



*Dedicated to  
Satisfying our Community's  
Water Needs*

**AGENDA  
MESA WATER DISTRICT  
BOARD OF DIRECTORS  
Thursday, May 25, 2017  
1965 Placentia Avenue, Costa Mesa, CA 92627  
3:30 p.m. Special Board Meeting**

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**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING  
Thursday, May 25, 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 Consulting Services Report
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:**

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: May 25, 2017  
SUBJECT: Advocacy Consulting Services Report

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### 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; \$63,000 has been spent to date.

### ATTACHMENTS

None.

## MEMORANDUM



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TO: Legislative & Public Affairs Committee  
FROM: Noelle Collins, Public Affairs Coordinator  
DATE: May 25, 2017  
SUBJECT: Outreach Update

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### 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. Costa Mesa Lions Club Fish Fry on Saturday, June 3, 2017 from 12 p.m. to 4 p.m. at Fairview Park, 2501 Placentia Ave, Costa Mesa, CA 92626.
2. 5<sup>th</sup> Grade Assembly on Monday, June 5, 2017 at 1:00 p.m. at Paularino Elementary, 1060 Paularino Ave, Costa Mesa, CA 92626.
3. 5<sup>th</sup> Grade Assembly on Tuesday, June 6, 2017 at 1:00 p.m. at Adams Elementary, 2850 Clubhouse Road, Costa Mesa, CA 92626.
4. OC Water Summit on Friday, June 16, 2017 from 7:30 a.m. to 1:30 p.m. at Disneyland's Grand Californian Resort, 1600 Disneyland Drive, Anaheim, CA 92802.



5. 5<sup>th</sup> Grade Assembly on Tuesday, June 20, 2017 at 1:00 p.m. at Pomona Elementary, 2051 Pomona Ave, Costa Mesa, CA 92627.

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; \$74,658 has been spent to date.

#### ATTACHMENTS

None.

**REPORTS:**

3. REPORT OF THE GENERAL MANAGER:

**REPORTS:**

4. DIRECTORS' REPORTS AND COMMENTS: