



*Dedicated to
Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, July 27, 2017
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, July 27, 2017 at 3:30 p.m.**

CALL TO ORDER

PLEDGE OF ALLEGIANCE

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. Advocacy Update
2. Outreach Update

PRESENTATION AND DISCUSSION ITEMS:

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

None

ACTION ITEMS:

None

REPORTS:

3. Report of the General Manager
4. Directors' Reports and Comments

INFORMATION ITEMS:

5. Community Outreach Event – New Vending Machine Launch



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



MesaWater
DISTRICT®

Dedicated to

Satisfying our Community's

Water Needs

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: July 27, 2017
SUBJECT: Advocacy Update

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

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 2018, \$84,000 is budgeted; \$7,000 has been spent to date.

ATTACHMENTS

None.

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: July 27, 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. Water-Wise Wednesdays at the OC Fair on Wednesday, August 2, 2017 from 12:00 to 5:00 p.m. in the Centennial Farm area, 88 Fair Drive, Costa Mesa, CA 92626.
2. Water-Wise Wednesdays at the OC Fair on Wednesday, August 9, 2017 from 12:00 to 5:00 p.m. in the Centennial Farm area, 88 Fair Drive, 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

None.

ATTACHMENTS

None.

REPORTS:

3. REPORT OF THE GENERAL MANAGER:

REPORTS:

4. DIRECTORS' REPORTS AND COMMENTS:

MEMORANDUM



TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: July 27, 2017
SUBJECT: Community Outreach Event – New Vending Machine Launch

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.

PRIOR BOARD ACTION/DISCUSSION

None.

DISCUSSION

Mesa Water District's water vending machine is a popular community resource. Since its initiation, the water vending machine at the District has served over 252,000 gallons of safe, high-quality water to consumers. Over the past year, vends from the machine have ranged from 1,950 to 3,400 gallons per month.

Coinciding with the recent installation of the District's newest water vending machine, featuring fresh new graphics fitting Mesa Water's brand, staff is planning a community outreach event to launch its new water vending machine and invigorate our customers' interest in this resource, Mesa Water, and water in general.

Designed to connect Mesa Water with residents who frequently use the District's water vending machine, the event will also provide an opportunity to inform community members about the affordability, quality and safety of drinking water.

Additionally, the event will advance our media relationships, as well as communicate -- to the District's industry, staff, and local elected officials -- our interest in engaging with diverse constituents within Mesa Water's service area.

Scheduled for 9:00 a.m. to noon on Saturday, September 23 at the District's headquarters, the event will celebrate health, happiness and community life, formatted as a family festival for the community. The event will be kicked off with a ribbon-cutting ceremony by the Costa Mesa Chamber of Commerce to officially "open" the new water vending machine.



The event will be promoted throughout Mesa Water's service area, with specific focus on the Westside Neighborhood -- Division 1 -- where the District's headquarters and water vending machine are located. To encourage attendance, the event will be publicized to local/regional consumer media.

Staff is inviting several nonprofit community organizations that serve Costa Mesa's community to partner in the event. These organizations will also promote and publicize the event to their audiences. Below is a list of organizations that are committed or invited to participate as of this memo's writing:

- Committed
 - Costa Mesa Chamber of Commerce
 - Mika Community Development Corporation
 - Save Our Youth ("SOY")
 - Youth Employment Services ("YES")
- Invited
 - Share Our Selves ("SOS")
 - Vanguard Jesse Miranda Center for Hispanic Leadership

To support the District in successfully planning, promoting, publicizing, producing and presenting this event, staff will retain professional services from a consultant/firm that specializes in Hispanic outreach and bilingual (English/Spanish) marketing. With a not-to-exceed budget of \$25,000, the event's performance metrics will be based on the total number of event attendees and media impressions.

FINANCIAL IMPACT

In Fiscal Year 2018, \$373,200 is budgeted for support services to the District's Public Affairs department; no funds have been spent to date.

ATTACHMENTS

None.