



*Dedicated to
Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, September 22, 2016
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, September 22, 2016 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 Consulting Services Report
2. Legislative Consulting Services Report
3. Outreach Update
4. Social Media Metrics

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:

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.

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



Dedicated to

Satisfying our Community's

Water Needs

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: September 22, 2016
SUBJECT: Advocacy Consulting Services Report

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 2017, \$84,000 is budgeted; \$21,000 has been spent to date.

ATTACHMENTS

None.



*Dedicated to
Satisfying our Community's
Water Needs*

MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: September 22, 2016
SUBJECT: Legislative Consulting Services Report

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

Mesa Water District (Mesa Water®) receives legislative consulting services from Townsend Public Affairs (TPA). As part of its service to Mesa Water®, TPA submits a monthly written report of its activities on behalf of the District, including a legislation matrix.

FINANCIAL IMPACT

In Fiscal Year 2017, \$60,000 is budgeted; \$10,000 has been spent to date.

ATTACHMENTS

Attachment A: Report & Legislation Matrix

MEMORANDUM

To: Mesa Water®

From: Townsend Public Affairs, Inc.

Date: September 12, 2016

Subject: Monthly Political and Activity Report

Specific Activities for the Month:

- TPA continued to work in coordination with California Advocates on SB 814 (Hill) and SB 1298 (Hertzberg).
- TPA provided Mesa Water staff with a comprehensive matrix of upcoming Board Meetings for various special districts.
- TPA monitored the Little Hoover Commission hearing on special districts and provided notes to staff.
- TPA provided Mesa Water updates on amendments taken to AB 2022 (Gordon) throughout the final month of the legislative session.

State Political Update

The Legislature wrapped up the two-year legislative session early in the morning on September 1. They will reconvene for the first year of the next two-year session on January 2, 2017. The Governor has approximately 780 bills on his desk for his consideration. All bills that were sent to the Governor's office will need to be signed or vetoed by September 30. In the final days of the legislative session, the Legislature focused on hot topics including climate change, Cap and Trade, overtime pay for farmworkers, and tributes for outgoing members of the Legislature.

One of the main hot topics that the Legislature failed to address this session was the passage of a comprehensive transportation funding package. Senator Beall and Assembly Member Frazier, chairs of their respective Transportation Committees, released a new \$7.4 billion transportation funding proposal a few weeks before the end of session. Although it was unable to pass the Legislature, it will likely become the basis for future discussions regarding transportation funding. While it is unclear if the Governor supports this funding package, it is possible that he will call the Legislature back into a special session on transportation after the November elections. It is important to note that since this funding proposal will raise certain taxes, a two-thirds vote will be required for passage, which will require some Republican support.

Climate Change and Cap and Trade

On September 8, SB 32 (Pavley) was signed into law by Governor Brown. SB 32 would require the California Air Resources Board (CARB) to ensure that statewide greenhouse gas emissions are reduced to 40% below the 1990 level by 2030 and is seen as a vital step toward the extension of the Cap and Trade program.

Opponents of Cap and Trade program state that the recent poor performances in the last two cap and trade auctions are a sign of the programs ineffectiveness. The most recent quarterly auction, held on August 16, likely produced even poorer auction results according to preliminary auction data than the quarterly auction held in May. The final report from the August 16 auction will not be available until later this month, however it is expected that the revenue from the auction will be even less than the \$10 million raised in the May auction. The State was expecting approximately \$500 million in sales from each of the past two auctions. Despite the recent setbacks, the Administration has indicated they are committed to the extension of the Cap and Trade program.

As evidence of the Governor's commitment to the extension of the Cap and Trade program, the California Air Resources Board (CARB) has released a proposed draft of new regulations that would extend the Cap and Trade program beyond the current 2020 sunset date. These draft amendments would extend the program to at least 2030, while decreasing the maximum allowable cap for carbon emissions by approximately 3.5 percent per year. Although a CARB vote on this proposal is not expected until spring 2017, opponents of Cap and Trade in the Legislature have re-stated that any extension of this program would need to go through the legislative process and be subject to a two-thirds vote.

Cap and Trade Spending Proposal

On the last day of the legislative session, the Legislature gut and amended two bills, SB 830 and SB 859, to include language that appropriates \$900 million from the Greenhouse Gas Reduction Fund for a variety of programs. The funding was widely focused on transportation, as transportation is known for being the leader in greenhouse gas emissions. Examples of appropriations within the funding proposal are below:

- \$150 million for the Heavy Duty and Off-Road Investments to help develop and pilot cleaner industrial vehicles, buses, and port equipment with new low or zero emissions;
- \$140 million for the Transformative Climate Communities program to allow for a community-wide approach for disadvantaged communities specified in statute to implement an integrated transportation, housing, and green space development plan to reduce pollution and improve local quality of life;
- \$135 million for the Transit and Intercity Rail Capital program, helping fund essential local capital projects to keep Californians moving by bus and commuter rail;
- \$133 million for a reformed Clean Vehicle Rebate Project, which help low and middle income families purchase the newest, cleanest vehicles available;
- \$80 million for the Enhanced Vehicle Fleet Modernization program to provide low income families help in replacing their existing polluting vehicle with a newer, cleaner vehicle;
- \$80 million for the Urban Greening program, to create green spaces and parks in communities in California that lack green space;
- \$40 million for waste diversion projects for organic material which fund projects that have a double environmental benefit of capture greenhouse gases while also reducing methane emissions;
- \$25 million for the Healthy Forest program, which preserves existing forests by reducing the threat of wildfires by reducing fuels, removing dead trees, and providing long-term protection to forest land;
- \$15 million to continue the successful Urban Forestry program, which helps urban disadvantage communities plant trees in their neighborhood;
- \$7.5 million for the Healthy Soils program, to establish innovative farming practices that capture carbon, reduce water use and improve soil health;
- \$7.5 million to continue the successful State Water Efficiency and Enhancement Program (SWEEP) which helps replace older inefficient water irrigation and pumping equipment with new state-of-the-art replacements that pollute less and save water;

The Assembly version of SB 830, AB 1613, was ultimately the bill that the Legislature passed to appropriate money from the Greenhouse Gas Reduction Fund. AB 1613 and SB 859 will now go to the Governor who has until September 30 to sign or veto the proposals.

Little Hoover Commission

The Little Hoover Commission is an independent state oversight agency whose purpose is to investigate various activities of state government and provide recommendations to the Legislature. In addition, they have a statutory obligation to review and make recommendations on proposed government reorganization plans. On August 25, the Little Hoover Commission held a public hearing relating to special districts which included four panels focused on healthcare and fire districts, LAFCOs, property taxes, and reserves. The overall message of the hearing was positive as none of the Little Hoover Commissioners expressed negativity toward special districts.

The LAFCO panel consisted of CalLAFCO Executive Director Pamela Miller, CalLAFCO Chair John Leopold, and CalLAFCO Executive Officer Stephen Lucas. The panel testified, among other things, that district reorganizations are best when undertaken on the local level, not at the State level, regardless of the State's good intentions. Additionally, the panel encouraged the Legislature to empower LAFCOs instead of looking for ways to go around their authority, such as with special legislation. On the topic of financial sustainability, the panel told the Commission that nearly half of the LAFCOs in the State have identified their budgets as insufficient or barely sufficient for carrying out their duties. In conclusion to their testimony, the panel suggested that the Legislature provide funding for LAFCOs to conduct more extensive local government reviews.

There were two key concerns prior to the hearing: that the Commission may want to re-examine the reserves held by special districts and if the State should establish regulations around them. While these issues were not discussed by the Commissioners, numerous speakers on the panels and those who spoke during public comment addressed the common misconceptions about special district reserves. The Commission did not discuss or consider any policy that would change the way special districts conduct their business, or how reserves are held.

The Little Hoover Commission will now collect, review, and analyze all of the testimony that was provided to them and draft a report. The report will be discussed at a second hearing that the Commission will conduct, currently scheduled for late-October. Following that meeting, additional information will be incorporated into a final report. The finalized report may contain recommendations for the Legislature or other entities.

State Water Use: July 2016

Californian urban water suppliers remained steady in the month of July by achieving a 20 percent conservation result when compared to the same month in 2013. This is just one percentage point below the conservation total in June 2016. It is important to note that this conservation occurred despite the State's relaxed conservation requirements due to improved water supply outlooks. The State is continuing to work with stakeholders to craft long term conservation regulations that will meet the Governor's executive order on May 9, 2016. These regulations are expected to be completed by January 2017.

In July:

- Statewide water savings for July 2016 was 20 percent (145,311 acre feet or 47.3 billion gallons), a decrease from June 2016's 21.5 percent savings, and down from July 2015's 31.3 percent statewide savings (74.9 billion gallons).
- Cumulative statewide percent reduction for June 2015 to July 2016 (14 months) is 23.8 percent, which equates to 1,899,336 acre-feet (618.9 billion gallons).
- The cumulative water savings of 1.9 million acre feet is enough to supply more than 9.5 million people for a year.
- Statewide average residential gallons per person per day (R-GPCD) for July 2016 was 113.5 gallons; up from 105.2 R-GPCD in June 2016 and above the 98.1 R-GPCD reported for July 2015, but well below the 142 R-GPCD in July 2013.

Priority Legislation

AB 2022 (Gordon) – Advanced purified demonstration water – (Mesa Water Supports)

AB 2022 would allow the bottling of advanced purified demonstration drinking water for educational purposes to promote water recycling. This water cannot be sold and will be used as a means to further educate broad audiences about the cutting-edge technology that is being used to purify wastewater to near-distilled water quality in their community. AB 2022 has been amended to require the bottler to submit sample labels to the SWRCB for review at least 30 days before bottling advanced purified demonstration water as well as conduct a full sanitation of the bottling and filling equipment immediately after bottling

advance purified demonstration water. **AB 2022 has passed the Legislature and is now on the Governor's desk.**

SB 814 (Hill) Drought: excessive water use: urban retail water suppliers. (Mesa Water Opposes)

SB 814 prohibits excessive water use by metered residential customers during specific types of drought emergencies. Additionally, this bill would require each urban retail water supplier to establish a method to identify and discourage excessive water use. Examples of methods include the creation of rate structures that contain block tiers, water budgets, or rate surcharges, or the establishment of a water use ordinance, rule, or tariff condition. **SB 814 has been signed by the Governor.**

SB 1298 (Hertzberg) Local government: fees and charges

SB 1298 would add the word "sewer" to the Omnibus Implementation Act (Proposition 218). This bill provides a definition of "sewer" in Proposition 218 using the definition of sewer from the Public Utilities Code. The definition of "water" and "sewer" under the Proposition 218 Omnibus Implementation Act is significant, because the election requirements are on fees for services other than water, sewer, and trash services. SB 1298 was amended in the Assembly Local Government Committee after the bill faced abundant opposition. Amendments taken in Committee removed language that authorized agencies to impose a conservation and efficiency fee or charge for water and focused the bill exclusively on stormwater. Several stakeholders have removed their opposition after the amendments were taken to narrow the bill's scope. **On the last day of the legislative session, SB 1298 was moved to the Assembly Inactive File. SB 1298 is now dead.**

Federal Legislative Update

With the end of the fiscal year looming, the White House and Congressional leaders have turned their attention towards developing a stopgap spending bill to fund the government into Fiscal Year 2017. Senate Majority Leader Mitch McConnell (R-KY) is eager to quickly reach agreement on a Continuing Resolution (CR) to fund the government through December 9 at last year's spending level of \$1.067 trillion. However, some House Republicans are pushing for a 6-month CR, but are insisting on including controversial riders, such as provisions that would halt the Syrian refugee resettlement program. Other House leaders are urging a short-term CR in order to allow time to negotiate at least some individual appropriations bills or an omnibus funding bill in December that includes portions of the 12 appropriations bills developed in the House and Senate earlier this year. California drought policy provisions and funding are contained in the Energy and Water Appropriations bill and Commerce, Justice, Science, and Related Agencies Appropriations bills. Congress and the President must enact the CR by September 30 to avoid a federal government shutdown.

Water Resources Development Act

S. 2848, the Water Resources Development Act (WRDA) reauthorization, is currently on the Senate floor with the expectation that a final vote will be taken on the bipartisan bill by the middle of September. The bill would authorize 29 infrastructure projects for navigation, port improvements, flood control and environmental restoration. Unlike a typical WRDA bill, it would also authorize financial assistance for drinking water and wastewater systems, including the Flint, Michigan drinking water system plagued by lead contamination. The bill would also reauthorize the Lake Tahoe Restoration Act, a top priority for two retiring members, Senator Harry Reid (D-NV) and Senator Barbara Boxer, as well as Senator Dean Heller (R-NV) and Dianne Feinstein (D-CA).

The House Transportation and Infrastructure Committee reported out their version of the bill (H.R. 5303) on May 25, but no action has been taken on the floor. Nevertheless, House Transportation and Infrastructure Committee Chairman Bill Shuster (R-PA) and the Committee's ranking member, Representative Peter DeFazio (D-OR), have stated they believe it is possible to pass the bill and conference it with the Senate bill prior to the end of the session. Unlike S. 2848, the House version contains no provisions for drinking water and wastewater systems.

The Orange County Water District (OCWD) has worked closely with Army Corps and the Senate Environment and Public Works Committee in the past to authorize additional water storage behind Prado Dam. OCWD has secured language in the Senate bill ensuring that only the separable costs associated with that storage are assessed.

Drought Legislation

Little hope remains for passing either the House (H.R. 2898) or Senate (S.2533) drought bills as stand-alone legislation. While the House passed Representative David Valadao's Western Water and American Food Security Act in July 2015, the Senate Energy and Natural Resources Committee declined to include Senator Feinstein's drought bill in the July 13 mark-up focused on water legislation. Instead, the committee reported out S. 2902, the Western Water Supply and Planning Enhancement Act, known as the Western drought bill. That bill, which contains none of the provisions from S. 2533, is an amalgamation of a number of other water-related bills sponsored by Western state Republicans. While it is still possible that there may be an effort to conference the Valadao and Western drought bills, there appears to be little appetite for doing so in the limited days remaining in session.

BILL	AUTHOR	SUMMARY	LATEST ACTION	MESA WATER POSITION	OTHER POSITIONS
Mesa Water® Priority Legislation (FY 15-17)					
AB 1520	Stone [D]	Public Records Current law provides that the California Public Records Act shall not be construed to require the disclosure of specified information concerning utility customers of local agencies, except for certain purposes. This bill would remove requests for usage rates of industrial, institutional, and commercial water users from that exception to required disclosure. By increasing the duties of local officials, the bill would impose a state-mandated local program.	Was moved to the Senate Inactive File and is now dead.	Watch	ACWA- Oppose Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- Oppose
AB 1755	Dodd [D]	The Open and Transparent Water Data Act. Would enact the Open and Transparent Water Data Act. The act would require the department (DWR), by January 1, 2018, to create, operate, and maintain a statewide integrated water data platform that, among other things, would integrate existing water and ecological data information from multiple databases and provide data on completed water transfers and exchanges. The act would require the department, the state board, and the Department of Fish and Wildlife to develop protocols for data sharing, documentation, quality control, public access, and promotion of open-source platforms and decision support tools related to water data and to submit to the Legislature a report on those protocols.	Currently on the Governor's desk.	Watch	ACWA- Support Met-Support MWDOC- Support OCWD- NYC IRWD- NYC CSDA- Watch
AB 2022	Gordon [D]	Advanced purified demonstration water: Would authorize the operator of a facility producing advanced purified demonstration water, as defined, to cause that water to be bottled and distributed as samples for educational purposes and to promote water recycling. The bill would prohibit the advanced purified demonstration water from being distributed unless the water meets or is superior to all federal and state drinking water standards. The bill would authorize advanced purified demonstration water to be bottled at a licensed water-bottling plant in compliance with specified provisions. Amendments taken on 3/31/16 were minor, while amendments taken on 8/15/16 were accepted from the SWRCB.	Currently on the Governor's desk.	Support	ACWA-Favor Met-Support MWDOC-Support OCWD- Sponsor IRWD-Support CSDA-Support

AB 2348	Levine [D]	Department of Finance: infrastructure investment. Would authorize the Department of Finance to identify infrastructure projects in the state for which the department will guarantee a rate of return on investment for an investment made in that infrastructure project by the Public Employees' Retirement System. The bill would create the Reinvesting in California Special Fund as a continuously appropriated fund and would require the moneys in the fund to be used to pay the rate of return on investment. The bill would require the rate of return on investment to be subject to the availability of moneys in the fund.	Currently on the Governor's desk.	Watch	ACWA-NYC Met-Watch MWDOC-Oppose OCWD- NYC IRWD- NYC CSDA-NYC
AB 2488	Dababneh [D]	Protected species: unarmored threespine stickleback: taking or possession. Would permit the Department of Fish and Wildlife to authorize, under the California Endangered Species Act, the take of the unarmored threespine stickleback (<i>Gasterosteus aculeatus williamsoni</i>) attributable to the periodic dewatering, inspection, maintenance, or repair of the Metropolitan Water District of Southern California's Foothill Feeder water supply facility from Castaic Dam to the Joseph Jensen Treatment Plant in the County of Los Angeles, as specified, if certain conditions are satisfied. Amendments on June 21 added a reporting requirement for MET	Currently on the Governor's desk.	Support	ACWA- Favor Met-Sponsor MWDOC- Support OCWD- NYC IRWD- Support CSDA- Support
AB 2909	Levine [D]	Water: transfer or exchange: expedited review. Would require the State Water Resources Control Board to develop and implement an expedited 30-day review process for approval of petitions to temporarily change the point of diversion, place of use, or purpose of use due to a transfer or exchange of water or water rights if the transfer is for a reoccurring water transfer, as defined, or an environmentally beneficial transfer, as defined. The bill would require the Department of Water Resources to develop a 30-day review process for reoccurring water transfers between contractors for State Water Project water and for reoccurring water transfers that utilize facilities of the State Water Project. The bill would repeal its provisions as of January 1, 2022.	Held in the Senate Appropriations Committee's Suspense File and is now dead.	Watch	ACWA- Favor if amended Met-Support if amended MWDOC- NYC OCWD- NYC IRWD- Support if amended CSDA- NYC

ACA 8	Bloom [D]	<p>Local government financing: water facilities and infrastructure: voter approval. Would create an additional exception to the 1% limit for a rate imposed by a city, county, city and county, or special district to service bonded indebtedness incurred to fund the construction, reconstruction, rehabilitation, or replacement of wastewater treatment facilities and related infrastructure, potable water producing facilities and related infrastructure, nonpotable water producing facilities and related infrastructure, and stormwater treatment facilities and related infrastructure, that is approved by 55% of the voters of the city, county, city and county, or special district, as applicable, if the proposition meets specified requirements, and would authorize a city, county, city and county, or special district to levy a 55% vote ad valorem tax. This bill contains other related provisions and other existing laws.</p>	Failed to pass before the legislative deadline and is now dead.	Watch	ACWA-Support Met-Support MWDOC-Support OCWD- NYC IRWD-NYC CSDA-Support If Amended
SB 163	Hertzberg [D]	<p>Wastewater treatment: recycled water: SB 163 was amended the last week of the Legislative session to address wastewater treatment. The bill would declare that the discharge of treated wastewater from ocean outfalls, except in compliance with the bill's provisions, is a waste and unreasonable use of water in light of the cost-effective opportunities to recycle this water for further beneficial use. Amendments taken on June 8 changed the date of compliance to January 1, 2033 to achieve a 50% beneficial reuse of treated wastewater. Additionally, these amendments make it a waste of water for water replenishment districts or water districts to not take this treated water</p>	SB 163 was pulled by the author and gut and amended to address issues with bail and pre-trial releases. The author has indicated he will address the wastewater management issue next session.	Watch	ACWA-Not Favor Met-Oppose unless amended MWDOC-Oppose OCWD- NYC IRWD-Oppose CSDA-Oppose
SB 814	Hill [D]	<p>Drought: excessive water use: urban retail water suppliers. Would declare that excessive water use, as defined by each urban retail water supplier, is a waste or unreasonable use of water. This bill would prohibit excessive water use by a residential customer and would make a violation of this prohibition an infraction punishable by a fine of at least \$500 per 100 cubic feet of water used above the excessive water use definition in a billing cycle. By creating a new infraction, this bill would impose a state-mandated local program. This bill contains other related provisions and other existing laws. Amendments on 6/21/16 were technical, and do not change the scope of the bill.</p>	Signed by the Governor.	Oppose	ACWA-Oppose Met-NYC MWDOC-Oppose Unless Amended OCWD- NYC IRWD-Watch CSDA-Watch

SB 919	Hertzberg [D]	<p>Water supply: creation or augmentation of local water supplies. This bill would require the CPUC to consult with the California Independent System Operator and adopt and implement policies or tariffs to address the oversupply of renewable energy resources by July 1, 2017. The adopted policies must include, but are not limited to, a tariff for use by facilities that create or augment local water supplies like desalination, brackish water desalting, water recycling, or water reuse facilities. Amendments taken in August were minor.</p>	Currently on the Governor's desk.	Watch	ACWA-Favor if Amended Met-NYC MWDOC-NYC OCWD- Support IRWD-NYC CSDA-Watch
SB 1298	Hertzberg [D]	<p>Local government: fees and charges. Articles XIII C and XIII D of the California Constitution generally require that assessments, fees, and charges be submitted to property owners for approval or rejection after the provision of written notice and the holding of a public hearing. Would define the term "sewer" and would recast the definition of "water" to mean "water service," for these purposes.</p>	Was moved to the Assembly Inactive File and is now dead.	Watch. Working with Coalition	ACWA- Oppose Met- NYC MWDOC- NYC OCWD- NYC IRWD- Concerns CSDA- Concerns

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: September 22, 2016
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 2017 Events

1. Festival of Children booth in the Carousel Court at South Coast Plaza on Saturday, September 24, 2016 from 12:00 p.m. to 4:00 p.m.
2. Susan G. Komen Race for the Cure at Fashion Island, Newport Beach on Sunday, September 25 at 7:30 a.m.
3. Newport Mesa Unified School District, State of the Schools Breakfast in the Gymnasium at Newport Harbor High School, 600 Irvine Avenue, Newport Beach on Monday, September 26, 2016 from 7:00 a.m. to 9:00 a.m.
4. YES Evening of Excellence at The Promenade & Gardens, 1570 Scenic Avenue, Costa Mesa on Thursday, October 6, 2016 from 6:00 p.m. to 10:00 p.m.



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 2017, \$100,000 is budgeted; \$10,500 has been committed.

ATTACHMENTS

None.

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: September 22, 2016
SUBJECT: Social Media Metrics

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

This item is updated quarterly for the Legislative & Public Affairs Committee.

DISCUSSION

As part of the Mesa Water District (Mesa Water®) FY 2016 Strategic Public & Government Affairs Plan, staff manages three social media platforms to directly share the District's messages with customers, elected officials, industry colleagues, media, Mesa Water® employees, and the public. The three platforms include Facebook, Instagram, and Twitter. Mesa Water occasionally participates on LinkedIn and YouTube.

Mesa Water's followers on Facebook, Instagram, and Twitter have grown organically, with small, periodic investments in Facebook ads, reaching the following number of people:

	FY 2017	FY 2016	
Facebook	Q1: 937 (+ 6%)	Q4: 886 (+10%)	Q3: 808 (+ 5%)
Instagram	Q1: 216 (+16%)	Q4: 186 (+18%)	Q3: 158 (+10%)
Twitter	Q1: 252 (+10%)	Q4: 229 (+11%)	Q3: 207 (+ 8%)

Mesa Water has committed to two posts each week. These include #MesaWaterMonday and #WaterWiseWednesday. In addition, staff posts regular updates about events, news about the drought, water use efficiency programs, education outreach, operations and maintenance of the water delivery system, Board meeting presentations, and more.

Staff has found that "humanizing" posts and videos have resulted in increased responses from followers. For example, posts focused on crews working in the field, staff retiring, and events receive more positive responses than posts without people.



The first quarter of FY 2017 has been focused on conservation, education, events, water quality, infrastructure and crews working in the field.

Staff continues to plan, strategize and implement Mesa Water's social media outreach to further the District's online presence and grow support from the community.

FINANCIAL IMPACT

None.

ATTACHMENTS

None.

REPORTS AND INFORMATION ITEMS:

5. REPORT OF THE GENERAL MANAGER:

REPORTS AND INFORMATION ITEMS:

6. DIRECTORS' REPORTS AND COMMENTS: