting/supporting policies that have a positive impact on Mesa Water's service area -- so that the District can continue to provide safe, high-quality, reliable, and affordable water to its customers.

FINANCIAL IMPACT

In Fiscal Year 2018, \$373,200 is budgeted for support services to the District's Public Affairs department; \$134,755 has been spent to date.

ATTACHMENTS

None.

MEMORANDUM



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TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: December 21, 2017
SUBJECT: Committee Meeting Dates and Chair Appointment

RECOMMENDATION

Confirm the 2018 Legislative & Public Affairs Committee regular meetings for the fourth Monday, every other month, beginning in February, starting at 3:30 p.m., and appoint the Committee Chair.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

This item is annually updated at a Legislative & Public Affairs Committee (LPAC) meeting.

DISCUSSION

Annually, LPAC appoints a Committee Chair and approves the regular meeting date and time. Historically, LPAC has been meeting at 3:30 p.m. on the fourth Thursday of the month, unless that day falls on a holiday in which case the meeting moves to the Thursday prior.

In 2018, due to anticipated minimal committee topics and increased statewide advocacy responsibilities that require the General Manager's attendance at the Association of California Water Agencies Board meetings, staff is recommending that LPAC meet bi-monthly, beginning in February, on the fourth Monday, unless that day falls on a holiday. December is the only month where this occurs, and December 17 is proposed as the revised meeting date.

Following are the proposed 2018 LPAC meeting dates; in the case that the date has a conflict or is scheduled on a holiday, the meeting will move to the week prior (as noted with an asterisk below):

- February 26
- April 23
- June 25
- August 27
- October 22
- December 24* - reschedule to December 17

FINANCIAL IMPACT

None.



ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: December 21, 2017
SUBJECT: Advocacy Consulting Services

RECOMMENDATION

Recommend that the Board of Directors renew the contract with California Advocates for Advocacy Consulting Services through December 31, 2018 for an amount not to exceed \$84,000.

STRATEGIC PLAN

Goal #3: Be financially responsible and transparent.
Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

In Fiscal Year 2014, Mesa Water District (Mesa Water®) retained, via a competitive procurement process for advocacy consulting services, the advocacy firm California Advocates (CA Advocates); since then, the District has renewed the CA Advocates contract annually.

DISCUSSION

At its meeting on November 2, 2017, the Board of Directors (Board) adopted Mesa Water's 2018 Legislative Platforms for use regarding anticipated high-priority public policy issues. Advocacy for the District's platforms has and will continue to require significant work in Sacramento on multiple issues during Calendar Year 2018. CA Advocates has been effective for Mesa Water® on several high-priority issues through active legislative monitoring and engagement with the: Governor's administration; State legislature and its leadership, committees, consultants and staff; State Water Resources Control Board; Association of California Water Agencies; CalDesal; California Municipal Utilities Association; California State Association of Counties; League of California Cities; California Special Districts Association; WaterReuse; and others. Staff recommends continuing work with CA Advocates as our lead Sacramento representative for advocacy issues important to Mesa Water.

FINANCIAL IMPACT

In Fiscal Year 2018, \$84,000 is budgeted; \$35,000 has been spent to date.

ATTACHMENTS

None.

REPORTS:

4. REPORT OF THE GENERAL MANAGER:

REPORTS:

5. DIRECTORS' REPORTS AND COMMENTS: