



*Dedicated to
Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Monday, July 22, 2019
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Monday, July 22, 2019 at 3:30 p.m.**

CALL TO ORDER

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
2. Outreach Update

ACTION ITEMS:

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

None

PRESENTATION AND DISCUSSION ITEMS:

3. Orange County Update
4. Mesa Water Neighborhood Chats

REPORTS:

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



INFORMATION ITEMS:

7. Mesa Water District Customer Survey

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



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: July 22, 2019
SUBJECT: State Advocacy 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

Staff will provide an updated State Advocacy report at the Legislative & Public Affairs Committee meeting.

FINANCIAL IMPACT

In Fiscal Year 2020, \$170,000 is budgeted for Support Services; \$11,000 has been spent to date.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Celeste Carrillo, Public Affairs Coordinator
DATE: July 22, 2019
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 #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 (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 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.

Upcoming Fiscal Year 2020 Events

1. **Concerts in the Park** – Fairview Park, 2501 Placentia Avenue, Costa Mesa: Tuesday, July 23, Preshow 5:00 p.m., Music 6:00 p.m.
2. **Concerts in the Park** – Fairview Park, 2501 Placentia Avenue, Costa Mesa: Tuesday, July 30, Preshow 5:00 p.m., Music 6:00 p.m.
3. **Mesa Water Neighborhood Chat, Division 5** – Kaiser Elementary School, 2130 Santa Ana Avenue, Costa Mesa: Wednesday, July 31, 6:00 p.m. to 7:30 p.m.
4. **Mesa Water Neighborhood Chat, Division 3** – Shiffler Park, 3143 Bear Street, Costa Mesa: Saturday, August 3, 8:30 a.m. to 10:00 a.m.
5. **Mesa Water Neighborhood Chat, Division 3** – Mesa Water Reliability Facility, 1350 Gisler Avenue, Costa Mesa: Wednesday, August 7, 6:00 p.m. to 7:30 p.m.
6. **Mesa Water Neighborhood Chat, Division 5** – Pinkley Park, 360 East Ogle Street, Costa Mesa: Saturday, August 10, 8:30 a.m. to 10:00 a.m.
7. **Mesa Water Neighborhood Chat, Division 4** – Costa Mesa High School - Cafeteria, 2650 Fairview Road, Costa Mesa: Monday, August 12, 6:00 p.m. to 7:30 p.m.
8. **Mesa Water Neighborhood Chat, Division 4** – Sonora Elementary School, 966 Sonora Road, Costa Mesa: Saturday, August 17, 8:30 a.m. to 10:00 a.m.



9. **Mesa Water Neighborhood Chat, Division 1** – Mesa Water District, 1965 Placentia Avenue, Costa Mesa: Wednesday, August 21, 6:00 p.m. to 7:30 p.m.
10. **Mesa Water Neighborhood Chat, Division 1** – Costa Mesa Historical Society, 1870 Anaheim Avenue, Costa Mesa: Saturday, August 24, 8:30 a.m. to 10:00 a.m.
11. **Mesa Water Neighborhood Chat, Division 2** – Mesa Verde Methodist Church Fellowship Hall, 1701 Baker Street, Costa Mesa: Wednesday, August 28, 6:00 p.m. to 7:30 p.m.
12. **Mesa Water Neighborhood Chat, Division 2** – Estancia Park, 1900 Adams Avenue, Costa Mesa: Saturday, September 7, 8:30 a.m. to 10:00 a.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 (Board);
- 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 2020, \$437,180 is budgeted for the District's Public Affairs department expenses; no funds have been spent to date.



ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: July 22, 2019
SUBJECT: 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

Mesa Water District's (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 2020, \$170,000 is budgeted for Support Services; \$11,000 has been spent to date.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Celeste Carrillo, Public Affairs Coordinator
DATE: July 22, 2019
SUBJECT: Mesa Water Neighborhood Chats

RECOMMENDATION

This item is provided for discussion 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 (Mesa Water®) will host summertime Neighborhood Chats in late July to early September, two chats per Mesa Water division. Mesa Water’s five publicly-elected Board of Directors will meet with community members residing in their division for a casual discussion of important issues, including the District’s development of local and reliable water supplies, ongoing water use efficiency efforts, and the exploration of opportunities to serve customers more economically, effectively, and efficiently. Two members of staff will be present at each of these events to support with event set up, provide light refreshments, and assist with fielding community questions. Staff will provide each Director logistical information regarding these events closer to the date.

Members of the public are encouraged to register by visiting MesaWater.org/NeighborhoodChat, or contacting the Public Affairs team by email events@MesaWater.org, or calling 949.631.1201.

Neighborhood Chats will be held at the specific locations on the following dates and times:

President Shawn Dewane, Division 5 Wednesday, July 31 6:00 – 7:30 p.m. Kaiser Elementary School 2130 Santa Ana Avenue Costa Mesa, CA 92627	President Shawn Dewane, Division 5 Saturday, August 10 8:30 – 10 a.m. Pinkley Park 360 East Ogle Street Costa Mesa, CA 92627
Vice President Marice DePasquale, Division 3 Saturday, August 3 8:30 – 10:00 a.m. Shiffer Park 360 East Ogle Street Costa Mesa, CA 92627	Vice President Marice DePasquale, Division 3 Wednesday, August 7 6:00 – 7:30 p.m. Mesa Water Reliability Facility 1350 Gisler Avenue Costa Mesa, CA 92627



<p>Director Jim Atkinson, Division 4 Monday, August 12 6:00 – 7:30 p.m. Costa Mesa High School Cafeteria 2650 Fairview Road Costa Mesa, CA 92626</p>	<p>Director Jim Atkinson, Division 4 Saturday, August 17 8:30 – 10:00 a.m. Sonora Elementary School 966 Sonora Road Costa Mesa, CA 92626</p>
<p>Director Fred Bockmiller, Division 1 Wednesday, August 21 6:00 – 7:30 p.m. Mesa Water District 1965 Placentia Avenue Costa Mesa, CA 92627</p>	<p>Director Fred Bockmiller, Division 1 Saturday, August 24 8:30 – 10:00 a.m. Costa Mesa Historical Society 1870 Anaheim Avenue Costa Mesa, CA 92627</p>
<p>Director James Fisler, Division 2 Wednesday, August 28 6:00 – 7:30 p.m. Mesa Verde United Methodist Church - Fellowship Hall 1701 Baker Street Costa Mesa, CA 92626</p>	<p>Director James Fisler, Division 2 Saturday, September 7 8:30 – 10:00 a.m. Estancia Park 1900 Adams Avenue Costa Mesa, CA 92626</p>

FINANCIAL IMPACT

In Fiscal Year 2020, \$12,500 has been budgeted for Neighborhood Chats; no funds have been spent to date.

ATTACHMENTS

None.

REPORTS:

5. REPORT OF THE GENERAL MANAGER

REPORTS:

6. DIRECTORS' REPORTS AND COMMENTS



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Celeste Carrillo, Public Affairs Coordinator
DATE: July 22, 2019
SUBJECT: Mesa Water District Customer Survey

RECOMMENDATION

This item is provided for discussion only.

STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water and about water.
Goal #6: Provide outstanding customer service.

PRIOR BOARD ACTION/DISCUSSION

In November 2008, four years prior to the District's rebranding, Mesa Water District (Mesa Water®) conducted a survey of its customers' awareness of – and satisfaction with – the District.

In 2012, staff conducted a Request for Proposal process for survey services that resulted in retaining Probolsky Research to conduct two follow-up customer surveys for the District, the first of which was done in June 2012, and the second of which was done in February 2015.

DISCUSSION

Mesa Water is seeking a firm to conduct a new baseline survey of Mesa Water customers' opinions in order to achieve Goals #4 and #6 of the Board of Director's (Board) Strategic Plan. The survey's purpose is to serve as a benchmark for measuring the effectiveness of Mesa Water's communications and customer services, and for planning future communications and customer's services programs.

Selection Process

Mesa Water solicited proposals from seven qualified firms to provide the required scope of work necessary to conduct the new baseline customer survey. The firms included: Applied Research - West, Inc., Hiner & Partners, Lewis Consulting Group, Rea & Parker Research, Simple Opinion, True North, and Wakefield. Three proposals were received on July 8, 2019. The proposing firms included:

- Applied Research – West, Inc.
- Hiner & Partners
- True North

Proposals will be reviewed and evaluated by a selection panel comprised of staff from Mesa Water and a staff member from Orange County Water District. Selection of the firm will be based on experience and qualifications. Proposal rankings, costs, and a staff recommendation will be provided at the August 26, 2019 Legislative and Public Affairs Committee meeting.



FINANCIAL IMPACT

In Fiscal Year 2020, \$35,000 has been budgeted for Mesa Water District's Customer Survey; no funds have been spent to date.

ATTACHMENTS

None.