



*Dedicated to
Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, February 25, 2016
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, February 25, 2016 at 3:30 p.m.**

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

Non-Agendized Matters: Members of the public are invited to address the Board on matters which are not on the Agenda. Each speaker is limited to three (3) minutes. The Board will set aside thirty (30) minutes for public comments.

Agendized Matters: Members of the public may comment on Agenda items before action is taken, or after the Board has discussed the item. Each speaker is limited to five (5) minutes.

PRESENTATION AND DISCUSSION ITEMS:

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

1. Costa Mesa Chamber Board Membership

ACTION ITEMS:

None

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. Drought-Reach Update
7. 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



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: February 25, 2016
SUBJECT: Costa Mesa Chamber Board Appointment

RECOMMENDATION

Discuss and designate a Mesa Water District (Mesa Water®) representative to serve on the Costa Mesa Chamber of Commerce Board of Directors.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

The Executive Committee reviewed this item at its February 2, 2016 meeting.

The Board of Directors reviewed this item at Mesa Water's February 11, 2016 regular Board meeting and directed staff to bring it to the next Legislative & Public Affairs Committee meeting.

DISCUSSION

The Costa Mesa Chamber of Commerce (Chamber) has offered Mesa Water® the opportunity for one of the District's representative to serve on the Chamber's Board of Directors. Mesa Water® staff recommends that a Director consider serving in this role. The benefits of this opportunity to Mesa Water® include:

- Serving in a business and community leadership role by being actively involved in Chamber programs that provide added value and benefits to the community;
- Supporting local businesses, civic and nonprofit organizations, and the community's economy;
- Networking with other Chamber members who are business and community leaders;
- Increasing the District's visibility among local business, civic, and nonprofit organizations, and in the community overall;
- Sharing information about Mesa Water® and water in general among District constituents who are also Chamber members and/or participants in Chamber activities, including information promoting the District's:
 - infrastructure improvements and technological innovations;
 - water quality and testing;
 - water rates, reserves, financial prudence and transparency;
 - water awareness, education and outreach activities and events that benefit Mesa Water® customers and the community;
 - excellent customer service and water conservation programs for businesses, residents and the community;



- employment opportunities and operational efficiencies; and,
- policy positions and advocacy on legislative/regulatory issues that can impact Mesa Water®, its customers and the community at large.

Attached is more information from the Chamber regarding its Board member responsibilities. Key commitments include attendance at Chamber Board meetings (approximately six per year) and at the Chamber's Annual Planning Conference. Additionally, participation in at least one of the Chamber Committees is required (see page three of attachment) and staff recommends participation with the Government Affairs Committee.

There is no added cost for a Mesa Water® representative to serve on the Chamber Board as it would be included in the District's annual Chamber sponsorship.

FINANCIAL IMPACT

None.

ATTACHMENTS

Attachment A: Costa Mesa Chamber Board of Directors Information

Position Description

The Board of Directors is elected by the membership of the Costa Mesa Chamber of Commerce to govern and set policy, control its property, be responsible for its finances and direct its affairs.

Responsibilities

- Attend monthly Board meetings (typically 6 per year)
- Attend Annual Planning Conference
- Willingness to spend time and effort needed to give proper attention to responsibilities
- Set policy
- Approve budget
- Approve procedures
- Hire Chief Executive Officer (CEO)
- Amend By-Laws
- Maintain close contact with Board members and general membership
- Bring attention to the Board any critical and constructive suggestions received from membership or general community
- Represent the Chamber at appropriate functions and community committees when requested by CEO
- Be ready to defend the Chamber at all times
- Maintain confidentiality

Skills

- Ability to have objective opinions and willingness to face community problems, even when they are controversial
- Policy making leadership
- Willingness to support the decisions of the Board
- Ability to work constructively and harmoniously with other members of the Board and staff

What Board Members Do

- Show up (Actively participate)
- Set policy
- Approve the budget
- Plan
- Appraise results
- Hire the CEO
- Approve procedures
- Access resources
- Motivate

What Board Members Do Not Do

- Get involved in day-to-day management
- Interpret policy in self-interest
- Set policy as an individual
- Speak out on behalf of the Chamber
- Legally and/or financially obligate the Chamber
- Use the position for personal gain
- Usurp the authority of the CEO

General Information

Confidentiality

Each Board member is encouraged to take part in discussion and express his/her opinions on all action items. However, once the vote has been taken on an issue, each Board member has the responsibility to support the final board action.

Conflict of Interest

Directors who have a personal or business interest in the outcome of a matter before the Board should disclose that interest and disqualify themselves from Board action on the subject.

Public Statement

Only the CEO, chair or designee is authorized to discuss Chamber activities or make public statements to any member of the press.

Board Guests

Care will be exercised in scheduling the number of and time allotted for guests to ensure maximum time for proper conduct of Chamber business. Arrangements for any guest to be invited to a Board meeting should be made in advance with the CEO.

Action Items

Action items will be indicated on meeting agendas, which are distributed prior to the meeting.

Date, Time & Location

Board meetings are generally held on the second Thursday of the month from 11:45 AM to 1:00 PM at a location to be announced.

Meeting Attendance

Board attendance is expected unless the director contacts the Chamber in advance of the meeting. A quorum must be present to conduct business.



2016 Chamber Commitment

The success of the Chamber is dependent on businesses who want to get involved in their community.

Items highlighted in yellow below are already included as part of Mesa Water's 2016 Chamber sponsorship.

Financial Commitment: (includes 90 Minute Breakfasts and Directors Lunches) **\$300 (Required)**

President's Circle (See Back for Breakdown) _____

Individual Event Sponsorship (one is required)

February Meet the Charities _____

March Largest Mixer Expo Table _____

May Student Awards Breakfast (Levels Available) _____

May Art of Leadership (Levels Available) _____

July Golf Tournament (Levels Available) _____

October Public Safety BBQ (Levels Available) _____

November Tri-City Business Expo Table _____

Total: _____

Committees (one is required)

Education Apprenticeship Government Affairs Welcome/Retention Committee

Economic Development Golf Public Safety

Signature: _____ Date: _____

MEMORANDUM



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TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: February 25, 2016
SUBJECT: Advocacy Consulting Services Report

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

DISCUSSION

Staff will provide a verbal report to the Board.

FINANCIAL IMPACT

In fiscal year 2016, \$84,000 is budgeted; \$49,000 of funds have been spent to date.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: February 25, 2016
SUBJECT: Legislative Consulting Services Report

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

DISCUSSION

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

FINANCIAL IMPACT

In fiscal year 2016, \$60,000 is budgeted; \$35,000 of funds have been spent to date.

ATTACHMENTS

Attachment A: Report & Legislation Matrix

MEMORANDUM

To: Mesa Water®

From: Townsend Public Affairs, Inc.

Date: February 15, 2016

Subject: Monthly Political and Activity Report

Specific Activities for the Month:

- TPA has scheduled the following advocacy meetings for Mesa Water.
 - City of Costa Mesa Mayor and City Manager – February 12
 - Assemblymember Harper – March 11
 - Senator Moorlach – March 11
- On February 2, TPA monitored the Joint Hearing of Assembly Water, Parks and Wildlife Committee and Budget Subcommittee #3 on Resources and Transportation and provided notes to staff.
- TPA provided congratulatory letters for Mesa Water to send to the new Board Chair and Executive Director of the Southern California Water Committee
- TPA reached out to several organizations to request for resolutions or certificates to congratulate Mesa Water for achieving a 20 percent water conservation standard. TPA is working to secure certificates to be presented at the April 14 Board Meeting.
- On February 11, TPA provided Mesa Water with a memo on the background and current status of the Bay Delta Conservation Plan, including a summary of the two projects proposed: California WaterFix and California EcoRestore

State Political Update

The Legislature has been focused on addressing two-year bills that were subject to the January 31 deadline. January 31 was the last day for each house to pass bills that did not pass out of their house of origin in the previous year. The Legislature is now shifting its focus to the February 19 deadline, the last day for any new legislation to be introduced. It is anticipated that around 2000 new bills will be introduced before February 19.

The Governor delivered his 14th State of the State address to the Legislature on January 21. The Governor spoke about the need for equality and vigilance in California, highlighting the unprovoked attacks in San Bernardino and the continued incidents of violence throughout the US. The Governor shared that global events impact America and that he wants to ensure the State is prepared to face a future which is partially determined and also somewhat unknown.

In his speech, the Governor did not discuss any new programs or policies, but instead stressed focus and resiliency for current programs. The Governor specifically warned, as he did during his January Budget release, that another economic downturn is imminent and that the State must continue its fiscal restraint. He added that if we were to add up the State's deficits over a period of time, they would amount to 7 times the State's surplus. Additionally, with another recession potentially looming on the horizon, the Governor anticipates that revenues could potentially be cut by \$55 billion, strengthening the continued need for the State's Rainy Day Fund.

The topic of water continues to be a focal point for the Legislature. Assemblymember Richard Gordon, Chair of the Assembly Select Committee on Water Consumption and Alternative Sources, hosted a second informational hearing on January 21 to discuss ways to maximize the use of water through reuse. As opposed to the Committee's first hearing where the topic revolved around expanding the State's water portfolio, this hearing focused on recycling the water we already use daily. The panel of reuse experts included representatives from cities, counties, private institutions, and water districts. The common theme expressed from the panels was the critical need for advanced water recycling infrastructure as well as the importance of public outreach when expanding your water portfolio to include indirect potable reuse and direct potable reuse water sources.

Draft Urban Water Conservation Regulatory Framework Amendments

On February 2, the State Water Resources Control Board (SWRCB) voted to adopt an urban water conservation regulation that will extend Governor Brown's conservation mandate until October 31, 2016 to achieve a statewide reduction in potable use. The Office of Administrative Law approved the extension of the conservation regulations on February 11. The SWRCB acknowledged that they would like to revisit the conservation regulation sometime in spring 2016 when the State's water supply outlook can be more accurately measured. The final water conservation regulation included:

- A **total** conservation adjustment for urban water suppliers of up to 8 percent
 - No suppliers may drop below an 8 percent conservation standard
- A climate adjustment of up to 4 percent
- A growth adjustment to account for water efficient growth since 2013
- A new local drought-resilient supply adjustment up to 8 percent for sources of supply created since 2013

State Water Use: December 2015

For the second straight month, Californian's conserved the lowest percentage since the Governor's Executive Order in April. Despite this, California continues to stay on track to meet the Governor's goal of conserving 1.2 million acre feet of water by February 2016. Total water saved in the month of December was 18.3 percent when compared with December 2013. The cumulative water savings from June, July, August, September, October, November, and December when compared to the same months in 2013, is now 25.5 percent, or 91 percent of the Governor's goal. Residential water use declined for the fifth month in a row despite 2015 being one of the hottest years on record. On average, Californian's used 67 residential gallons per person per day in December, a decrease from the 76 residential gallons per person per day used in November.

In December:

- For June through December, the cumulative statewide reduction was 25.5 percent, compared with the same months in 2013. That equates to 1.1 million acre-feet (358.4 billion gallons), or 91 percent of the 1.2 million acre-feet savings goal to be achieved by the end of February 2016.
- Contributing to the lower monthly savings, December 2015 saw the lowest level of water provider compliance to date with 60 percent of suppliers meeting their conservation standards.

Federal Legislative Update

Federal Drought Legislation

After months of pre-conference negotiations last fall aimed at reconciling H.R. 2898 (Valadao-R) and S. 1894 (Feinstein-D), House and Senate negotiators were unable to reach consensus on drought relief legislation to include in the FY 2017 Omnibus or another moving vehicle. On January 21, Senator Feinstein released a discussion draft of a new bill which included much of the compromise language from the fall negotiations. She subsequently introduced the legislation on February 10. S.2533, the *California Long-Term Provisions for Water Supply and Short-Term Provisions for Emergency Drought Relief Act*, contains provisions which address both long-term water supply needs and short term measures to increase Central Valley Project and State Water Project flows, the latter of which would sunset two years after enactment or the Governor's drought emergency declaration expires.

Overall, S. 2533 would authorize \$1.3 billion in infrastructure investments, including:

- \$150 million WaterSMART grants
- \$600 million for surface storage
- \$200 million for RIFIA (Reclamation Infrastructure Finance and Innovation Act)
- \$200 million for water recycling projects (and Title XVI reforms)
- \$100 million for desalination

The most likely vehicle for advancing the Senate legislation would be inclusion in the west-wide drought bill being developed by Senator Lisa Murkowski through the Energy and Natural Resources Committee. Timing for the west-wide bill is uncertain, but the legislation would most likely need to pass out of committee by late spring in order to have sufficient time for a floor vote, conference with the House and obtain final approval in both houses.

President's FY17 Budget Proposal – Water-Related Provisions

President Obama released his final budget proposal on February 8, marking the formal beginning of the annual race to complete budget and appropriations process before October 1, the start of the 2017 fiscal

year. The Administration's proposal contains over \$4 trillion in spending, though only one-quarter of that is discretionary. Most relevant to Mesa Water are spending proposals contained in the EPA and Bureau of Reclamation budgets.

Environmental Protection Agency

- **Clean Water and Drinking Water State Revolving Funds (SRFs):** The President's budget proposes to reduce combined program funding by \$257 million. The Drinking Water SRF, which helps cities, water districts and other municipalities repair and replace pipelines and other infrastructure, would increase by \$158 million (total proposed funding \$1.020 billion). However, the Clean Water SRF, which is aimed at improving water quality overall by reducing urban runoff, improving wastewater treatment and water contamination research, would be cut by \$370 million (total proposed funding \$979.5 million). The emphasis on the Drinking Water SRF can be linked to the Administration's desire to respond to the water contamination crisis in Flint, Michigan.
- **Water Infrastructure Finance and Innovation Act (WIFIA):** Authorized in the 2014 WRDA bill, WIFIA provides financial assistance and technical support to advance water and wastewater infrastructure work by making loans for large innovative projects of regional or national significance. The President's FY17 budget requests \$20 million to begin issuing loans under the WIFIA program, offering another tool in support of drinking water and wastewater infrastructure projects. Of the total request level, \$15 million in credit subsidy translates into a potential loan capacity of nearly \$1 billion to eligible entities for infrastructure projects with the initial loans taking place in FY 2017.

Bureau of Reclamation

- **Overall Funding:** Reclamation's overall FY 2017 funding is proposed at \$1.106 billion, \$159 million below the FY 2016 enacted level of \$1.265 billion.
- **Water and Related Resources:** This is Reclamation's principal operating account. The President's budget proposes \$813 million, a \$305 million decrease from FY16 enacted levels. Part of cut is due to the creation of two new separate accounts for Indian Water Rights settlements (\$106.2 million) and for the San Joaquin River Restoration Settlement (\$36 million). This administrative change notwithstanding, the President's Budget proposes a \$163 million cut to this important account.
- **WaterSMART Program:** A number of important programs and activities are part of WaterSMART, Reclamation's program to stretch and sustain water resources in the West in the face of climate change.
 - Title XVI Water Reclamation and Reuse is proposed at \$21.5 million, a \$1.865 million decrease from FY16 enacted level. This program continues to be oversubscribed, with hundreds of millions of authorized projects and inadequate funding to help advance them. However, California is the primary beneficiary, with a handful of projects receiving a few million dollars each year to help advance them.
 - WaterSMART Grant funding is proposed at \$23.365 million, a \$3.365 million increase from FY16 enacted levels, which is the same level it was funded at in FY15. California projects compete well for these grants.

- **Western Drought Response:** The President's budget includes just \$4 million for drought response. However, in the past two years, the Senate added significant additional funding (\$50 million in FY 2015 and \$100 million in FY16). Senator Feinstein, as the Ranking Member on Senate Appropriations Energy and Water Subcommittee is in a good position to advocate for similar funding in the FY 2017 bill.
- On a related note, Reclamation recently announced its FY 2016 Workplan for funds appropriated in the FY 2016 Omnibus appropriations bill enacted in December. The largest portion (\$38 million) will be dedicated to the Central Valley Project, but \$22.6 million will be dedicated to WaterSMART Grants, Title XVI Water Reclamation and Reuse Program, Drought Response and Comprehensive Drought Planning, and Cooperative Watershed Management Program.



Mesa Water® Priority Legislation Two-Year Bills

BILL	AUTHOR	SUMMARY	LATEST ACTION	MESA WATER POSITION	OTHER POSITIONS
Two-Year Legislation (FY 16-17)					
AB 291	Medina [D]	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.	Assemblymember Medina does not plan on pursuing AB 291 this session		ACWA-Support Met- Support MWDOC-Support OCWD-NYC IRWD-NYC CSDA-Support
AB 581	Gomez [D]	The Water Quality, Supply, and Infrastructure Improvement Act of 2014 provides that it is the intent of the people that, to the extent practicable, a project supported by the funds made available by the act will include signage informing the public that the project received funds from the act. This bill would require certain recipients of funding pursuant to the act to post signs acknowledging the source of funds in accordance with guidelines that the Secretary of the Natural Resources Agency would be required to develop.	Passed Assembly Floor. Referred to Senate Natural Resources and Water Committee		ACWA-Watch Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-NYC
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.	Failed to pass out of the house of origin by January 31. AB 585 is dead		ACWA- Favor Met- Support MWDOC- NYC OCWD- NYC IRWD- Support CSDA- NYC
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.	Assemblymember Eggman plans on moving forward with this bill. No action yet		ACWA - Watch Met - Support MWDOC - Watch OCWD - Oppose if Amended IRWD - NYC CSDA - Watch



Mesa Water® Priority Legislation Two-Year Bills

AB 938	Rodriguez [D]	<p>Groundwater: basin reprioritization: establishment of groundwater sustainability agency: The Sustainable Groundwater Management Act requires, any time the Department of Water Resources changes specified basin priorities and elevates a basin to a medium- or high-priority basin after January 31, 2015, a local agency or combination of local agencies overlying a groundwater basin to either establish a groundwater sustainability agency within 2 years of reprioritization and adopt a groundwater sustainability plan within 5 years of reprioritization, or to submit an alternative to the department that the local agency believes satisfies the objectives of these provisions within 2 years of reprioritization. This bill would make nonsubstantive changes to these groundwater basin provisions.</p>	Amended on 2/11/16. Re-Referred to Senate Natural Resources and Water Committee		ACWA - Favor Met - NYC MWDOC - Watch OCWD - NYC IRWD - NYC CSDA - Watch
AB 1139	Campos [D]	<p>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.</p>	Failed to pass out of the house of origin by January 31. AB 1139 is dead		ACWA-Favor Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch
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>	No action		ACWA-Support Met- Support MWDOC-NYC OCWD-NYC IRWD-Support CSDA-Watch



MEMORANDUM

To: Mesa Water®

From: Townsend Public Affairs, Inc.

Date: February 12, 2016

Subject: Bay Delta Conservation Plan (BDCP)/California WaterFix

Background:

Documents for the Bay Delta Conservation Plan were originally released in December of 2013; the documents underwent a 6 month public review period which garnered over 12,000 public comments from state and federal agencies, environmental groups, organizations and stakeholders. In response to those comments, the project underwent several changes. In 2015, the Bureau of Reclamation and the Department of Water Resources released revisions to the plan in the form of a Partially Recirculated Draft Environmental Impact Report/Supplemental Draft Environmental Impact Statement (RDEIR/SDEIS). The project shift from a habitat conservation plan to a focused upgrade of the Delta's primary water conveyance system. The documents analyze new alternatives that focus only the new facilities and the associated mitigation required for the impacts of the construction and operation of those facilities.

In April 2015, a sub-alternative was proposed to the Bay Delta Conservation Plan. Alternative 4A, California WaterFix, was proposed as the State's project. California Water Fix reflects the state's proposal to separate the conveyance facility and habitat restoration measures into two separate efforts: California WaterFix and California EcoRestore. These two efforts are a direct reflection of public comments and fulfill the requirement of the 2009 Delta Reform Act to meet co-equal goals.

California Water Fix:

California Water Fix is proposing to build new infrastructure in the north Delta to deliver water via two 30-mile long tunnels 150' below ground, to the existing water export facilities in the south Delta. The document is proposing 3 new intakes, each with 3000 cubic feet per second capacity and an average yield of 4.9 million acre-feet of water.

The revised restoration plan through California WaterFix will seek to accelerate the restoration of the Delta's ecosystem. California WaterFix mitigation will include about 15,600 acres of restoration: 2,300 acres of habitat restoration and up to 13,300 acres of habitat protection. All habitat restoration and

protection costs for California WaterFix will be paid for by the state and federal water contractors with the Administration assuring that that the contractors will receive no help from Proposition 1 funding for fulfilling their regulatory mandates.

California Eco Restore:

California EcoRestore will scale back part of the long-planned project to restore more than 100,000 acres of wildlife habit and re-engineer water deliveries through the Delta. This plan, originally part of the BDCP, sought to improve the ecology of the Delta through almost 100 square miles of habitat restoration at a cost of over \$8 billion.

Separate from California WaterFix, and over the next 5 years, California will pursue more than 30,000 acres of critical Delta restoration under the California EcoRestore program, pursuant to pre-existing regulatory requirements such as the 2008 and 2009 biological opinions and various enhancements to improve the overall health of the Delta ecosystem. Additional priority restoration projects will be identified and implemented by the Delta Conservancy. Funding sources for additional restoration include AB32 Greenhouse Gas Reduction Funds, multi-benefit flood management projects, and other local and federal partners. The Cal EcoRestore program will be overseen by the California Resources Agency and implemented under the California Water Action Plan.

Current Status:

The public comment period on the recirculated draft environmental documents for California WaterFix ended on October 30, 2015. The public comment period had been open since July 10, 2015 and the comments will help the State finalize the Environmental Impact Report (EIR). All comments will be addressed in the final EIR and will be considered during the decision making process. The state will not make final decisions about the proposed project until after the CEQA and NEQA processes have finished, which is currently developing. However, a parallel process has begun at the State Water Resources Control Board to consider a petition to add a point of diversion for the State Water Project and Central Valley Project necessary to allow for the implementation of key components of California WaterFix.

Additionally, in early 2016 the Department of Water Resources and a JPA comprised of public water agencies reached a tentative agreement to collaborate in the design and construction of California WaterFix, should the project be permitted by various state and federal regulators and should the public water agencies choose to pursue the project. The tentative agreement will not be effective until it is approved by both DWR and the JPA.

Additional Factors:

A ballot initiative that could impact the Governor's California WaterFix plan has qualified for the 2016 ballot.

Revenue Bonds— Statewide Voter Approval. Initiative Constitutional Amendment.

Qualified through voter initiative.

This initiative would require statewide voter approval before any revenue bonds can be issued or sold by the state for projects that are financed, owned, operated, or managed by the state or any joint agency created by or including the state, if the bond amount exceeds \$2 billion. Prohibits dividing projects into multiple separate projects to avoid statewide voter approval requirement.

This initiative has the ability to impact many large scale state projects including the proposed Delta tunnels project.

- Support:
 - The initiative was put forward by a businessman and farmer from the Stockton area, Dean Cortopassi. Cortopassi has indicated that his measure is aimed at issues of state debt and limiting future debt.
- Opposition:
 - While the election to consider this initiative is still a year away, a number of elected officials and interest groups are already lining up to express their opposition to the initiative, including Governor Jerry Brown.
 - Additionally, a group, led by the California Chamber of Commerce and the State Building and Construction Trades Council, has already formed a ballot committee to oppose the initiative.
 - The opponents claim that the measure is misleading, as revenue bonds are not repaid by taxpayers or the State General fund, but rather revenue generated by the project that is being financed.
- Fiscal Effects:
 - It is estimated that some existing state debts would be paid down faster, resulting in long-term savings for the state. In addition, there would be changes in the level of state budget reserves, which would depend on the economy and future decisions by the Governor and the Legislature.

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 SWRCB 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

Total Proposition 1 Funding allocated in Governor's Proposed FY 16-17 Budget: \$465 million

- The Proposed FY 16-17 Budget allocated \$465 million of Proposition 1 funding for the following:
 - State Obligations: \$385 million
 - Klamath Agreements: \$250 million
 - Central Valley Project Improvement Act: \$90 million
 - San Joaquin River Settlements: \$45 million
 - Salton Sea Restoration: \$80 million

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>For public benefits associated with water storage projects that improve the operation of the state water system, are cost effective, and provide a net improvement in ecosystem and water quality conditions</p> <ul style="list-style-type: none"> • Surface storage projects identified in the CALFED Bay-Delta Program Record of Decision, dated August 28, 2000 • Groundwater storage projects and groundwater contamination prevention or remediation projects that provide water storage benefits • Local and regional surface storage projects that improve the operation of water systems in the state and provide public benefits • The Commission must adopt the regulations by December 15, 2016 • Stakeholder advisory group currently meeting. 	<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)/IRWM</p> <p>Prop 1 - Chapter 7</p>	<p>\$810 million total</p> <p>\$510 million for Integrated Regional Water Management (IRWM)</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>Draft Guidelines here</p>	<p>Draft Guidelines Prop 1 IRWM Grant Program Available Now, Prop 1 IRWM Grant Program Final Guidelines Available April 2016</p>

Grant Opportunity	Proposition 1 Funding	2015-16' State Budget	Grant Summary	Deadline
Water Recycling Prop 1 - Chapter 9	\$725 million	\$210.7 million over the next three years State Water Resources Control Board/Department of Water Resources	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. Final Guidelines here	Rolling
Desalination Prop 1 - Chapter 9	\$100 million	\$50 million Department of Water Resources	DWR provides grants to local agencies for the planning, design and construction of water desalination facilities for both brackish and ocean water. It also provides grants for pilot, demonstration and research projects.	Draft Guidelines Winter 2016 Final Guidelines Spring 2016
Stormwater, watershed restoration, habitat protection Prop 1 - Chapter 7	\$515 million total (\$200 million of that for Stormwater)	\$101 million for Storm water management State Water Resources Control Board	Storm water management. Projects include; rainwater and storm water capture projects; and storm water treatment facilities; storm water projects that address the entire watershed. Public agencies are required to have a Stormwater Resource Plan as a condition of receiving Stormwater grant funds Final Guidelines here Stormwater Resource Plan Guidelines here	Final Guidelines Available Now Planning projects due by March 4, 2016 Implementation Projects due by July 8, 2016
Groundwater Sustainability Prop 1 - Chapter 10	\$800 million	\$783.4 million over the next three years State Water Resources Control Board/Department of Water Resources	For projects that prevent or clean up the contamination of groundwater that serves as a source of drinking water Pre-application process is now open Pre-application can be found here	Draft Guidelines, Spring 2016 Final Guidelines May, 2016

Grant Opportunity	Proposition 1 Funding	2015-16' State Budget	Grant Summary	Deadline
Drinking Water Prop 1 - Chapter 5	\$260 million	\$175.3 million over the next three years State Water Resources Control Board	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 Final Guidelines here	Final Guidelines available now
Small Community Wastewater Prop 1 - Chapter 5	\$260 million	\$158.4 million over the next three years State Water Resources Control Board programs	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.	Rolling
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

Grant Opportunity	Proposition 1 Funding	2015-16' State Budget	Grant Summary	Deadline
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

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: February 25, 2016
SUBJECT: Drought-Reach Update

RECOMMENDATION

This item is provided for information only.

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 for FY 2015.

At its May 14, 2015 meeting, the Board approved extending the contract for a "Drought-Reach 2.0" campaign with Fraser Communications for a total of \$240,000, with \$60,000 allocated for FY 2015 and the remaining \$180,000 allocated and budgeted for FY 2016.

At its November 12, 2015 meeting, the Board approved extending the contract for a "Drought-Reach 3.0" campaign with Fraser Communications for a total of \$150,000 during FY 2016, to communicate the new one-day-a-week (Saturdays) outdoor watering rule.

At its December 10, 2015 meeting, the Board received an update regarding the District's Water Conservation and Water Supply Emergency Program. At that meeting, a follow-up action item for further conservation measures was agendaized for the Special Board Meeting scheduled for December 15, 2015, whereupon the Board approved no outdoor watering of potable water, excluding single-family residential customers. Immediately following this determination, staff commenced a "Drought-Reach 3.0-B" campaign with Fraser Communications to communicate the new "Drought's On. Sprinklers Off." messaging. No added funds were allocated for this effort.



At its February 11, 2016 meeting, the Board received an update regarding the District's Water Conservation and Water Supply Emergency Program. At that meeting, the Board approved a new schedule for outdoor watering with potable water, starting immediately and through April, with a maximum of two watering days per week (Tuesdays and Saturdays) for all customers. Immediately following this determination, staff commenced a "Drought-Reach 3.0-C" campaign with Fraser Communications to communicate the new "Thanks" messaging during mid-February through mid-April 2016. No added funds were allocated for this effort.

DISCUSSION

Governor Brown declared a drought state of emergency in January 2014 and, in April 2014, he called on all Californians 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 No. 21) was 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, neighborhood 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 continued to use the *Mesa Water Saver* campaign icon.

In Fall 2015, with the Governor's recent extension of the State's Emergency Drought declaration, the SWRCB considering extensions and/or modifications to its regulations, and the District's dipping conservation levels, it became apparent that Mesa Water® needed to further restrict outdoor watering during the cooler autumn and winter seasons. In conjunction with determining new outdoor watering rules, including watering only one day per week (Saturdays), the Board approved extending its communications campaign to implement "Drought-Reach 3.0", again leveraging the prior campaigns and, this time, emphasizing Saturday as the once weekly watering day.



In mid-December 2015, staff worked with Fraser Communications to modify the campaign by switching out the “Saturday” messaging with “Drought’s On. Sprinklers Off.” messaging.

On February 2, 2016, the SWRCB adopted a revised emergency urban water conservation regulation which will allow Mesa Water® to apply for a credit adjustment to its conservation mandate, with the new standard likely to be reduced from 20% to 12%. This resulted in the Mesa Water® Board approving, at its February 11, 2016 meeting, a new schedule for outdoor watering with potable water, starting immediately and through April, with a maximum of two watering days per week (Tuesdays and Saturdays) for all customers. Immediately following this determination, staff commenced a “Drought-Reach 3.0-C” campaign with Fraser Communications to communicate the new “Thanks” messaging during mid-February through mid-April 2016. No added funds were allocated for this effort.

Attached is Fraser Communications’ status update memo to Mesa Water® regarding the campaign as of February 16, 2016. Also attached are charts of Mesa Water’s 2013/2014/2015/2016 Water Use Comparisons showing the District’s conservation performance, which is being tracked for monthly reports to the SWRCB.

Following are the campaign’s updated key messages developed for Mesa Water’s Board and staff:

- We are still in one of the worst droughts in California’s history and we are possibly heading into a fifth 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.
- The 2016 El Nino has not been as strong as anticipated and, although we’ve had some rain, it is not yet enough to get us out of drought.
- While Mesa Water® has enough water, other areas statewide are running low or out of water.
- We are all in this together, and Governor Brown has asked everyone to reduce their water use; the State Water Board determined Mesa Water’s initial reduction to be 20% from June 2015 through February 2016. Mesa Water’s new conservation standard will most likely be reduced to 12% for March 2016 through February 2017.
- Mesa Water’s drought-reach campaign asked everyone -- businesses, public agencies, and multi-unit residences -- to reduce outdoor watering through February 29, 2016. Thanks to our customers’ great conservation efforts, we have met our initial goal of 20% reduction in potable water use (compared to the baseline year of 2013).
- The current outdoor watering rules are:
 - Watering with sprinklers is allowed a maximum of two days per week (Tuesdays and Saturdays), before 8:00 a.m. or after 5:00 p.m.;
 - If using a hand-held watering can, bucket or hose with a water shut-off nozzle, or if watering with recycled water (“purple pipe”), outdoor watering can take place any day, before 8:00 a.m. or after 5:00 p.m.;



- If using rain barrels or other methods for collecting and re-using rainwater, outdoor watering can take place any day, before 8:00 a.m. or after 5:00 p.m.;
- Furthermore, no watering is allowed during, or within 48 hours following, measurable rainfall (which causes puddles to form); and,
- Additional watering restrictions include no watering pavement, and no water runoff to sidewalk or street; and, within 48 hours, fix leaky or broken sprinklers, valves and pipes.
- More conservation information, including requests for water-wise items and rebates, is available by going to MesaWaterSaver.org, emailing conservation@MesaWater.org, calling 949.631.1200 or visiting the District's office at 1965 Placentia Avenue in Costa Mesa.
- Thanks for being a *Mesa Water Saver!*

(NOTE: Designed to reach all 108,000 residents in Mesa Water's service area, the cost of the current "drought-reach" campaign is \$150,000, equaling less than \$1.40 per resident and representing less than ½ percent of the District's FY 2016 budget of \$31 million. From a return on investment standpoint, the campaign's total impressions is approximately 5,689,569 -- reaching those who live and/or work in/visit Mesa Water's service area -- totaling just under 2 ½ cents per impression.)

FINANCIAL IMPACT

In fiscal year 2016, \$180,000 is budgeted; \$177,997 of funds have been spent to date.

	Drought-Reach	
	Project Estimate Amounts	Project Cost Amounts
	<u> </u>	<u> </u>
Initial Project Estimate (FY 2015)	\$ 178,731	
Original Contract		\$ 178,731
Change orders #1-3		390,000
Revised Contracts		<u>\$ 568,731</u>
Actual spent to date		\$ 499,954
Revised Project Estimate	\$ 568,731	

ATTACHMENTS

- Attachment A: Fraser Communications Memo
- Attachment B: Water Use Comparisons 2013/2014/2015/2016

MESA WATER DISTRICT “DROUGHT-REACH” STATUS MEMO

February 16, 2016

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.

Also at Mesa Water’s May 14, 2015 Board meeting, and again at its November 12, December 10 and December 15, 2015 Board meetings, the Board determined to extend the grassroots drought-related outreach (“drought-reach”) campaign -- targeting all business, commercial, industrial, institutional, and residential water users -- via multiple communications touchpoints developed and executed by Fraser Communications. The summertime campaign from mid-May through mid-November focused on watering two days weekly (Tuesdays and Saturdays); the fall campaign from mid-November through mid-December focused on watering one day weekly (Saturdays); and the winter campaign from mid-December through February focused on no watering days (excepting single-family homes which could water Saturdays).

For the winter program, Fraser developed, planned and scheduled a campaign to support no outdoor watering with sprinklers throughout Mesa Water’s service area. The purpose of the winter campaign is to educate all residences, businesses and public agencies in the 18-square-mile area that Mesa Water® serves. The campaign began mid-December 2015 and is running through February 2016 via multiple communications touchpoints including: mailer, door hanger, bill stuffer, billboards, newspaper ads, digital ads, email, and social media.

Designed to reach 108,000 residents in Mesa Water’s service area, the campaign’s cost is less than \$1.40 per resident (this does not factor in the added reach of those who work in and/or visit Mesa Water’s service area); furthermore, the \$150,000 campaign cost represents less than ½ percent of the District’s FY 2016 budget of \$31 million. The strategy for the campaign messaging is to clearly outline the newest outdoor watering restrictions, with the campaign’s focus on no outdoor sprinkler use of potable water.

Overarching “No Watering” Winter Campaign: Fraser has continued the strong campaign theme of “Let’s All Be Mesa Water Savers” -- with an impactful/fast read graphic of a sprinkler head with a “striked-through zero” sign on top of it in red -- that clearly highlights the new message of “Drought’s On. Sprinklers Off.”

Fraser is continuing to carry forward several key elements from the previous campaigns, including the “heart” graphic and MesaWaterSaver.org as the campaign destination URL. The outreach campaign includes the following grassroots District-wide outreach elements listed in chronological order of implementation:

DECEMBER/JANUARY

- (1) Outdoor Billboard, high profile/high visibility 14’ x 48’ bulletin–12/28-1/31 (includes 1 free added value week)
- Digital Ad Campaign, geo-fenced to the Mesa Water service area–12/7-1/31
- Pandora streaming radio, geo-fenced to the Mesa Water service area–12/7-1/31
- Mesa Water Bill Stuffer, 2-sided, English and Spanish
- Newspaper, full page color insertions each:
 - Daily Pilot–12/25
 - Excelsior (Spanish)–12/25
 - Newport Beach Costa Mesa Current w/ front page “Post-it Note”– 1/7

DECEMBER/JANUARY/FEBRUARY/MARCH

- Social Media
- Wall Banners

JANUARY 2016

- Email Program Deployed–1/5

FEBRAURY 2016

- KOCI :15 messages began airing

Completed as of February 16, 2016

- *Mesa Water Saver* webpage text translated into Spanish
- Wall banner art developed, printed and installed
- Bill Stuffers developed and printed
- Daily Pilot and Excelsior (Spanish) newspaper ads ran
- Newport-Mesa Current newspaper ads and front page “post-it” notes ran
- Social Media posts written and posted
- Outdoor Billboard posted
- Email blast deployed
- Digital ad banner program and Pandora completed
- KOCI :15 messages written, recorded and airing; Digital ad banner running

Total Rated Paid Media Campaign Impressions (“no watering” theme):

- 4,521,216

NEW “Thank You” March Campaign: Fraser continues to use the strong “Mesa Water Savers” – with a simple, yet impactful thank you message.

Fraser is continuing to carry forward key elements from the previous campaigns, including the “heart” graphic, the hose and MesaWaterSaver.org as the campaign destination URL. The outreach campaign includes the following grassroots District-wide outreach elements listed in chronological order of implementation:

MARCH 2016

- KOCI radio
- (1) Outdoor Billboard high profile/high visibility 14’ x 48’ bulletin – 3/7-4/3
- Mesa Water Bill Stuffer, 2-sided (English/Spanish)
- Social Media
- Wall Banners
- Newspaper, full page color insertions each:
 - Newport Beach Costa Mesa Current w/ front page “Post-it Note”– 3/10
 - Daily Pilot–3/11
 - Excelsior (Spanish)–3/11

Completed as of February 16, 2016

- Outdoor Billboard art released to print
- “Thanks” campaign text translated into Spanish
- KOCI :15 messages written and sent to station to record
- KOCI digital ad developed for review
- Print ad developed for review
- Bill Stuffer art developed for review
- Wall banner art developed for review

Total Rated Paid Media Campaign Impressions (“thanks” theme):

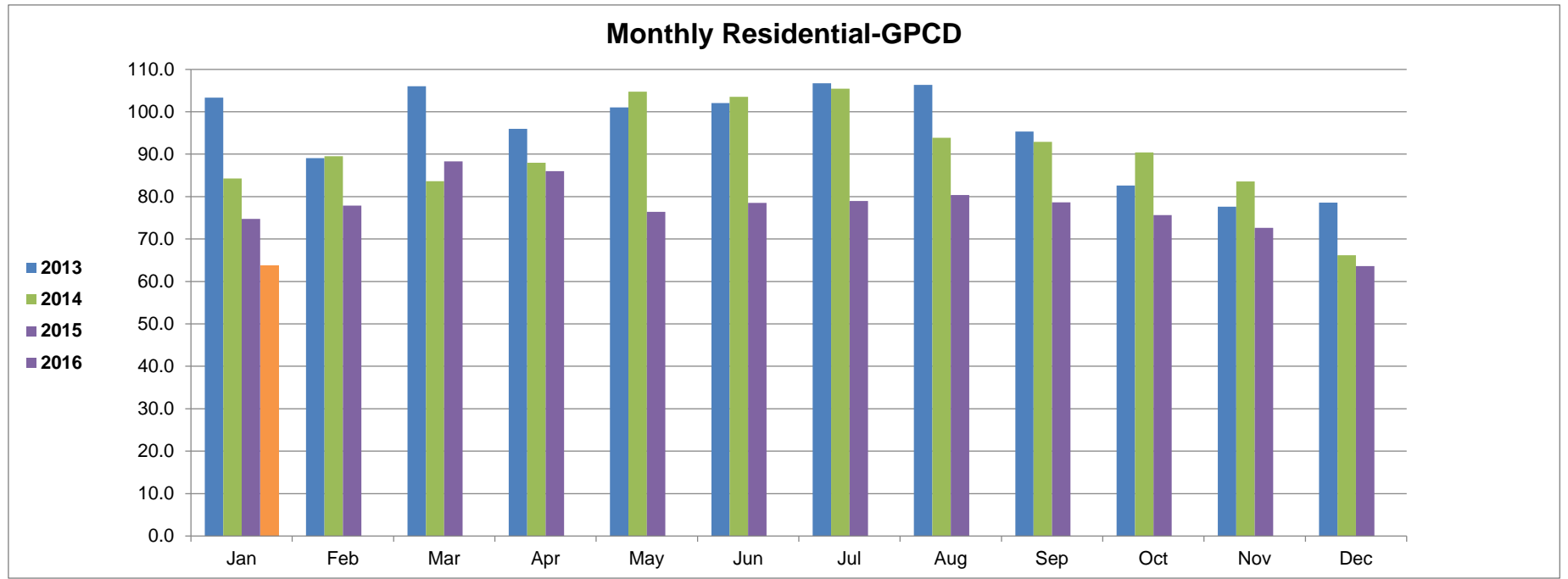
- 1,168,353

GRAND TOTAL Rated Paid Media Campaign Impressions (“no watering” and “thanks” themes):

- 5,689,569

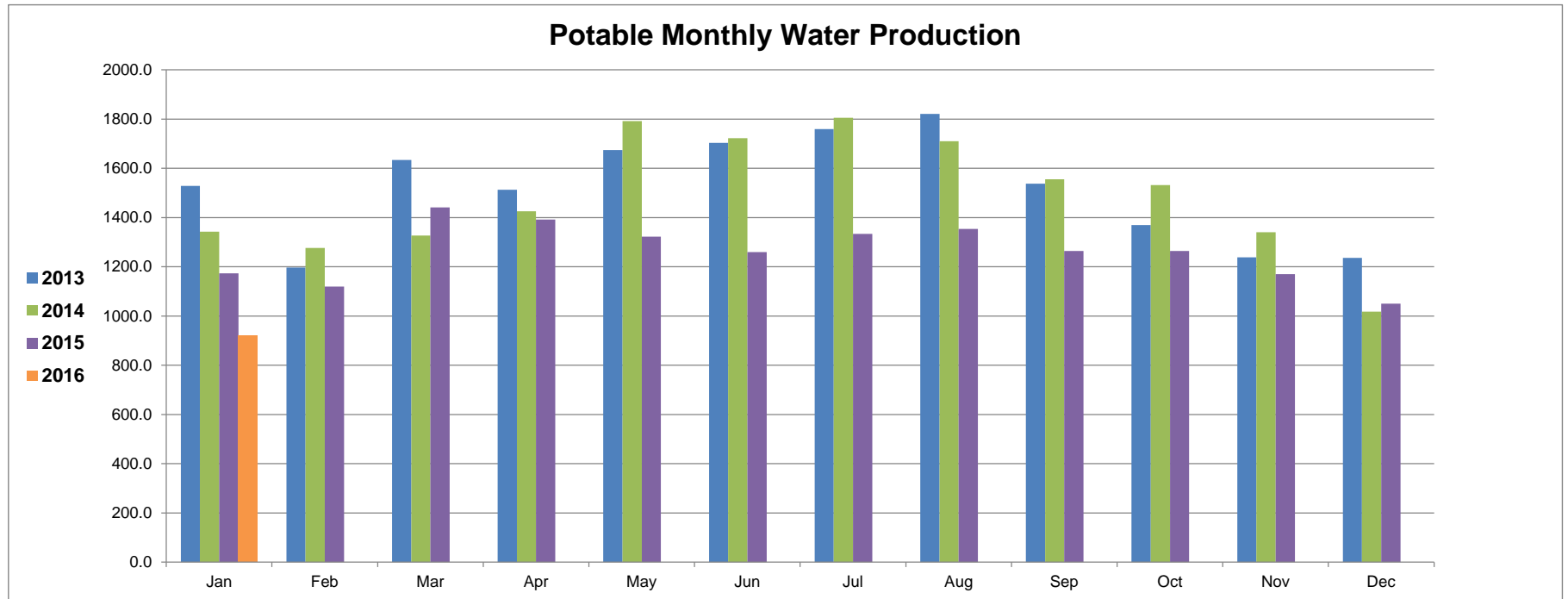
Budget

The total budget approved for the “Drought-Reach” winter program is \$150,000. The campaign’s return on investment is just over 2 ½ cents cost per impression.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD AVERAGE
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
% DIFF (2013)	-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	80.4	78.7	75.6	72.6	63.6	80.0
% DIFF (2013)	-27.6%	-12.6%	-16.7%	-10.4%	-24.3%	-23.1%	-26.0%	-24.4%	-17.5%	-8.5%	-6.4%	-19.1%	

Production



	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 (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	1353.6	1264.0	1264.3	1169.3	1049.6	15,139.7
% DIFF (2013)	-23.2%	-6.5%	-11.8%	-8.0%	-21.0%	-26.1%	-24.2%	-25.7%	-17.8%	-7.7%	-5.6%	-15.1%	

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: February 25, 2016
SUBJECT: Outreach Update

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #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 Strategic Plan goals related to human resources, customer services, 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® 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® and water in general.

1. Community Outreach Events – Staff has planned Mesa Water's participation in and/or sponsorship support of the following events:
 - a. Estancia & TeWinkle Schools Foundation Gala at the Avenue of the Arts Hotel in Costa Mesa on March 19 from 6:00 p.m. to 11:00 p.m.



- b. Children's Water Education Festival
 - i. Festival at UCI on March 23 and 24
 - ii. VIP event and luncheon at UCI on March 24 from 10:30 a.m. to 12:30 p.m.
 - c. Costa Mesa Community Run at Estancia High School on April 23 at 7:00 a.m.
2. Speaker's Bureau – Includes presentations by Mesa Water's Board and/or staff member(s) in the community as well as media interviews, including MWRFF tours.
 3. Town Hall Talks – Mesa Water® hosted three town hall talks and tours in fall 2015, with a combined total of 65 constituents in attendance.
 4. "Well Wisher" Meetings – To date, Mesa Water® has received 332 "Well Wisher" support cards and hosted 1,101 constituents at the MWRFF.

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, former Mesa Water® 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 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 2016, \$700,875 is budgeted (for the Public & Government Affairs department's total expenses); \$468,319 of funds have been spent to date.

ATTACHMENTS

None.