



*Dedicated to
Satisfying our Community's
Water Needs*

REVISED AGENDA

AGENDA

MESA WATER DISTRICT

BOARD OF DIRECTORS

Thursday, August 27, 2015

1965 Placentia Avenue, Costa Mesa, CA 92627

3:30 p.m. Special Board Meeting

LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING

Thursday, August 27, 2015 at 3:30 p.m.

**Teleconference Site:
Hilton San Diego Resort
1775 East Mission Bay Drive
San Diego, CA 92109
(619) 276-4010**

(Members of the Public may attend and participate in the meeting at both locations. Notice indicating the room number of the teleconference site will be posted in the Hilton San Diego Resort lobby.)

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.

PRESENTATION AND DISCUSSION ITEMS:

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

None

ACTION ITEMS:

1. Public Goods Charge or Other Water Tax

REPORTS:

2. Advocacy Consulting Services Report
3. Legislative Consulting Services Report
4. Report of the General Manager
5. Directors' Reports and Comments



INFORMATION ITEMS:

6. FY2016 Strategic Public & Government Affairs Plan
7. Drought-Reach 2.0 Update
8. Outreach Update

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



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TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: August 27, 2015
SUBJECT: Public Goods Charge or Other Water Tax

RECOMMENDATION

Approve Resolution No. 1465 – Opposing a Public Goods Charge or Other Water Tax.

STRATEGIC PLAN

Goal #1: Provide a safe, abundant, and reliable water supply.
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

None.

DISCUSSION

As the Legislature returns from recess for the final weeks of the session, there are signs that a proposed public goods charge or other tax on water bills could emerge in a policy bill or in budget trailer bill form.

In anticipation, ACWA is meeting with legislative leaders and potential coalition members to oppose a possible bill or other last-minute effort to advance a public goods charge / water tax before the Legislature adjourns Sept. 11.

Though it remains to be seen exactly what will be proposed and when, ACWA anticipates the proposal could be billed as a “drought response” measure that would generate funding to assist disadvantaged communities that lack safe drinking water and/or have been severely impacted by the ongoing drought. While ACWA agrees that some disadvantaged communities need assistance to address their water supply challenges, we do not believe a public goods charge imposed on water bills is the appropriate mechanism to fund solutions.

Establishing a permanent statewide tax on water bills under the heading of emergency drought relief is illogical and misleading. Water agencies have made, and continue to make, significant local investments in water management programs and infrastructure. According to a recent report by the Public Policy Institute of California, local water and wastewater agencies are spending more than \$25 billion a year on local water-related programs and projects. State and federal agencies spend just a fraction of that on water in California each year. These local investments prepared local water managers to respond successfully to the current drought and have shielded the state’s



economy from the drought's most severe impacts over the past four years.

While there is clearly a need to fund sensible long-term solutions and assist disadvantaged communities that do not have safe drinking water, a tax on water bills paid by a subset of Californians is not the solution. Further, by redistributing local ratepayer dollars to areas that have been unable to fund water system investments, agencies that already have made significant investments in water efficiency and local water supply needs would be unfairly penalized. A public goods charge on water also would make it more difficult and costly for agencies to fund critical local projects and programs.

A public goods charge on water is contrary to local control and accountability – local water managers are best suited to identify ways to spend locally-generated revenues at their respective agencies. Layering an additional tax on water bills in order to send money to Sacramento, where a portion will be carved out to fund another layer of administration, is not efficient and is not an appropriate solution or sound policy. It will make water less affordable. More appropriate funding sources – such as the state's general fund – should be pursued to address a problem that is in the general public's interest to solve. With income tax making up a good part of the state's general fund, Californians with higher incomes would be contributing more and Californians with lower incomes would contribute less.

FINANCIAL IMPACT

Minimal staff time was used to prepare the resolution and staff report.

ATTACHMENTS

Attachment A: Resolution No. 1465

RESOLUTION NO. 1465

RESOLUTION OF THE MESA WATER DISTRICT BOARD OF DIRECTORS OPPOSING TO A PUBLIC GOODS CHARGE ON WATER

WHEREAS, the Mesa Water District (Mesa Water®) is a county water district organized and operating according to California law; and

WHEREAS, proposals to impose a public goods charge or similar permanent statewide tax on water could emerge in the near future; and

WHEREAS, a public goods charge or other permanent tax on water bills is not the appropriate mechanism to fund water solutions or address water quality and water supply problems faced by some disadvantaged communities; and

WHEREAS, assessing a public goods charge would unfairly penalize local water agencies that have already made, and continue to make, investments in water management programs and infrastructure and would make it more difficult and costly for local water agencies to fund critical local water efficiency and supply projects; and

WHEREAS, according to a recent report by the Public Policy Institute of California, local water agencies are spending more than \$25 billion a year on local water-related programs, projects and infrastructure, and those investments have prepared them to respond to the current drought and have shielded the state's economy from the drought's most severe impacts over the past four years; and

WHEREAS, while there is a clear need to fund sensible long-term solutions and assist disadvantaged communities that do not have safe drinking water, a tax on water bills paid by a subset of Californians is not the solution; and

WHEREAS, local water managers are best suited to identify ways to spend locally-generated revenues at their respective agencies; an additional tax on water bills paid in order to send money to Sacramento, where a portion will be carved out to fund another layer of administration, is not efficient and is not an appropriate solution or sound policy.

NOW, THEREFORE, THE BOARD OF DIRECTORS OF THE MESA WATER DISTRICT DOES HEREBY RESOLVE, DETERMINE, AND ORDER AS FOLLOWS:

Section 1. Mesa Water District opposes any effort by the state Legislature to impose a statewide public goods charge or other tax on water bills; and

Section 2. Mesa Water District opposes the use of the budget trailer bill process or other last-minute attempt to circumvent the appropriate legislative policy committee process to advance policy issues without full disclosure and transparency; and

Section 3. A copy of this resolution shall be sent to our state legislative representatives and key members of the Administration.

ADOPTED, SIGNED, and APPROVED this 27th day of August 2015 by a roll call vote.

AYES: DIRECTORS: Atkinson, Bockmiller, Fislser, Temianka, Dewane
NOES: DIRECTORS:
ABSENT: DIRECTORS:
ABSTAIN: DIRECTORS:

Shawn Dewane
President, Board of Directors

Coleen L. Monteleone
District Secretary

DRAFT

MEMORANDUM



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TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: August 27, 2015
SUBJECT: Advocacy Consulting Services Report

RECOMMENDATION

This item is provided for information only. No action is requested at this time.

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

\$84,000 was budgeted in the FY 2016 budget for advocacy consulting services, funded from the Public & Government Affairs department's expense budget. To date, \$7,000 has been spent, with a remaining balance of \$77,000 in this account.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: August 27, 2015
SUBJECT: Legislative Consulting Services Report

RECOMMENDATION

This item is provided for information only. No action is requested at this time.

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

\$60,000 was budgeted in the FY 2016 budget for legislative consulting services, funded from the Public & Government Affairs department's expense budget. To date, \$5,000 has been spent, with a remaining balance of \$55,000 in this account.

ATTACHMENTS

Attachment A: Report & Legislation Matrix

MEMORANDUM

To: Mesa Water®

From: Townsend Public Affairs, Inc.

Date: August 17, 2015

Subject: Monthly Political and Activity Report

Specific Activities for the Month:

- TPA provided Mesa Water with timely updates on the federal drought related legislation, including the Feinstein and Boxer California Emergency Drought Act as well as Congressmen Valadao's Western Water and American Food Security Act of 2015.
- On Friday, July 17, TPA attended the ACWA State Legislative Committee meeting and provided staff with notes.
- TPA worked on scheduling meetings with Assemblymember Harper and Senator Moorlach over the State Legislature's summer recess. Several dates were provided to Mesa Water staff but none of them were able to be confirmed. Assemblymember Harper has a standing invitation for a conference call with Mesa Water Board Members throughout the final four weeks of session.

State Political Update

On July 17, the Legislature adjourned for summer recess until August 17. When they return they will begin the final four weeks of session for this 2015 calendar year. Fiscal committees will have until August 28 to report bills to the floor. September 11 will be the last day for any bill to be passed by the Legislature and the Governor will then have until October 11 to sign or veto pending legislation.

The Governor has called two special sessions of the Legislature to deal with issues that were not able to be resolved during the budget negotiations: transportation infrastructure funding and health care financing. The transportation special session was called to consider raising the gas tax and vehicle registration fee in order to pay for California's declining road infrastructure. The money would be split evenly between local and state projects.

In July, the Public Policy Institute of California (PPIC) released polling statistics related to the drought. When Californians were asked about global warming and its contribution to the drought, nearly two-thirds responded by saying global warming definitely contributed. 68 percent of Californians say the water supply in their part of the state is a big problem. Residents in the Central Valley are the most likely and residents in Los Angeles are least likely to say their water supply is a big problem. For the first time since PPIC has started these surveys, water supply or drought ranked the number one answer with all other answers in single digits to the question: What is the most important environmental issue facing California today? In the past, pollution was always the number one answer to this question from the PPIC. The PPIC surveys indicate California's awareness of a serious water problem in the State is growing.

Proposition 1 Funding

The total amount of Proposition 1 is \$7.454 billion. The Governor's final budget included a fiscal year 15-16 Proposition 1 allocation of \$1.545 billion. From that total amount, the State Water Resources Control Board will be allocating \$1.4 billion over the next three years, and the Department of Water Resources will be allocating \$110 million over the next two years. The remaining \$6 billion in Proposition 1 will be appropriated in future years.

Attached to this report is a comprehensive chart that outlines what programs are currently available from Proposition 1, and what programs are upcoming. TPA is prepared to work with Mesa Water to apply for funding to any of these programs. The following programs are currently available and accepting applications:

- Water Recycling Funding Program – Rolling Application
- Watershed Restoration Grant Program – September 16, 2015 deadline
- Drinking Water Funding Program – Rolling Application

Cap and Trade

Cap and Trade proceeds are being released in the form of competitive grants that reduce greenhouse gasses and increase energy efficiency. Governor Brown and the Legislature are currently in talks to reach an agreement on how the revenue should be spent. A formula established in last year's budget agreement requires 60 percent of the revenue to be spent on areas such as high speed rail, urban transit, and housing. The remaining 40 percent is still up for debate in the Legislature and will be determined over the last four weeks of session. The Governor's Executive Drought Order B-29-15 proposed \$30 million to The Water Energy Technology (WET) program pending approval by the Legislature. This program provides competitive grants for innovative water efficiency technologies. The WET program has three phases:

1. Agricultural – Guidelines out now
2. Industrial, Commercial, Residential – Guidelines being developed
3. Desalination - Guidelines being developed

TPA will attend a workshop on August 26 at Cal Poly Pomona where the California Energy Commission will be going over proposed guidelines for phases two and three.

Drought Update

AB 1164 (Gatto) Water Conservation: Drought Tolerant Landscaping

This bill would prohibit cities and counties from enacting or enforcing any ordinance or regulation that prohibits the installation of synthetic grass or artificial turf on residential property. In addition, this bill also appropriates \$300 million over three years from the General Fund to provide matching funds incentives to residents to replace water inefficient landscaping with drought tolerant landscaping. This bill is in the Senate Fiscal Committee and has until August 28 to be reported to the floor. TPA expects this legislation to be amended to decrease the amount of money appropriated from the General Fund. The money appropriated by this bill is separate than the money that was used for Metropolitan Water District's (MET) turf removal program. MET's funds for turf removal have been extinguished. Applicants for MET funds are currently being placed on the waitlist in hopes that new funding will become available in the fall. MET as well as Mesa Water would be able to apply for the funds allocated by AB 1164 (Gatto), as the bill is currently written.

Department of Water Resources Turf and Toilets Program

On Wednesday August 12, the Department of Water Resources (DWR) announced two statewide rebate programs funded by Proposition 1 to assist Californians in the drought. The Turf and Toilets program will pay out \$24 million for turf replacement and \$6 million for water inefficient toilet replacements. This \$30 million program will replace more than 10 million square feet of turf and more than 60,000 inefficient toilets. These programs are now accepting applications.

Model Water Efficient Landscape Ordinance

Governor Brown's executive order B-29-15 of April 1, 2015 directed DWR to update the State's Model Use Water Efficient Landscape Ordinance (MWELO) through expedited regulation. MWELO specifically addresses five items in its revision:

- More efficient irrigation systems
- Greywater usage
- Onsite stormwater capture
- Limiting the percentage of turf planted in landscapes
- Requiring reporting on the implementation and enforcement of the ordinance by local agencies

DWR released a public first draft of the revised ordinance on June 12, 2015 and requested input from stakeholder groups and trade organizations. DWR had public meetings on June 16 and 19 where they received comments from approximately 170 individuals, companies, and organizations. Following the public meeting, DWR released a second draft on July 9, 2015. On July 15, 2015 the California Water Commission approved the changes to the draft. On August 10, 2015 ordinance revisions were sent out to the Office of Administrative Law review.

Details on this program include:

Landscape Size Threshold

- Reduced the square footage above which landscape projects are subject to the ordinance from 2500 sq. ft. to 500 sq. ft. for new residential, commercial, industrial, and institutional projects
- Includes a prescriptive checklist option for compliance for landscapes fewer than 2500 sq. ft.
 - The checklist specifies key items that must be installed, but does not require soil tests, irrigation audits, and grading plans which would significantly reduce compliance costs

Efficient Irrigation Systems

- Flow sensor requirement changed to only require flow sensors for landscape areas over 5000 sq. ft. and non-residential landscapes over 1000 sq. ft.
- The minimum width of areas that can be overhead irrigated was changed from 8 feet to 10 feet; areas less than 10 feet wide must be irrigated with subsurface drip or other technology that produces no over spray or runoff
- DWR proposed that all irrigation emission devices meet the American Society of Agricultural and Biological Engineers/International Code Council's 802-2014 landscape and irrigation sprinkler and emitter standard
 - Sprinklers must have a low quarter distribution uniformity over 0.65, which will ensure that only high efficiency sprinklers are installed

Graywater Usage

- Greywater systems shall conform to the California Plumbing Code (Title 24, Part 5, Chapter 16) and any applicable local ordinance standards
- Landscapes that are under 2500 sq. ft. and irrigated only with graywater or captured rainwater are not subject to the entire ordinance, but have to meet a simple irrigation checklist

Onsite Stormwater Capture

- All planted landscapes are required to have friable soil to maximize water retention and infiltration
- DWR encourages the implementation of best management practices

Turf Percentage Limitations

- The irrigation percentage of drip has been defined as 0.81 and 0.75 for overhead spray
- Water allowance for residential landscapes has been set at 0.55 of reference evapotranspiration and 0.45 for nonresidential or institutional landscapes
- Median strips cannot be landscaped by high water use plants
- Requires the irrigation of areas under ten feet wide by subsurface irrigation or other means that produces no runoff or overspray
 - This was a change from the previous draft which explicitly prohibited turf in medians and parkways not providing access to vehicles

Reporting

- DWR has mandated reporting of the implementation and enforcement of MWELO
- Existing regional ordinances will remain in effect until February 1, 2016
 - This was a change from the previous draft that required adoption by December 31, 2015

- Local agencies that have adopted a regional ordinance still have to report by December 31, 2015 and state they are revising an existing ordinance
- March 1, 2016 is the deadline to report to DWR on the adopted regional ordinance
- Reporting is required by January 31 of every year

State Water Use: June 2015

Californians reduced their water use by 27.3 percent in the month of June, exceeding the 25 percent target the Governor mandated. This is a slight decrease from the 29.1 percent Californians saved in the month of May despite being the hottest June on record. Of the 405 water suppliers who reported, 65 percent met or were within one percent of their conservation goal while 31 percent were between one and 15 percent of their target. Local enforcement data indicated:

- 43,942 water waste complaints were reported statewide
- 35,295 formal warnings were issued for water waste statewide
- 9.582 penalties were issued statewide

Bay Delta Conservation Plan

On July 22, DWR and the U.S. Bureau of Reclamation announced a 60 day extension on the public comment period for the EIR/EIS for plan Alternative 4a. The public comment period will now close on October 30 which gives the public and government agencies more time to look over and comment on changes that were made to the plan.

Federal Legislative Update

The U.S. House of Representatives (House) and the U.S. Senate (Senate) were in session throughout the month of July, with the exception of the Independence Day holiday break, attempting to complete pending legislative deadlines prior to the month long August District Work Period. The House completed legislative business on July 29 and the Senate completed legislative business on August 7. Both Chambers are scheduled to return from their August recess on Tuesday, September 8 after the Labor Day holiday.

Budgetary Efforts

Once Congress returns from their scheduled August Recess, Members will have less than three legislative weeks to send appropriations bills to the President. While the House has concluded work on all but six appropriations bills, the Senate has yet to bring a single bill forward for full consideration (although all Senate bills have been reported out of committee).

Congress will have to address appropriations bills in September and it is likely that Members will pass a short-term Continuing Resolution (C.R.) to allow for additional time to address each appropriations bill. House Speaker Boehner has already suggested this to be the case in September.

In order to conclude legislative business for each of the twelve appropriations bill, the Senate must schedule a vote and pass every bill. The House must pass the remaining of their appropriations bills which include:

- H.R. 3049 - Agriculture, Rural Development, Food And Drug Administration, And Related Agencies

- H.R. 2995 - Financial Services And General Government
- H.R. 3128 - Homeland Security
- H.R. 2822 - Interior, Environment, And Related Agencies
- H.R. 3020 - Labor, Health And Human Services, Education, And Related Agencies
- H.R. 2772 - State, Foreign Operations, And Related Programs

The Energy-Water Appropriations bill was one of the first to be considered, and was passed in the House on May 1 and was considered in the Senate Appropriations Committee. Additionally, both the House and Senate crafted their own versions of the Interior-Environment Appropriations bill but neither Chamber was able to pass the measure as of yet.

Once both chambers pass each of the twelve bills, the differences will be negotiated in conference and each chamber will have to pass the negotiated version before it can be signed into law by the President. It is unlikely for each of these actions to take place prior to the September 31 budget deadline, therefore a C.R. is likely.

Legislative Efforts

Surface Transportation Reauthorization

H.R. 22, which was passed by the Senate on July 30 with a 65-34 vote, is the Senate's long-term (six-year) surface transportation reauthorization bill. The bill transfers \$45.6 billion from the general fund to the Highway Trust Fund. The bulk of the bill covers federal-aid highway programs, however the bill does address the Water Infrastructure Finance and Innovation Act (WIFIA).

WIFIA

- The measure would remove limitations on using tax-exempt bonds to finance projects under the WIFIA if the project receives federal credit assistance.

When Congress returns from recess in September, it is likely that Surface Transportation Reauthorization conversations will resume with debate over H.R. 22.

Federal Drought Legislation

On July 29, California Senators Dianne Feinstein and Barbara Boxer jointly released "The California Emergency Drought Relief Act." This major piece of legislation would create a new program under the U.S. Department of Agriculture (USDA) to provide federal support for desalination projects, construction of new reservoirs, and implementation of water recycling projects. Furthermore, the bill would expand protections for threatened fish and wildlife.

Key provisions of The California Emergency Drought Relief Act include:

Assistance for drought-stricken communities

- Creates a new USDA program to help stabilize water supplies for rural and disadvantaged communities with fewer than 10,000 residents. Larger communities may also qualify if they have experienced a significant decline in quantity or quality of drinking water. Funds can be used for both short-term solutions (such as bottled water deliveries) and long-term solutions (such as water treatment systems). Rep. Huffman introduced similar legislation that provides increased funding for the USDA's emergency grant program.

- Prioritizes State Revolving Funds for communities most at risk of running out of water. By directing funds to these communities most at risk, the Act provides the State with the tools necessary to provide water for public health and safety and to increase drought resiliency.

Desalination

The bill would enable the federal government to help support desalination projects and research, with the goal of further reducing costs and environmental impacts.

- The bill identifies 26 desalination projects throughout California capable of producing more than 330,000 acre-feet of water per year.
- Reauthorizes the *Desalination Act* and authorizes \$50 million over five years for feasibility and design for both sea and brackish water desalination projects. *Senator Boxer also introduced legislation that would reauthorize the Desalination Act, but at lower funding levels.*
- Reauthorizes the *Desalination Act* and authorizes \$50 million over five years for desalination research projects, such as improving existing reverse osmosis and membrane technology, reducing the environmental effects of seawater desalination and developing next-generation technologies to reduce the cost of desalination. *This is similar to a provision in a bill introduced by Senator Boxer.*

Storage projects

The bill takes steps to promote the building of new reservoirs or increasing the capacity of existing reservoirs.

- Establishes deadlines for the Bureau of Reclamation to complete feasibility studies to allow CalFed storage projects to compete for Proposition 1 bond funds.
- Authorizes \$600 million for CalFed water storage projects, which may include both federal projects (Shasta) and non-federal projects (Sites, Temperance Flat, Los Vaqueros).
- Updates Army Corps dam operations to increase water supply while reducing flood risk. *Representative Huffman introduced legislation with a similar program.*

Water recycling

- The bill identifies 105 potential recycling projects with the ability to produce almost 854,000 acre-feet of water. *This provision expands upon the list of water-recycling projects included in legislation introduced by Representative McNerney.*
- Authorizes \$200 million in increased funds for the Bureau of Reclamation's water recycling and reuse program (Title XVI) to help fund projects to reclaim and reuse wastewaters and naturally impaired ground and surface water. This provision would also remove the congressional requirement for the authorization of specific projects. *This provision is similar to legislation introduced by Representative Matsui.*

Conservation and groundwater recharge

The legislation contends that additional steps can be taken by the government and the agriculture industry.

- Facilitates increased agricultural conservation and groundwater recharge. This provision authorizes Interior and other water users to pay irrigators to install drip irrigation or other technologies to conserve water, and receive in return the majority of the water conserved. A portion of the saved water must be used for groundwater recharge.
- Authorizes an EPA program to label water-efficient products for consumers. *Senator Boxer also introduced a bill that authorizes the same EPA program.*
- Requires water conservation projects at California military installations.
- Authorizes a Department of the Interior program to establish an open system with data on water quality, climate and weather effects and erosion. *Senator Boxer introduced a bill that authorizes the same program.*

Additional funding programs

The bill would provide funds for the most cost-effective federal programs

- Loan guarantees: Authorizes \$200 million for the *Reclamation Infrastructure Finance and Innovation Act* (RIFIA). This loan-guarantee program will allow water districts and municipalities to leverage loans and loan guarantees for water projects, reducing repayment loan costs by as much as 25 percent. This is modeled after TIFIA, a successful loan-guarantee program for transportation projects. *Senator Boxer and Representative Huffman have introduced legislation with a similar program.*
- WaterSMART: Authorizes \$100 million in increased funds for the Bureau of Reclamation's WaterSMART program to help finance water reclamation and reuse projects as well as water efficiency initiatives. *Representative Huffman has introduced similar legislation that increases funding for WaterSMART.* This provision would also create a new grant program for integrated regional water management, reclamation and recycling, with a maximum federal contribution up to \$20 million or 25 percent of a project's cost.
- Bureau of Reclamation funds: Additional long-term funding of \$150 million per year beginning in fiscal year 2026 for storage, water recycling and desalination projects, financed out of the annual surplus in the Reclamation Fund in the U.S. Treasury.

Research and innovation

The bill aims to support and utilize the latest science and technology.

- Authorizes \$35 million in grants for technological innovations for companies that devise innovative solutions in areas such as water metering, well-monitoring, on-site recycling and stormwater capture.

Protecting endangered and threatened fish and wildlife

The bill aims to provide protection and recovery of fish populations including salmon and smelt.

- *Endangered Species Act* recovery plan: Authorizes \$20 million to begin implementation of NMFS' *Endangered Species Act* recovery plan, a tool to provide habitat and flow restoration throughout the Sacramento and San Joaquin basins.
- Trapping and barging: Authorizes \$3 million to trap and barge fish to reduce mortality rates on migration through the Delta. *Representative Huffman has a provision on barging hatchery fish.*
- Predator species: Addresses key stressors on fish populations including limiting invasive species like striped bass and removing predator habitat, to be paid for by participating water districts. *Rep. Valadao and Representative Denham introduced legislation with a similar provision.*
- Spawning habitat: Authorizes \$4 million to create additional spawning habitat.
- Water system management: Authorizes \$11.5 million for federal agencies to manage the water system more precisely using updated science and tools, including smelt distribution studies and refined temperature models. *Representative Huffman includes a provision on updated forecasting and temperature models.*
- Actions to benefit refuges: Authorizes \$2 million annually for five years for improved conveyance of water to refuges to help restore and protect critical wetland habitat for wildlife refuges, one of the goals of the Central Valley Project Improvement Act.

Environmental protections added since 2014 bill:

- Adhering to environmental law: Makes clear that all actions in the bill must be taken consistent with law and that none of the provisions violate the *Endangered Species Act*, the *Clean Water Act*, biological opinions, the Central Valley Improvement Act or state law.
- Water transfers: Water transfers between sellers and buyers help stretch California's water supplies in dry times. The bill includes a provision to allow limited Delta water transfers in April and May so communities and farms can make up for reduced deliveries. Specifically, the bill

allows transfers to occur under certain circumstances at a 1:1 ratio. The provision includes significant safeguards:

- The agencies may only use the 1:1 ratio for transfers if it avoids adverse effects on endangered species not considered by the biological opinions.
- The water covered by the 1:1 ratio must be additional flow on top of the regular flow of the river. Any environmental effects of transferred water must be permissible under applicable law.
- National Marine Fisheries Service and U.S. Fish and Wildlife Service (the agencies that implement the *Endangered Species Act*), in providing technical assistance on the bill, have stated that these safeguards ensure the provision is in compliance with environmental laws and biological opinions.
- Environmental review: A requirement in the 2014 bill for 30-day environmental reviews of water transfers and installation/removal of temporary barriers was eliminated. Instead, these reviews must take place within “the shortest practicable time period.”
- Water rights: The bill includes additional provisions to protect water rights.

Provisions included from 2014 Senate bill to help move water to neediest areas:

- Pumping levels: Any time more water is pumped from the Delta, that pumping must remain consistent with the *Endangered Species Act* and biological opinions. This will allow for more water to be pumped to those who most need it while protecting endangered and threatened species.
- Monitoring for smelt: During periods when water turbidity is high and smelt are likely to move near pumps, scientists must daily monitor for the presence of the fish. Pumps may only run at high levels when smelt are not present. *This language is similar to language in a bill introduced by Representative Valadao.*
- Reviewing transfers and barriers: Environmental reviews of water transfers and the installation and removal of temporary barriers will be expedited. These reviews will ensure these actions are consistent with environmental laws. *This language is similar to language in a bill introduced by Representative Valadao.*
- Cross-Channel Gates: Delta Cross-Channel Gates may only be opened for additional time if doing so remains consistent with water quality-related orders issued by the State Water Resources Control Board. *This language is similar to language in a bill introduced by Representative Valadao.*
- Water transfers: Water transfers sent into the Delta in April and May can only be withdrawn at a 1:1 ratio if the transfers adhere to environmental law and biological opinions. The water covered by the 1:1 ratio must be additional flow on top of the regular flow of the river, and the environmental effects of the transferred water must be permissible under applicable law. *This language is similar to language in a bill introduced by Representative Valadao.*

The Senate, now controlled by the Republican Party, means that it is unlikely Senator Feinstein will lead the drought bill in the Senate this Congress. Instead, U.S. Senate Energy and Natural Resources Committee Chairwoman, Senator Lisa Murkowski’s (R-AK) will lead the Senate’s drought bill. However, Chairwoman Murkowski has publicly stated her willingness and desire to work with Senator Feinstein and Senator Boxer on major drought legislation. As of now, Chairwoman Murkowski has not introduced a drought bill, but plans to do so before the end of the 2015 calendar year.

It is likely the Senate will hold hearings on drought legislation in September. The House has already passed legislation addressing drought issues - Congressman David Valadao’s H.R. 2898, The Western Water and American Food Security Act of 2015. Should Chairwoman Murkowski introduce and pass a drought bill in the Senate, a joint conference committee would be formed to reconcile differences between H.R. 2898 and the potential Senate bill.

Proposition 1 Comprehensive Funding Matrix

Total Funding under Proposition 1: \$7.545 Billion

Total Proposition 1 Funding allocated in FY 15-16 Budget: \$1.545 billion

- The FY 15-16 Budget allocated 1.4 billion of Proposition 1 funding over the next three years for the State Water Resources Control Board programs.
 - Groundwater contamination \$783.4 million
 - Water Recycling \$210.7 million
 - Safe Drinking Water \$175.3 million
 - Wastewater Treatment Projects \$158.4 million
 - Stormwater Management \$101 million.

- Under the 2015-16 State Budget there is also Proposition 1 funding allocated in the amount of \$110 million for DWR programs.
 - Groundwater Sustainability \$60 million (over three years) and Desalination Projects \$50 million (over two years)
- The 2015-16 State Budget allocated from Proposition 1 funds in the amount of \$117 million for Water Conservation.

- Additional Proposition 1 funding that was not included in the FY 15-16 Budget and will be appropriated in future years includes: A total of \$6 Billion as follows:
 - Dams and Groundwater Storage: \$2.7 billion
 - Regional Projects: \$693 million
 - Water Recycling: \$514.3 million
 - Watershed Restoration and Habitat protection: \$414 million
 - State Commitments for environmental restorations: \$475 million
 - Restoration Programs available to applicants statewide: \$305 million
 - Projects to increase water flowing and streams: \$200 million
 - Prevention and Cleanup of Groundwater Pollution: \$16.6 million
 - Drinking Water Projects for disadvantaged communities: \$84.7 million
 - Wastewater treatment in small communities: \$101.6 million
 - Local plans and projects to manage groundwater: \$100 million
 - Repairs and improvements to levees in the Delta: \$295 million
 - Flood Protection around the State: \$100 million

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Grant Opportunity	Proposition 1 Funding	2015-16' State Budget	Grant Summary	Deadline
<p>Dams and Groundwater Storage</p> <p>Prop 1 - Chapter 8</p>	<p>\$2.7 billion continuing appropriation</p>	<p>N/A, Regulation Process</p> <p>California Water Commission</p>	<p>N/A</p>	<p>Regulations are being developed now. Anticipated project solicitation to be released in January 2017.</p>
<p>Water Conservation/ Regional Projects (includes conservation and capturing rain water)</p> <p>Prop 1 - Chapter 7</p>	<p>\$810 million</p>	<p>\$117 million</p> <p>Department of Water Resources</p>	<p>\$54 million for Urban Water Conservation Programs. \$35 million for the DWR agricultural water efficiency programs. \$13 million for Make Water Conservation a Way of Life \$15.4 million for Water Conservation projects at State Facilities</p>	<p>TBA</p>
<p>Water Recycling</p> <p>Prop 1 - Chapter 9</p>	<p>\$725 million</p>	<p>\$210.7 million over the next three years</p> <p>State Water Resources Control Board/Department of Water Resources</p>	<p>For water recycling, desalination, and advanced treatment projects to enhance local water supply resiliency. Infrastructure to serve residential, commercial, agricultural, and industrial end-user retrofit projects.</p>	<p>Rolling</p>

<p>Stormwater, watershed restoration, habitat protection</p> <p>Prop 1 - Chapter 7</p>	<p>\$515 million total (\$200 million of that for Stormwater)</p>	<p>\$101 million for Storm water management</p> <p>State Water Resources Control Board</p>	<p>Storm water management. Projects include; rainwater and storm water capture projects; and storm water treatment facilities; storm water projects that address the entire watershed.</p>	<p>Final Guidelines December, 2015</p>
<p>Groundwater Sustainability</p> <p>Prop 1 - Chapter 10</p>	<p>\$800 million</p>	<p>\$783.4 million over the next three years</p> <p>State Water Resources Control Board/Department of Water Resources</p>	<p>For projects that prevent or clean up the contamination of groundwater that serves as a source of drinking water</p>	<p>Final Guidelines December, 2015</p>
<p>Drinking Water</p> <p>Prop 1 - Chapter 5</p>	<p>\$260 million</p>	<p>\$175.3 million over the next three years</p> <p>State Water Resources Control Board</p>	<p>For projects, with priority given to small disadvantaged communities, which help provide clean, safe, and reliable drinking water. \$5,000,000 limit per project \$20,000,000 per project with regional benefit \$25,000,000 for technical assistance to eligible communities</p>	<p>Final Guidelines August, 2015</p>
<p>Small Community Wastewater</p> <p>Prop 1 - Chapter 5</p>	<p>\$260 million</p>	<p>\$158.4 million over the next three years</p> <p>State Water Resources Control Board programs</p>	<p>For small communities to build or upgrade their wastewater systems to meet current standards. \$5,000,000 limit per project \$20,000,000 per project with regional benefit \$25,000,000 for technical assistance to eligible communities.</p>	<p>Rolling</p>

Local Plans and projects to manage groundwater Prop 1 - Chapter 10	\$100 million	Not allocated in FY 15-16 budget	N/A	TBA
State Commitments for environmental restorations Prop 1 - Chapter 6	\$475 million	Not allocated in FY 15-16 budget	N/A	TBA
Restoration programs available to applicants statewide Prop 1 - Chapter 6	\$305 million	Not allocated in FY 15-16 budget	N/A	TBA
Projects to increase water flowing and streams Prop 1 - Chapter 6	\$200 million	Not allocated in FY 15-16 budget	N/A	TBA

Repairs and improvements to levees in the Delta Prop 1 - Chapter 11	\$295 million	Not allocated in FY 15-16 budget	N/A	TBA
Flood Protection around the State Prop 1 - Chapter 11	\$100 million	Not allocated in FY 15-16 budget	N/A	TBA



Mesa Water® Priority Legislation

BILL	AUTHOR	HIGH PRIORITY	SUMMARY	LATEST ACTION	MESA WATER POSITION	OTHER POSITIONS
Proposed Legislation						
AB 1	Brown [D]		Drought: local governments: fines. Would prohibit a city, county, or city and county from imposing a fine under any local maintenance ordinance or other relevant ordinance for a failure to water a lawn or having a brown lawn during a period for which the Governor has issued a proclamation of a state of emergency based on drought conditions.	7/13/15 Chaptered by Secretary of State - Chapter 62, Statutes of 2015.		ACWA-Watch Met- NYC MWDOC-Support OCWD-NYC IRWD-NYC CSDA-NYC
AB 2	Alejo [D]		Community revitalization authority. Would authorize certain local agencies to form a community revitalization authority (authority) within a community revitalization and investment area, as defined, to carry out provisions of the Community Redevelopment Law in that area for purposes related to, among other things, infrastructure, affordable housing, and economic revitalization. The bill would provide for the financing of these activities by, among other things, the issuance of bonds serviced by tax increment revenues, and would require the authority to adopt a community revitalization plan for the community revitalization and investment area that includes elements describing and governing revitalization activities.	7/15/15 From committee: Do pass and re-refer to Senate Com. on APPR. (Ayes 9. Noes 2.) (July 14). Re-referred to Senate Com. on APPR.		ACWA-NYC Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support
AB 149	Chavez [R]		Urban water management plans. The Urban Water Management Planning Act requires an urban water supplier to submit to the Department of Water Resources a copy of its urban water management plan and requires the department to prepare and submit to the Legislature, on or before December 31, in the years ending in 6 and 1, a report summarizing the status of plans adopted pursuant to the act. This bill, commencing January 1, 2017, would instead require an urban water supplier to update its plan at least once every 5 years on or before December 31 in years ending in 6 and one. The bill would instead require the department to submit its report to the Legislature, on or before December 31, in years ending in 7 and two.	7/6/15 Chaptered by Secretary of State - Chapter 49, Statutes of 2015.		ACWA-Favor Met- Support MWDOC-Support OCWD-NYC IRWD-Support CSDA-Watch



Mesa Water® Priority Legislation

AB 182	Alejo [D]		<p>California Voting Rights Act of 2001. Would prohibit the use of a district-based election in a political subdivision if it would impair the ability of a protected class, as defined, to elect candidates of its choice. The bill would require a court to implement specified remedies upon a finding that a district-based election was imposed or applied in a manner that impaired the ability of a protected class to elect candidates of its choice.</p>	<p><u>7/6/15</u> Ordered to inactive file at the request of Senator Hueso.</p>		<p>ACWA-Oppose Met- NYC MWDOC- NYC OCWD-NYC IRWD- NYC CSDA- Oppose</p>
AB 291	Medina [D]		<p>California Environmental Quality Act: local agencies: notice of determination: water. Would authorize a local agency, for certain water projects, to file the notice with the county clerk of the county in which the local agency's principal office is located in lieu of the county clerk of each county in which the project is located and would, if the local agency exercises this authorization, require the local agency to file the notice with the Office of Planning and Research. This bill contains other existing laws.</p>	<p><u>7/17/15</u> Failed Deadline pursuant to Rule 61(a)(10). (Last location was Senate E.Q. on 6/10/2015)</p>		<p>ACWA-Support Met- Support MWDOC-Support OCWD-NYC IRWD-NYC CSDA-Support</p>
AB 327	Gordon [D]		<p>Public works: volunteers. All workers employed on public works projects are required to be paid not less than the general prevailing rate of per diem wages for work, except as specified. Current law governing public works does not apply to specified work performed by a volunteer, a volunteer coordinator, or a member of the California Conservation Corps or a community conservation corps. These provisions are effective only until January 1, 2017, and as of that date are repealed. This bill would extend those provisions until January 1, 2024, at which date those provisions would be repealed. The bill would also delete an obsolete provision. This bill contains other existing laws.</p>	<p><u>7/6/15</u> Chaptered by Secretary of State - Chapter 53, Statutes of 2015.</p>		<p>ACWA-NYC Met-NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support</p>
AB 341	Achadjian [R]		<p>Financial affairs: reports. Current law requires the officer of each local agency, who has charge of the financial records of the local agency, to furnish to the Controller a report of all the financial transactions of the local agency during the next preceding fiscal year within 90 days of the close of each fiscal year, or within 110 days if the report is furnished in an electronic format. This bill would require the report to contain underlying data from audited financial statements, as specified, if this data is available.</p>	<p><u>7/2/15</u> Chaptered by Secretary of State - Chapter 37, Statutes of 2015.</p>		<p>ACWA-NYC Met-NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support</p>



Mesa Water® Priority Legislation

AB 585	Melendez [R]		Outdoor Water Efficiency Act of 2015: personal income tax credits: outdoor water efficiency. Would, for taxable years beginning on or after January 1, 2016, and before January 1, 2021, allow a credit equal to 25% of the amount paid or incurred by a qualified taxpayer for water-efficiency improvements, as defined, on qualified real property in this state, not to exceed \$2,500 per taxable year, as specified. The bill would limit the cumulative amount of the credit to \$2,500 for each qualified real property for all taxable years.	<u>7/16/15</u> Re-referred to Senate Com. on APPR.		ACWA- Favor Met- NYC MWDOC- NYC OCWD- NYC IRWD- Support CSDA- NYC
AB 606	Levine [D]		Water Conservation. Would, when the Department of General Services replaces landscaping or irrigation on public property or when new public property is added to the department's statewide property inventory, require the department to reduce water consumption and increase water efficiencies for that property, where feasible, through replacement of landscaping, irrigation timers, or spray sprinkler heads, implementation of recycled water irrigation, or any combination thereof.	<u>7/6/15</u> In Senate Appropriations committee: Hearing postponed by committee.		ACWA-Favor Met- Support MWDOC-NYC OCWD-NYC IRWD-Support and Seek Amendments CSDA-NYC
AB 617	Perea [D]		Groundwater. Would revise the definition of "groundwater recharge" for the purposes of the Sustainable Groundwater Management Act to permit the inclusion of in-lieu recharge through delivery of water to persons that otherwise extract groundwater, leaving groundwater in the basin. This bill contains other related provisions and other existing laws.	<u>7/16/15</u> From committee: Amend, and do pass as amended and re-refer to Senate Com. on APPR. (Ayes 9. Noes 0.) (July 14). Read second time and amended. Re-referred to Senate Com. on APPR.		ACWA-Support Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch
AB 647	Eggman [D]		Groundwater: Would declare that the storing of water underground constitutes a beneficial use of water if the diverted water is used while it is in underground storage for specified purposes. This bill would state the intent of the Legislature that this storage of water underground not injure any legal user of the water involved. This bill would provide that the period for the reversion of a water right does not include any period when the water is being used in the aquifer or storage area or is being held in storage for later application to beneficial use, as prescribed.	<u>7/17/15</u> Failed Deadline pursuant to Rule 61(a)(10). (Last location was Senate N.R. & W. on 6/30/2015)		ACWA - Watch Met - Support MWDOC - NYC OCWD - Oppose if Amended IRWD - NYC CSDA - Watch
AB 1139	Campos [D]		Personal income taxes: credit: turf removal. The Personal Income Tax Law allows various credits against the taxes imposed by that law. This bill would, for taxable years beginning on and after January 1, 2015, allow a credit to a taxpayer participating in a lawn replacement program, as defined, in an amount equal to \$2 per square foot of conventional lawn removed from the taxpayer's property, up to \$50,000 per taxable year, as provided. The bill would make findings and declarations in this regard.	<u>5/4/2015</u> -In Assembly committee: Set, first hearing. Hearing canceled at the request of author.		ACWA-Favor Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch



Mesa Water® Priority Legislation

AB 1201	Salas [D]		<p>Fish and wildlife: Sacramento-San Joaquin Delta: predation by nonnative species. Under the California Endangered Species Act, the Department of Fish and Wildlife may authorize the take of listed species if the take is incidental to an otherwise lawful activity and the impacts are minimized and fully mitigated. This bill would require the department, by June 30, 2016, to develop and initiate a science-based approach that addresses predation by nonnative species upon species of fish listed pursuant to the act that reside all or a portion of their lives in the Sacramento-San Joaquin Delta.</p>	<p><u>7/16/15</u> Read second time and amended. Re-referred to Senate Com. on APPR.</p>		<p>ACWA-Support Met- Support MWDOC-NYC OCWD-NYC IRWD-Support CSDA-Watch</p>
AB 1347	Chiu [D]		<p>Public contracts: claims. Would establish, for contracts entered into on or after January 1, 2016, a claim resolution process applicable to all public entity contracts. The bill would define a claim as a contractor's written demand or assertion, including a request for a modification, contract amendment, or change order, seeking an adjustment or interpretation of the terms of the contract documents, payment of money, extension of time, or other relief, including a determination of disputes or matters arising out of, or related to, the contract documents or the performance of work on a public work. This bill contains other related provisions and other existing laws.</p>	<p><u>7/6/15</u> Read second time and amended. Re-referred to Senate Com. on APPR.</p>		<p>ACWA-NYC Met- NYC MWDOC-Oppose OCWD-NYC IRWD-NYC CSDA-Neutral</p>
SB 88	Committee on Budget and Fiscal Review		<p>Trailer Bill; Water. Would authorize the State Water Resources Control Board to order consolidation with a receiving water system where a public water system, or a state small water system within a disadvantaged community, consistently fails to provide an adequate supply of safe drinking water. This bill would authorize the state board to order the extension of service to an area that does not have access to an adequate supply of safe drinking water so long as the extension of service is an interim extension of service in preparation for consolidation.</p>	<p><u>6/24/15</u> Chaptered by Secretary of State - Chapter 27, Statutes of 2015</p>		<p>ACWA-Oppose Met- NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA- Oppose</p>
SB 239	Hertzberg (D)		<p>Local Services: Contracts. Current law permits a city or district to provide extended services, as defined, outside its jurisdictional boundaries only if it first requests and receives written approval from the local agency formation commission in the affected county. Under current law, the commission may authorize a city or district to provide new or extended services outside both its jurisdictional boundaries and its sphere of influence under specified circumstances. This bill would permit a public agency to exercise new or extended services outside the public agency's current service area pursuant to a fire protection reorganization contract, as defined, only if the public agency receives written approval from the local agency formation commission in the affected county.</p>	<p><u>7/16/15</u> From committee: Do pass and re-refer to Assembly Com. on APPR. (Ayes 8. Noes 1.) (July 15). Re-referred to Assembly Com. on APPR.</p>		<p>ACWA - NYC CSDA - Oppose</p>



Mesa Water® Priority Legislation

SB 272	Hertzberg (D)		<p>The California Public Records Act: Local Agencies: Inventory Would require each local agency, in implementing the California Public Records Act, to create a catalog of enterprise systems, as defined, to make the catalog publicly available upon request in the office of the clerk of the agency's legislative body, and to post the catalog on the local agency's Internet Web site. The bill would require the catalog to disclose a list of the enterprise systems utilized by the agency, and, among other things, the current system vendor and product. Because the bill would require local agencies to perform additional duties, it would impose a state-mandated local program. This bill contains other related provisions and other existing laws.</p>	<p>7/16/15 From committee: Do pass and re-refer to Assembly Com. on APPR. (Ayes 9. Noes 0.) (July 15). Re-referred to Assembly Com. on APPR.</p>		<p>ACWA-Oppose unless amended Met - NYC MWDOC - NYC CSDA - Oppose unless amended OCWD -NYC IRWD - NYC</p>
SB 355	Lara [D]		<p>San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy. Would require that only one member of the Orange County Division of the League of California Cities be a voting member of the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy, and would require that a resident of a city bordering the Lower Los Angeles River, appointed by the Senator Committee on Rules, be a voting member. The bill would also increase the number of nonvoting members to 9, and would require that one Member of the Senate, appointed by the Senate Committee on Rules, and one Member of the Assembly, appointed by the Speaker of the Assembly, serve as those nonvoting members.</p>	<p>7/13/15 From Assembly consent calendar. Ordered to third reading in Assembly.</p>		<p>OCWD - Oppose unless amended MWDOC - Oppose unless amended</p>
SB 385	Hueso [D]		<p>Primary drinking water standards: hexavalent chromium: compliance plan. Would authorize, until January 1, 2020, the State Water Resources Control Board, at the request of a public water system that prepares and submits a compliance plan to the state board, to grant a period of time to achieve compliance with the primary drinking water standard for hexavalent chromium by approving the compliance plan, as prescribed. This bill would require a public water system to provide specified notice regarding the compliance plan to its customers and the public water system to send written status reports to the state board.</p>	<p>7/16/15 Read second time. Ordered to Assembly consent calendar.</p>		<p>ACWA-Support Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support</p>

REPORTS AND INFORMATION ITEMS:

4. REPORT OF THE GENERAL MANAGER:

REPORTS AND INFORMATION ITEMS:

5. DIRECTORS' REPORTS AND COMMENTS:

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: August 27, 2015
SUBJECT: FY 2016 Strategic Public & Government Affairs Plan

RECOMMENDATION

This item is provided for information only. No action is requested at this time.

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 annually for the Legislative & Public Affairs Committee.

DISCUSSION

A written plan for the Mesa Water District (Mesa Water®) Public & Government Affairs function is necessary in order to advance the Board's [Strategic Plan](#) goals of Water Awareness (goal #4) and Regional Commitment (goal #7). While the District's FY 2016 Strategic Public & Government Affairs Plan ("Plan") is primarily designed to connect Mesa Water® with its constituents in order to achieve the Water Awareness and Regional Commitment goals, the Plan is also designed to support all of the other goals listed in the Board's Strategic Plan for the District.

An effective plan is creative as well as "S.M.A.R.T."—strategic, measureable, achievable, realistic/results-oriented, and timed/targeted to reach the constituents that matter most for Mesa Water's ongoing success in achieving the District's mission -- *Dedicated to Satisfying our Community's Water Needs* -- and vision: *To Be A Top-Performing Public Water Agency*. Mesa Water® constituents include external audiences -- such as customers, community members, elected officials and other legislative representatives, industry colleagues, and media -- as well as internal audiences such as current and former Mesa Water® staff and Board members.

The Plan includes the following elements:

- Objectives to achieve Mesa Water's Water Awareness and Regional Commitment goals (#4 and #7 as listed above).
- Outcomes (expected results) from implementing the Plan.



- Tactics designed to achieve the objectives and outcomes, divided into three strategic categories for Water Awareness and two strategic categories for Regional Commitment:

Water Awareness (goal #4)	Regional Commitment (goal #7)
1) Communications & Publications	1) Advocacy & Legislative Affairs
2) Constituent Relations	2) Government / Utility / Water Industry Relations
3) Water Education	

- Staff levels for Mesa Water’s Public & Government Affairs department to implement the Plan.
- The Plan’s budget (for expenses and labor).
- Timeline for implementing the Plan.

FINANCIAL IMPACT

The Public & Government Affairs department budget for FY 2016 is \$1,087,505 total, with \$700,875 allocated to expenses and \$386,630 allocated to labor.

ATTACHMENTS

Attachment A: FY 2016 Strategic Public & Government Affairs Plan



MesaWater
DISTRICT[©]

**FY 2016 STRATEGIC PUBLIC &
GOVERNMENT AFFAIRS PLAN**

August 27, 2015

MESA WATER DISTRICT (Mesa Water®)
FY 2016 Strategic Public & Government Affairs Plan
July 1, 2015 – June 30, 2016

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

Objectives

- A. Enhance Mesa Water’s visibility and positive recognition.
 - 💧 Facilitate accolades/awards for and from Mesa Water®
 - 💧 Operate Mesa Water’s News Bureau and social media
 - 💧 Update MesaWater.org
 - 💧 Develop Mesa Water Reliability Facility (MWRF) outreach design concepts

- B. Increase awareness of Mesa Water®, and of water in general, among key audiences.
 - 💧 Manage Mesa Water’s community relations campaign
 - 💧 Extend Mesa Water’s water education and ambassador programs
 - 💧 Update and implement Mesa Water Speaker’s Bureau
 - 💧 Leverage Mesa Water Reliability Facility (MWRF) for outreach opportunities

- C. Unify Mesa Water® messaging and publications.
 - 💧 Continue industry relations to promote correct use of District’s name, nickname, and Facility name
 - 💧 Strengthen Mesa Water’s communications consistency by using one look, one voice
 - 💧 Provide Mesa Water Board and staff with key messages and information

Outcomes

1. Updated Public & Government Affairs Plan (for FY 2016).
2. Design concept for Mesa Water Reliability Facility (MWRF) outreach center.
3. Unified look and voice for Mesa Water®.



MESA WATER DISTRICT (Mesa Water®)
FY 2016 Strategic Public & Government Affairs Plan
July 1, 2015 – June 30, 2016

Goal: *Actively participate in regional water issues.*

Objectives

- A. Actively engage in regional water issues.
 - 💧 Attend OCWD and MWDOC meetings and engage in regional issues
 - 💧 Update Board's policy positions and legislative platforms for issues that impact Mesa Water®

- B. Facilitate Board and staff participation in water, governance, community and environmental organizations.
 - 💧 Support current Board and staff participation in regional organizations such as LAFCO, OCWA, ACWA, WACO, ACWA/JPIA, CalDesal, SAWPA and Groundwater Producers; and, proactively seek opportunities for additional participation
 - 💧 Support Board and staff participation in non-governmental associations, as appropriate

- C. Accomplish Board's water policy priorities.
 - 💧 Develop Board's regional water priorities
 - 💧 Work to achieve Board's water policy priorities

Outcomes

1. Positively influence regional water issues important to Mesa Water®.
2. Increase awareness of Mesa Water® in the water industry and community.
3. Be a leader of regional water issues.

MESA WATER DISTRICT (Mesa Water®)
FY 2016 Strategic Public & Government Affairs Plan
July 1, 2015 – June 30, 2016

Public & Government Affairs

Tactics – Water Awareness

💧 Communications & Publications:

- a. Mesa Water® FY 2016 Strategic Public & Government Affairs Plan -- update and finalize
- b. Mesa Water® Newsletter -- produce/distribute 6 “Water District News” publications
- c. News Bureau & Media Relations -- conduct ongoing media relations, using press releases and/or pitches, for proactive, positive Mesa Water® media coverage (publicity), includes media clips and wire services; conduct crisis communications planning/preparation; coordinate communications/media training on key messages for Mesa Water’s Board and staff spokespersons
- d. Publications (digital & print collateral/materials) -- produce Mesa Water® ads, banners, bill inserts/messages, brochures, images, information kits, postcards, proclamations, etc.
- e. Social Media -- continue Mesa Water’s social media campaign and report analytics (quarterly); and, monitor content and provide recommendations and training to Board and staff on best management practices
- f. Style Guide -- develop and publish guidance for the District’s style to ensure a unified look and voice for Mesa Water®
- g. Website -- implement ongoing updates and upgrade for MesaWater.org

💧 Constituent Relations:

- a. Accolades/Awards -- submit 1 or more entries for and/or from Mesa Water®
- b. Community Relations Campaign & Speaker’s Bureau -- participate 10 impactful community outreach events and Mesa Water® speaker’s bureau presentations to promote water awareness

MESA WATER DISTRICT (Mesa Water®)
FY 2016 Strategic Public & Government Affairs Plan
July 1, 2015 – June 30, 2016

Tactics – Water Awareness

💧 Constituent Relations (continued)

- c. Contact Management Database -- obtain, install and customize database, implement process and train staff on data input/updates to manage contact information for Mesa Water's constituents
- d. *Mesa Water Saver* "Drought-Reach 2.0" Campaign -- conduct hyper/geo-targeted multi-media, multi-platform outreach campaign, in English and Spanish, during May-September 2015, to publicize and promote District-wide conservation by Mesa Water's customers in order to meet/exceed the State's mandates
- e. Water Issues Study Group (WISG) Outreach Activities -- plan, promote, publicize, produce 3 events and/or tours (e.g., MWRF 3rd anniversary, etc.) at the Mesa Water Reliability Facility (MWRF) for Mesa Water's constituents
- f. Water Issues Study Group (WISG) Town Halls -- host 3 District-wide town hall events at the Mesa Water Reliability Facility (MWRF) for Mesa Water's constituents
- g. "Well Wisher" -- coordinate/conduct 8 or more "Well Wisher" networking meetings with Mesa Water® constituents and influencers

💧 Water Education:

- a. Adults -- plan, promote, publicize and produce Mesa Water's ambassador program—Water Issues Study Group (WISG); and, support Mesa Water's water use efficiency programs (e.g., landscape workshops, etc.)
- b. MWRF Outreach Center (in capital budget) -- support Engineering & Operations department by providing input to selected vendor(s) on developing design concepts and display/exhibit options for water education programs
- c. Students -- host 12 in-school water education assemblies for 5th-graders at schools in Mesa Water's service area; pilot a school-wide program at Costa Mesa High School; and, participate in the Children's Water Education Festival (CWEF) planned by Orange County Water District (OCWD)

MESA WATER DISTRICT (Mesa Water®)
FY 2016 Strategic Public & Government Affairs Plan
July 1, 2015 – June 30, 2016

Tactics – Regional Commitment:

💧 Advocacy & Legislative Affairs

- a. Engage in water issues potentially impacting the District and continue Mesa Water’s advocacy activities at the local, regional and statewide levels
- b. Update the Board’s legislative platforms, priorities, and policy positions

💧 Government / Utility / Water Industry Relations

- a. Recommend and facilitate Board and staff memberships/participation with local, regional, and statewide water, governance, community, environmental, non-governmental and other associations/organizations as appropriate (i.e., ACC-OC, ACWA, ACWA/JPIA, CalDesal, CSDA, ISDOC, LAFCO, MWDOC workgroups, OCWA, OCWD Groundwater Producers, SAWPA, SCWC, WACO, etc.)
- b. Participate in ongoing industry relations activities, events, meetings

Public & Government Affairs Staff Budget:

- 💧 **Public & Government Affairs Manager** (1 full-time) – Stacy Taylor
- 💧 **Public Affairs Coordinator** (1 full-time) – Noelle Collins
- 💧 **Public Affairs Intern** (2 part-time) – Quinn Le; Danielle Medina

MESA WATER DISTRICT (Mesa Water®)
FY 2016 Strategic Public and Government Affairs Plan
July 1, 2015 – June 30, 2016



Comms & Pubs	Q1			Q2			Q3			Q4		
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
a. FY 2016 PGA Plan	✓			n/a			n/a			n/a		
b. Mesa Water® Newsletter	1		1		1		1		1		1	
c. News Bur. & Media Relations	pitches/releases/clips			pitches/releases/clips; comms training (staff)			pitches/releases/clips			pitches/releases/clips; comms training (Board)		
d. Pubs	various (ongoing)			various (ongoing)			various (ongoing)			various (ongoing)		
e. Social Media	ongoing campaign; monitoring project RFP			ongoing campaign; monitor/feedback			ongoing campaign; monitor/feedback			ongoing campaign; monitor/feedback		
f. Style Guide	RFP			draft			finalize			implement		
g. Website	updates (ongoing); upgrade RFP			updates (ongoing); start upgrades			updates (ongoing); continue upgrades			updates (ongoing); complete upgrades		

MESA WATER DISTRICT (Mesa Water®)
FY 2016 Strategic Public and Government Affairs Plan
 July 1, 2015 – June 30, 2016



Constituent Relations	Q1			Q2			Q3			Q4		
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
a. Accolades & Awards	1						n/a					
b. Commun. Relations & Speaker's Bureau	2 activities			2 activities			3 activities			3 activities		
c. Database	RFP & vendor selection			install/customize			finalize process			train staff/implement		
d. Drought-Reach 2.0	complete			n/a			n/a			n/a		
e. WISG Outreach Activities	plan			Leadership Tomorrow (October 15)			MWRF 3rd Anniversary (March 13)			TBD		
f. WISG Town Halls	1 activity			2 activities			n/a			n/a		
g. "Well Wisher"	2 meetings			2 meetings			2 meetings			2 meetings		

MESA WATER DISTRICT (Mesa Water®)
FY 2016 Strategic Public and Government Affairs Plan
July 1, 2015 - June 30, 2016



Water Education	Q1			Q2			Q3			Q4		
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
a. Adults: - WISG - W.U.E.	Support water use efficiency programs (e.g., OC Fair, etc.)			Plan/Promote/Publicize WISG			Produce WISG (3 sessions)			WISG Alums; Support W.U.E. programs (e.g., landscape workshops, etc.)		
b. MWRFC Outreach Center	design concepts input						design concepts input; display/exhibits options (for water education programs)					
c. Students: - Assemblies - CWF	planning (w/ MWDOC & vendors)			4 assemblies (5th grade); CMHS pilot program			4 assemblies (5th grade); CMHS pilot program; CWF			4 assemblies (5th grade); CMHS pilot program		

Regional Commitment	Q1			Q2			Q3			Q4		
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
a. Advocacy & Legislative Affairs	ongoing advocacy & legislative affairs			Update legislative platforms, priorities & positions for 2017			ongoing advocacy & legislative affairs			ongoing advocacy & legislative affairs		
b. Gov't / Utility / H2O Industry Rel.	ongoing gov't & industry relations (i.e., events, meetings, etc.)			ongoing gov't & industry relations (i.e., events, meetings, etc.)			ongoing gov't & industry relations (i.e., events, meetings, etc.)			ongoing gov't & industry relations (i.e., events, meetings, etc.)		

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: August 27, 2015
SUBJECT: Drought-Reach 2.0 Update

RECOMMENDATION

This item is provided for information only. No action is requested at this time.

STRATEGIC PLAN

Goal #1: Provide a safe, abundant, and reliable water supply.
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

At the District's August 28, 2014, Board meeting, staff presented an update on the Mesa Water District (Mesa Water®) drought-related outreach activities -- called "Drought-Reach" -- in response to the State Water Resources Control Board's regulations that became effective on July 29, 2014.

At its October 30, 2014 meeting, the Legislative and Public Affairs Committee approved staff conducting a selection process to retain a "Drought-Reach" campaign consultant, and bringing a recommendation to the Board at its November 13, 2014 meeting.

At its November 13, 2014 meeting, the Board approved a contract with Fraser Communications as the District's "Drought-Reach" campaign consultant for the total amount of \$178,731.

DISCUSSION

Due to the seriousness of this drought, Governor Brown declared a drought state of emergency in January 2014 and, in April 2014, he called on all Californian's to reduce their water use by 20 percent. In June 2014, the State Water Resources Control Board (SWRCB) issued curtailments to junior water-rights holders and, in July 2014, the SWRCB adopted two resolutions for drought emergency regulations—the first resolution mandated water curtailments, and the second resolution mandated urban water conservation.

The SWRCB's drought emergency regulations for urban water conservation mandated that all water providers enact water shortage contingency plans with outdoor watering restrictions and prohibitions on specific outdoor watering activities. In response, Mesa Water® ensured its Water Conservation Ordinance (Ordinance 21) is in compliance, and the District initiated Drought-Reach activities to further educate the public about the drought and inform its service area about the State's requirements.



In anticipation of additional water conservation mandates from the SWRCB, the high probability of allocations implementation by the Metropolitan Water District of Southern California, and to encourage continued water conservation results in the District's service area, staff recommended a grassroots Drought-Reach campaign to reach all Mesa Water® residents with multiple touchpoints via the following tactical elements (starting in December 2014): 1-2 automated calls; 1-2 mailers; 1 door hanger; and, canvassing. Per the Board's direction, the campaign included a District-wide bill insert as one of the mailer elements.

Following the initial Drought-Reach campaign's success, Mesa Water® determined to retain Fraser Communications to implement "Drought-Reach 2.0" in order to leverage and extend the initial campaign. New multi-media creative was developed emphasizing the new outdoor watering rules and featuring the number 2 throughout all elements. Additionally, the campaign is continuing to use the *Mesa Water Saver* campaign icon.

Attached is Fraser Communications' status update memo to Mesa Water® regarding the campaign. Following are the campaign's key messages developed for Mesa Water's Board and staff:

- This is one of the worst droughts in California's history and we are now into the fourth consecutive year of this drought which began in 2012.
- Furthermore, 2013 was the driest year on record in terms of rain; 2014 was the hottest year on record; and, 2015 had the lowest snow levels on record for California.
- Although we've had some rain, it is nowhere near enough to get us out of drought.
- While Mesa Water® has enough water, other areas across California are running low or running out of water.
- We are all in this together as one state with one water, and Governor Brown has asked everyone to reduce their water use; the State Water Board has determined Mesa Water's reduction to be 20%.
- To achieve this goal, Mesa Water's drought-reach campaign asks everyone -- businesses, public agencies, and residents -- to do only two days of outdoor watering per week (Tuesday and Saturday) before 8:00 a.m. or after 5:00 p.m.
- For questions or to request water conservation information, items, and rebates, go to MesaWaterSaver.org, email conservation@MesaWater.org, call 949.631.1200, or visit the District's office.
- Thanks for being a *Mesa Water Saver!*

FINANCIAL IMPACT

The total campaign budget approved by the Board is not-to-exceed \$240,000 with a maximum of \$60,000 allocated for FY 2015 and the remaining \$180,000 allocated for FY 2016. To date, \$226,724 has been committed with \$13,276 pending allocation. Spending to date totals \$177,997.



ATTACHMENTS

Attachment A: Fraser Communications memo

Attachment B: Water Use Comparisons 2013/2014/2015

MESA WATER DISTRICT “DROUGHT-REACH” STATUS MEMO

August 20, 2015

Campaign Scope

On April 1, 2015, Governor Brown issued an Executive Order for a 25% reduction of water use statewide. To comply with the mandated water use restrictions, at its May 14, 2015 Board meeting, Mesa Water District (Mesa Water®) approved the adoption of an updated Water Conservation Ordinance and a Water Supply Emergency Program encouraging continued water conservation results in Mesa Water’s service area by extending the grassroots Drought-Reach campaign – including business, commercial, industrial, institutional, and residential water users – via multiple communications touchpoints – developed and executed again by Fraser Communications.

The purpose of the new campaign is to educate all ratepayers and residents to include to all residences, businesses, industrial and institutional water users in the 18-square-mile area covered by Mesa Water’s service area, of the new outdoor watering restrictions that took effect on May 14, 2015. The intent of the new ordinance is to reduce aggregate potable water consumption by at least 20%. The strategy for the campaign messaging is to clearly outline the new outdoor watering restrictions, with the campaign’s focus is on outdoor water usage.

Overarching Campaign Theme Development

Fraser developed a strong campaign theme “Let’s All Be Mesa Water Savers” with an impactful/fast read hose graphic that clearly highlights the new water restrictions of only watering two (2) days a week, Tuesday and Saturday, before 8 AM or after 5 PM.

In addition to the new graphics, Fraser has developed a highly graphic animated :30 video to be used In-Cinema, on Gas Pump Toppers, and as video pre-roll. Fraser is carrying forward several key elements from the previous campaign – to include the “heart” graphic and the MesaWaterSaver.org as the campaign destination URL.

The outreach campaign includes the following grassroots District-wide outreach elements listed in chronological order of implementation:

JUNE

- KOCI Radio :15 second messages–6/1 -8/30
- Digital Ad Campaign, geo-fenced to the Mesa Water service area –6/22-8/30
 - **Of note: Pre-Roll currently has very high 66% VTR meaning those who have viewed completely; typical view-throughs range between 55% - 70%**
- Pandora streaming radio, geo-fenced to the Mesa Water service area–6/22-8/30
 - **Of note: Audio ads combined with display banners currently have a .48% CTR; slightly above the industry standard of 0.46%**

- **Solo mobile banner ads have a very strong 1.56% CTR; above the industry standard of 1.06%**
- Mesa Water Bill Stuffer, 2-sided, English and Spanish
- Mesa Water Truck Magnets/Vinyl's, English and Spanish

JULY

- Mailer, 2-sided, 6" x 11" English and Spanish to 30,500 residents and rate payers–week of 7/6
- Door Hanger, 2-sided, English and Spanish to 20,007 residential and renters–week of 7/6
- Print, full page color insertion: Costa Mesa Chamber Newsletter

JULY/AUGUST

- KOCI Radio Interview date: 7/19 and 8/16
- (2) In-Cinema Advertising; :30 Video–6/29-8/23
- (4) Gas Pump Toppers; :30 Video–7/6-8/30
- (12) Office Building Lobby and Elevators–7/6-8/30
- Newspaper, two full page color insertions each:
 - Daily Pilot–7/10 & 8/7
 - **Of note: Digital site served banners are seeing a .13% CTR which is very strong for local site direct**
 - Newport Beach Costa Mesa Current w/ front page "Post-it Note"–7/23 & 8/13
 - Excelsior (Spanish)–7/17 & 8/14
- (2) E-Mails to 87,497 all residents and those who work in the Mesa Water service area – 7/21 & 8/18
 - **Of note: the 7/21 E-Mail had an extremely high open rate of 10.25% compared with the industry standard of 3%**
- OC Fair Sponsorship to include (5) Information Booth Signs and Flyer handout–7/17-8/16

JULY/AUGUST/SEPTEMBER

- (4) Outdoor Billboard, high profile/high visibility 14' x 48' bulletins–7/6-9/13

AUGUST

- (9) Bus Shelters–7/27-8/23

AUGUST/SEPTEMBER

- Print, full page color insertions:
 - South Coast Metro 360 Magazine–August/September
 - Costa Mesa Recreation Guide–September

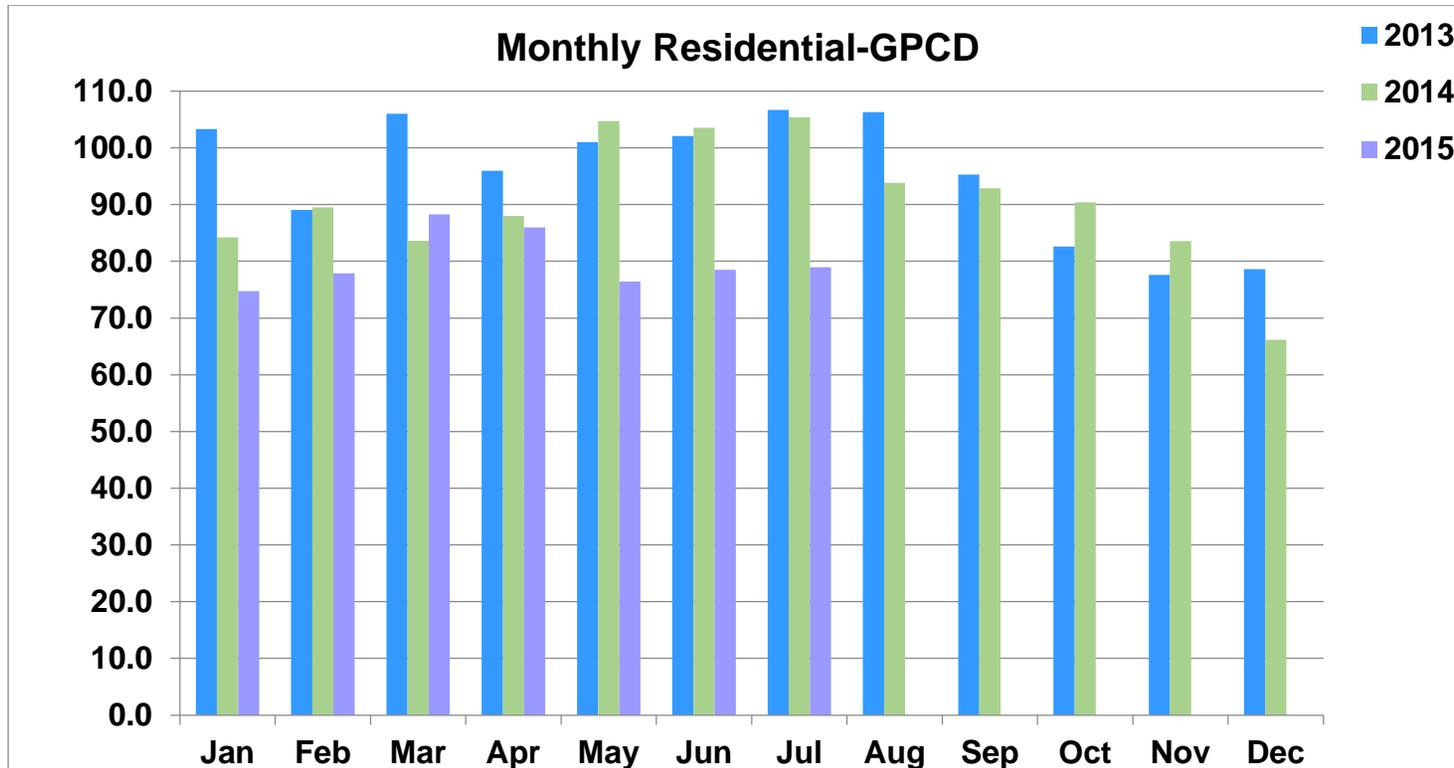
Completed as of August 20, 2015

- KOCI radio 15's running and (2) interviews conducted

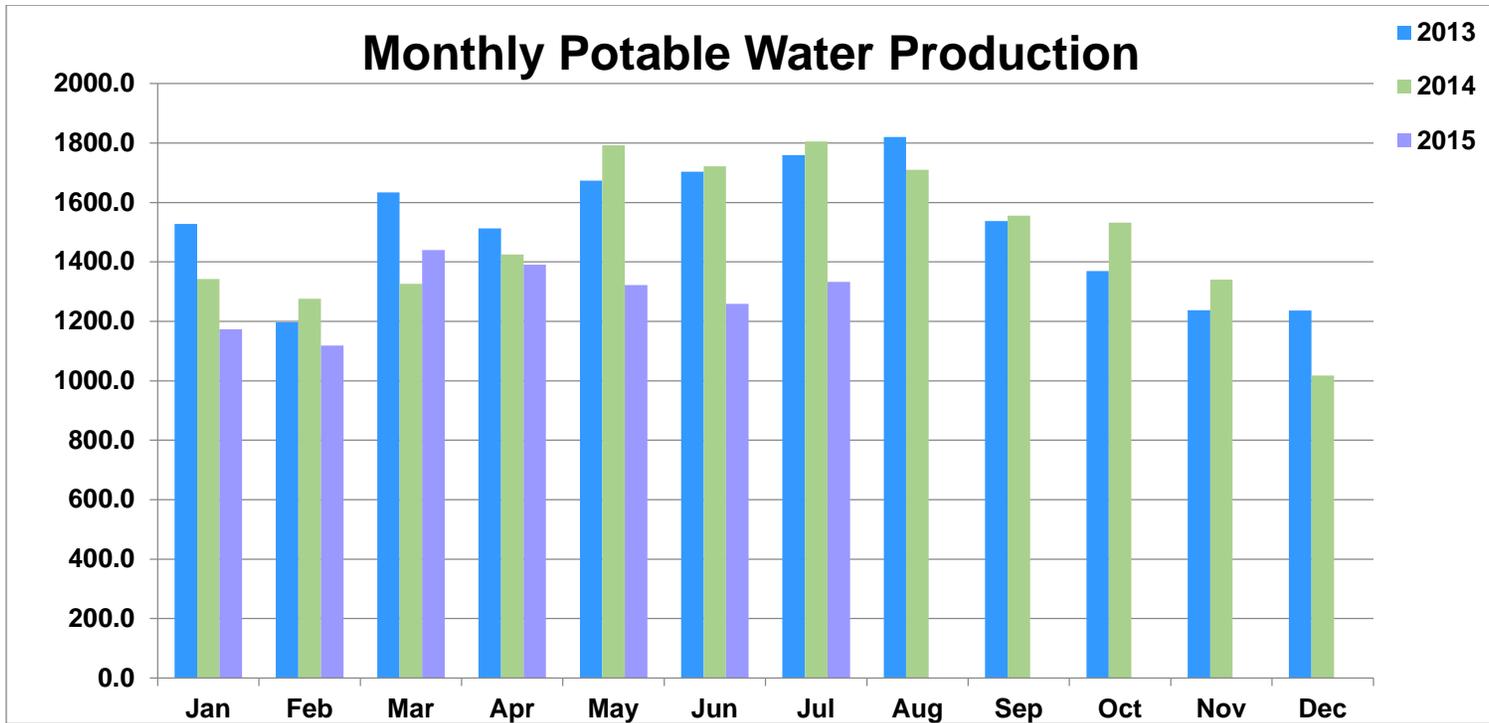
- Social Media posts written and posting
- Digital ad banner program to include video pre-roll and Pandora running
- Costa Mesa Recreation Guide, Costa Mesa Chamber Newsletter ads ran
- Mesa Water Saver webpage text translated into Spanish
- Bill Stuffer printed
- Outdoor Billboard vinyl's posted
- OC Fair Sign and Flyer mechanicals printed
- Bus Shelter art posted
- Cinema, Gas Pump Topper :30 video videos started running
- Lobby and Elevator signs posted
- Daily Pilot and Excelsior (Spanish) newspaper ads ran
- Newport-Mesa Current newspaper ads and front page "post-it" notes ran
- Postcard mailer printed and mailed
- Door Hangers printed and delivered
- Email blasts deployed
- Costa Mesa Aquatics Banner art delivered
- City of Costa Mesa TV art delivered
- Estancia Banner art delivered

Total Rated Paid Media Campaign Impressions:

- 10,989,362



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD AVG
2013	103.3	89.1	106.0	96.0	101.0	102.1	106.7	106.3	95.3	82.6	77.6	78.6	95.4
2014	84.3	89.5	83.6	88.0	104.7	103.5	105.4	93.9	92.9	90.4	83.6	66.2	90.5
<i>% DIFF (v. 2013)</i>	-18.4%	+0.5%	-21.1%	-8.4%	+3.7%	+1.4%	-1.2%	-11.7%	-2.5%	+9.4%	+7.7%	-15.8%	
2015	74.7	77.9	88.3	86.0	76.4	78.5	78.9						80.1
<i>% DIFF (v. 2013)</i>	-27.6%	-12.6%	-16.7%	-10.4%	-24.3%	-23.1%	-26.0%						



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD TOTAL
2013	1527.9	1197.1	1634.0	1512.7	1673.6	1703.2	1759.1	1820.6	1537.2	1369.5	1238.1	1236.3	18,209.3
2014	1342.5	1275.8	1326.5	1425.0	1792.1	1722.2	1805.3	1710.3	1555.6	1532.2	1340.2	1017.5	17,845.2
% DIFF (v. 2013)	-12.1%	+6.6%	-18.8%	-5.8%	+7.1%	+1.1%	+2.6%	-6.1%	+1.2%	+11.9%	+8.2%	-17.7%	
2015	1173.5	1119.0	1440.6	1391.2	1321.8	1259.5	1333.3						9,038.9
% DIFF (v. 2013)	-23.2%	-6.5%	-11.8%	-8.0%	-21.0%	-26.1%	-24.2%						

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: August 27, 2015
SUBJECT: Outreach Update

RECOMMENDATION

This item is provided for information only. No action is requested at this time.

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

In addition to ongoing communications, industry and internal relations, legislative relations, media relations (News Bureau), publications, water education and the annual Water Issues Study Group (WISG) series, the Mesa Water District (Mesa Water®) outreach program includes constituent relations via Community Outreach events, Speaker's Bureau opportunities, Town Hall talks, and "Well Wisher" meetings.

Each of these activities is designed to connect Mesa Water® with its constituents in order to achieve the awareness goal in the District's strategic plan. These activities are also designed to achieve the human resources, customer services, and/or regional water issues involvement goals by educating and informing the District's constituents about Mesa Water®, water issues, and water in general.

Mesa Water® 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 current and former Mesa Water® staff and Board members.

Following is an update on outreach activities designed to educate and inform the District's constituents about Mesa Water®, water issues, and water in general.

1. Community Outreach Events – Staff has planned Mesa Water's participation in and/or sponsorship support of the following events: Sponsorship of Susan G. Komen Race for the Cure on September 27th.



2. Speaker's Bureau – Includes presentations by Mesa Water Board and/or staff member(s) in the community as well as media interviews, including Mesa Water Reliability Facility (MWRF) tours; staff provided a water overview to the OC Cal Alumni Association on August 20th.
3. Town Hall Talks – Mesa Water® staff is planning two town hall talks at the MWRF to address questions regarding the drought and Mesa Water's emergency conservation regulations– a town hall was hosted on Thursday, August 20th; town hall meetings are also scheduled for Thursday, September 17 from 5:30-7:00 pm and Wednesday, October 14 from 4:30-6:00 pm.
4. "Well Wisher" Meetings – To date, Mesa Water® has received 312 "Well Wisher" support cards and hosted 983 constituents at the MWRF.

Staff will continue to provide updates to the Board regarding Mesa Water's Community Outreach events, Speaker's Bureau opportunities, Town Hall talks, and "Well Wisher" meetings.

For the "Well Wisher" meetings, staff will continue to develop, prioritize, and update the contact information list of appropriate representatives at key businesses, charities, churches, community service organizations, customers, HOAs, Mesa Water former directors/staff, WISG alums, and other groups/individuals in the District's service area. Also, staff will work with the Board to designate the appropriate Mesa Water® representative(s) to participate in specific "Well Wisher" meetings, arrange the "Well Wisher" meetings, and notify the appropriate Mesa Water® representative(s).

Following are the benefits of Mesa Water's outreach program:

- Informing constituents about Southern California's perpetual drought, the historical drought now 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 Mesa Water® 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 Mesa Water® 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 (ratepayers) and community members to help them save water, money, and the environment;
- For public health and safety reasons, ensuring that Mesa Water® customers and community members know 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

The Public & Government Affairs department's FY 2015 expense budget totals \$700,875. To date, \$137,179 has been spent, with a remaining balance of \$563,696.

ATTACHMENTS

None.