AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, January 28, 2016
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting

LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, January 28, 2016 at 3:30 p.m.

Teleconference Site:
401 Southwood Avenue
Columbus, OH 43207

Members of the Public may attend and participate in the meeting at both locations. Notice will be posted on door at the Teleconference Site.

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. Committee Meeting Dates and Chair Appointment
2. Policy Positions – GWRS Support
3. Social Media Services Request for Proposals (RFP) Results

REPORTS:
4. Advocacy Consulting Services Report
5. Legislative Consulting Services Report
7. Directors’ Reports and Comments
INFORMATION ITEMS:

8. Events Evaluations
9. Mesa Water® Copyright and Trademark
10. Drought-Reach 3.0 Update
11. 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

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: January 28, 2016
SUBJECT: Committee Meeting Dates and Chair Appointment

RECOMMENDATION

Confirm the 2016 Legislative & Public Affairs Committee (LPAC) regular meetings for the fourth Thursday of each month, starting at 3:30 p.m., and appoint the Committee Chair.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

This item is annually updated at the January LPAC meeting.

DISCUSSION

Annually, the LPAC appoints a Committee Chair and Vice Chair and approves the regular meeting date and time. Historically, the LPAC has been meeting at 3:30 p.m. on the fourth Thursday of the month, unless that day falls on a holiday in which case the meeting moves to the Thursday prior.

In 2016, November and December are the only two months where this occurs and November 17 and December 15 are proposed as the revised meeting dates.

FINANCIAL IMPACT

None.

ATTACHMENTS

None.
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: January 28, 2016
SUBJECT: Policy Positions – Groundwater Replenishment System (GWRS) Support

RECOMMENDATION

Adopt a support position for the Groundwater Replenishment System (GWRS) and update the District’s Policy Positions document with this new support position as follows:

- Policies that keep the basin full
  a. Support OCWD adhering to the BPP-setting formula
  b. Support maximum production at the Groundwater Replenishment System (GWRS) to ensure a cost-effective, high-quality, environmentally-friendly and sustainable local water supply that benefits all OCWD producers and that increases the region’s current and future water reliability
  c. Support maximum wastewater flows to the Orange County Sanitation District (OCSD) -- and support OCSD/OCWD’s permanent acquisition of wastewater flows -- in order to ensure source reliability for the GWRS

STRATEGIC PLAN

Goal #1: Provide a safe, abundant, and reliable water supply.
Goal #3: Be financially responsible and transparent.
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

The Mesa Water District (Mesa Water®) Board of Directors continues to champion the development of cost-effective, high-quality, environmentally-friendly and sustainable local water supplies. Mesa Water® has been a leader in this arena for many years with its Mesa Water® Reliability Facility (MWRF). Additionally, Mesa Water® is a committed partner in helping to solve the Orange County region’s water supply challenges.

Furthermore Mesa Water’s Board continues to strengthen its support for local water supply reliability by advocating for increased production at a key regional water-supply project—the Groundwater Replenishment System (GWRS) operated by the Orange County Water District (OCWD). As one of
the world’s largest and most advanced water reuse projects, the GWRS takes highly-treated wastewater -- that would otherwise be converted to recycled water for irrigation use, or discharged to the Pacific Ocean -- purifies it to high-quality drinking water levels, and puts it back into Orange County’s groundwater basin to recharge the region’s natural underground water reservoir.

Some key GWRS benefits include:

- **Drought Resistance** -- the GWRS produces high-quality water to replenish Orange County’s groundwater basin;
- **Environmental Preservation** -- the GWRS reuses precious water resources, and reduces the amount of wastewater discharged to the Pacific Ocean;
- **Groundwater Protection** -- the GWRS protects Orange County’s groundwater basin from seawater intrusion; and,
- **Water Reliability** -- the GWRS decreases Orange County’s dependency on less reliable and more costly imported water from the California Delta and Colorado River.

The GWRS helps to meet approximately 15 percent of central and north Orange County’s drinking water demand, including the needs of Mesa Water® customers. Mesa Water® receives between 70-75 percent of its potable water, and all of its recycled water, from OCWD.

For these reasons, Mesa Water’s Board determined that the best way to ensure local and regional water supply reliability is to encourage maximum production at the GWRS which recycles water for use in Orange County’s groundwater basin. One way for Mesa Water’s Board to encourage maximum production at the GWRS is to add a support position to the District’s Policy Positions document.

**FINANCIAL IMPACT**

None.

**ATTACHMENTS**

Attachment A: Policy Positions (dated 12-16-13)
Attachment B: Amended Policy Positions
Policy Positions
Updated: December 16, 2013

Mesa Water District (Mesa Water) supports:

1. Groundwater Quality Protection
   a. Support Orange County Water District’s (OCWD) current groundwater quality protection programs
      i. Basin Equity Assessment (BEA) Exemption Program for Impaired Groundwater (including the Mesa Water Reliability Facility)
      ii. The MTBE, North Basin, and South Basin groundwater protection projects
      iii. The Tustin and Irvine desalters
   b. Encourage OCWD to protect the basin from chlorides caused by seawater intrusion
      i. Encourage OCWD to set a goal of maintaining protective elevations along the coast
      ii. Encourage OCWD to hold semi-annual barrier meetings with Coastal Agencies (Huntington Beach, Mesa Water, and Seal Beach)
      iii. Encourage semi-annual reporting on the barrier

2. Policies that raise and stabilize the Basin Pumping Percentage (BPP)
   a. Support OCWD setting a target BPP that they intend to consistently meet
   b. Support new water supply projects that help achieve this goal
   c. Support OCWD adopting a water supply policy that sets a goal of developing water supply and recharge capabilities, including purchasing replenishment water, or other actions that result in a reliable and predictable source of groundwater at a BPP of 80 percent. A goal of this policy is to accomplish this with a cost-neutral, or better, impact on producers when the avoided cost of purchasing imported water is considered.

3. Policies that keep the basin full
   a. Support OCWD adhering to the BPP-setting formula

4. Annexations
   a. Support financially neutral annexations into OCWD

5. A financially strong OCWD
   a. Support policies and practices that maintain OCWD’s current AAA credit rating from two of the three credit rating agencies

6. The potential merger of the Municipal Water District of Orange County (MWDOC) and the Orange County Water District (OCWD) if the merger:
   a. is mutually agreed upon by both MWDOC and OCWD;
   b. results in efficiencies and economic savings for the members of both agencies;
   c. improves or, at a minimum, preserves the quality, reliability and sustainability of wholesale water services to the members of both agencies;
   d. preserves the interests of groundwater producers currently existing within Orange County’s groundwater basin and protects those interests from diminished groundwater resources or supplies;
   e. preserves the existing boundaries of the Orange County groundwater basin for pumping and storage purposes;
   f. allows the Orange County groundwater basin to remain unadjudicated;
   g. respects the one person one vote principle if the new Board of Directors is a wholly elected board;
   h. is facilitated openly and transparently; and,
i. increases the effectiveness of Orange County’s representation at Metropolitan Water District of Southern California, with a coordinated and unified voice representing Orange County.

7. A strong independent Municipal Water District of Orange County (MWDOC)
   a. Support MWDOC’s current mission and geographic boundaries, and oppose any efforts to break up the agency
   b. Encourage MWDOC and OCWD exploring mutual areas of efficiency
   c. Support any governance change agreed to by the MWDOC board

8. Increased influence at Metropolitan Water District of Southern California (MWD)
   a. Support increased allocations of MWDOC resources for engagement at MWD
   b. Support coordination of the entire Orange County MWD delegation

9. MWDOC’s priority initiatives at MWD
   a. Protect Mesa Water’s service area from any cost shifts as a result of the San Diego County Water Authority lawsuit
   b. Encourage continued efforts in improving the Delta
   c. Seek opportunities for MWD to provide assistance (or partnership) with MWDOC on developing desalination in Orange County
   d. Continue to support MWD’s discounted replenishment water program

10. Close working relationships with MWDOC on local issues and programs for which the organization is advocating at MWD

11. The current Mesa Water Strategic Plan, including the District’s goals to:
   a. Provide a safe, abundant, and reliable water supply.
   b. Practice perpetual infrastructure renewal and improvement.
   c. Be financially responsible and transparent.
   d. Increase public awareness about Mesa Water and about water.
   e. Attract and retain skilled employees.
   f. Provide outstanding customer service.
   g. Actively participate in regional water issues.

12. The development of cost-effective and environmentally sensitive sources of water, including recycling, groundwater clean-up, conservation, and desalination

13. The potential Huntington Beach Ocean Desalter project because it can possibly provide a new, reliable, quality water supply that is appropriately priced

14. The co-equal goals of improved water supply reliability and Delta ecosystem health

15. The efficient use of water, water rates based on true costs, and tax-free revenue

16. Theft prevention of municipal metal infrastructure, such as fire hydrants, manhole covers, and backflow devices

Mesa Water opposes:
1. The inclusion of Delta economic development goals in the Fifth Draft Delta Plan
2. The encroachment of Mesa Water easements, rights-of-way, and property without negotiation, agreed upon compensation, and advance approval at the sole discretion of the District
Policy Positions
Updated: December 16, 2013

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1. The inclusion of Delta economic development goals in the Fifth Draft Delta Plan
2. The encroachment of Mesa Water easements, rights-of-way, and property without negotiation, agreed upon compensation, and advance approval at the sole discretion of the District
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: January 28, 2016
SUBJECT: Social Media Services Request for Proposals (RFP) Results

RECOMMENDATION

Recommend that the Board award a contract to Communications LAB for professional social media services for an amount not to exceed $28,000.

STRATEGIC PLAN

Goal #3: Be financially responsible and transparent.
Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #6: Provide outstanding customer service.

PRIOR BOARD ACTION/DISCUSSION

This item was discussed at Mesa Water’s Executive Committee meeting on September 1, 2015, the Legislative & Public Affairs Committee (LPAC) meetings on September 24, 2015 and November 19, 2015, and the Board meetings on October 8, 2015 and December 10, 2015.

DISCUSSION

Staff developed an updated scope of work to retain expert consulting services in order to enhance Mesa Water’s social media presence. The project includes:

- an assessment of the District’s social media presence and effectiveness since inception;
- providing a recommendation for tactics moving forward;
- developing a dashboard for metrics; and,
- providing social media best management practices materials and trainings for Mesa Water’s Board and staff.

The timing for the six-month project is mid-February through mid-August, 2016. Following is a topline summary of the project’s deliverables to be conducted sequentially in the order listed below:

1) Review the District’s social media activities since inception and assess the effectiveness of such in terms of quality, quantity, and reach;

2) Provide a summary of the review/assessment of the District’s social media activities to date, with recommendations on added strategies and tactics for Mesa Water® to implement moving forward in order to ensure a robust social media program for the District that further enhances its branding and outreach;
3) Develop a dashboard of metrics for Mesa Water® to use moving forward in its social media activities in order to measure the program’s effectiveness in terms of quality, quantity, and reach;

4) Develop materials (handouts and presentation) for training Mesa Water Board and staff on best management practices for a public agency’s use of social media;

5) Conduct two trainings -- 1 Board session, 1 staff session -- at the District on best management practices for a public agency’s use of social media; and,

6) Present a topline summary of the project and results at the August 11, 2016 Board meeting.

On November 25, 2015, Mesa Water® posted an RFP for Social Media Services on MesaWater.org and distributed the RFP to 17 social media consultants/firms. Mesa Water® received proposals by the January 7, 2016 deadline from five firms: Communications LAB, Fraser Communications, Government Social Media, Tripepi Smith & Associates, and Traffik. Each of the proposals were reviewed and scored by the selection committee, which consisted of Mesa Water’s Public & Government Affairs Manager and Public Affairs Coordinator, as well as two outside experts—the City of Anaheim’s Public Information Officer and John Wayne Airport’s Public Affairs Specialist. On January 20, 2016, the selection committee interviewed all five of the proposing firms to evaluate their qualifications and depth of experience for similar work. Below is a summary of the selection process results and proposed costs:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Proposer</th>
<th>Score</th>
<th>Cost for Base Scope</th>
<th>Includes FaceBook Ads?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Communications LAB</td>
<td>4.88</td>
<td>$28,000</td>
<td>Yes - $4,000</td>
</tr>
<tr>
<td>2</td>
<td>Tripepi Smith &amp; Associates</td>
<td>4.58</td>
<td>$26,130</td>
<td>No</td>
</tr>
<tr>
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<td>No</td>
</tr>
<tr>
<td>4</td>
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<td>3.92</td>
<td>$30,815</td>
<td>No</td>
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<tr>
<td>5</td>
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<td>$30,075</td>
<td>No</td>
</tr>
</tbody>
</table>

While each of the consultants provided a qualified approach and team, the selection committee ranked Communications LAB as the top choice based on their understanding of the work scope, schedule and budget, company/staff availability, and qualifications and experience in the following key areas:

- social media expertise for public agencies, including water services
- local and regional familiarity with Mesa Water’s service area and Orange County
- solid experience providing social media training for Board and staff, with the offer of one-on-one training if needed
- well-organized team structure with a knowledgeable project manager, as well as additional resources on the consultant’s staff for creating social media visuals (graphic images and video)

Included as attachment A is Communications LAB’s proposal and fee proposal. Other proposals
are available for review upon request. Out of the three proposers that provided costs within the RFP’s requested budget, only Communications LAB included budget for paid social media ads.

Communications LAB’s approach also contains effective and efficient elements that take into account Mesa Water’s current resources for a social media program. Therefore, it is recommended that the Board award a contract to Communications LAB to provide professional social media services for an amount not to exceed $28,000.

FINANCIAL IMPACT

$28,000 is budgeted in fiscal year 2016; no funds have been spent to date.

ATTACHMENTS

Attachment A: Proposal and Fee Proposal, Communications LAB
Mesa Water District Professional Services

Request for Proposal

Social Media Services

Submitted by

COMMUNICATIONS LAB
discover your voice
Ms. Stacy Taylor  
Public and Government Affairs Manager  
Mesa Water District  
1965 Placentia Ave.  
Costa Mesa, CA 92627  

RE: Mesa Water District Professional Services Request for Proposal (RFP) for Social Media Services  

Dear Ms. Taylor:

Communications LAB (a dba of Barrios and Associates, LLC, which was formed in 2013) is excited to offer this proposal in response to your Professional Services Request for Proposal for social media services to assess the District’s social media presence and effectiveness since inception, provide recommendations for tactics moving forward, develop a dashboard of metrics, and provide social media best practices materials and trainings for Mesa Water Board and staff.

Communications LAB is currently engaged by various public agencies throughout Orange County to offer similar services. These include the Orange County Stormwater Program, Santa Margarita Water District, and East Orange County Water District, among others. We look forward to the opportunity to include Mesa Water District among them.

Communications LAB will serve as the sole consultant. I will serve as Project Manager, Francisco Barajas will serve as Social Media Coordinator and Amanda Hughes will serve as Account Coordinator. Together, our team is made up of dedicated communications and public affairs professionals who know how to identify key stakeholders within Orange County communities — and how to design a social media campaign that gets results.

As Communications LAB’s President, I attest that all information within the proposal is true and correct, and that I am authorized to represent Communications LAB and to sign contracts on its behalf.

Our full-service public affairs firm is a limited liability company (LLC) located at 701 E. Chapman Ave., Orange, California, 92866. We can be reached by phone at (949) 215-5539, by fax at (949) 215-5549, or by email at info@communicationslab.com. Our federal tax identification number is 42-2030008. Our website is www.communicationslab.com.

Please feel free to reach out to me directly with any questions or to schedule time to learn more about the excellent services we offer. I am available at brian@communicationslab.com or by cell phone at (949) 294-8269.

Sincerely,

[Signature]

Brian Lochrie  
President  
Communications LAB
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SECTION I: Firm Qualifications and Experience

Introduction to the Firm
Barrios and Associates, LLC (dba Communications LAB) was formed in 2013 when Arianna Barrios of Barrios & Associates, a communications consultant since 2006, teamed with husband Brian Lochrie, a 13-year veteran of Faubel Public Affairs. The new firm serves the combined clients of both firms and brings together the talent and experience of Lochrie and Barrios, the “L” and “B” of Communications LAB.

A limited liability company, Communications LAB is owned by CEO Barrios, a Mexican-American with a rich heritage in Orange County. The company is a certified Woman and Minority Owned Business Enterprise (WMBE). Lochrie serves as President and is a project manager for many of Communications LAB’s key clients.

Communications LAB employs a full-time staff of eight. Its corporate office is located at 701 E. Chapman Ave., Orange, California, 92868.

Strength and Stability of the Firm
Communications LAB’s financial condition is strong, with no pending concerns such as bankruptcy, litigation, closures, planned office closures, impending mergers or any other impediment to our ability to complete the project.

Overview of the Firm’s Capabilities
Communications LAB has the experience and ability to conduct the research necessary to help Mesa Water District’s board and staff make informed and strategic decisions to get the most return on your investment across all of your social media platforms. As a full-service agency, we have the ability to not only make recommendations but offer our services to follow-through if requested, including the creation of fresh, new images, full-service video production capabilities and even connections that can help broaden your audience.

Our successful daily efforts to establish a close rapport with a diverse group of individuals and organizations that make up Orange County mark the difference between a firm that can recommend collaborations and a firm that can make them happen, which is essential to any good social media campaign.

Communications LAB has the ability to provide best management practices for all four of Mesa Water District’s current active social media platforms, including Facebook, Twitter, Instagram and YouTube based off of our experience in dealing with other water districts throughout the County. Following our evaluation of each of your social media accounts, we will provide staff with our recommendation for which platforms would be best suited for the District’s needs and which ones should receive less focus given the District’s limited resources, i.e. staff time and availability.
Experience

Orange County Stormwater Program

The Orange County Stormwater Program exists under the umbrella of the Orange County Department of Public Works to educate Orange County residents about their local watersheds and preventing urban runoff. The County administers the program in partnership with all 34 cities as member agencies.

Communications LAB is the lead communications, outreach and public education contractor for the Orange County Stormwater Program and is responsible for developing and implementing a variety of communications and marketing strategies. We utilize traditional and newer communications vehicles, including print advertising, earned media, community outreach and educational events and social media to achieve the program’s communications and education objectives.

As it relates specifically to social media, our staff develops a monthly social media editorial calendar for the Orange County Stormwater Program that follows our social media best practices that we have used with other public water agency clients. The editorial calendar identifies pre-planned posts and the dates and times when they will be posted. It is then sent to the client for review and approval, at which time the posts are developed and scheduled for their respective social media platforms.

Communications LAB also prepares analytics reports throughout the month in order to provide updates on the performance of the social media posts as part of our bi-weekly conference calls with the client. These calls provide, among other things, an opportunity to discuss the effectiveness of the content and the tactics being employed, in addition to fine tuning the messaging if desired. At the end of the month, Communications LAB compiles all of the analytics within the social media editorial calendar both for the platforms being used and for each individual posting. This allows for a comprehensive evaluation of all of the posts that month in addition to providing our assessment as to why certain posts performed differently than others. We then prepare a written report for the client and a PowerPoint “executive summary” for the monthly meeting of the member agency cities that includes recommendations for improvement and areas of success. Feedback from the cities is also solicited and taken into consideration for the following month’s social media editorial calendar.

When Communications LAB introduced the social media component to the Orange County Stormwater Program, our team conducted trainings to educate program staff on our social media best practices and how each platform worked. We also made recommendations regarding the platforms that we believed would most effectively meet the needs of the program and made sure there was understanding and comfort among the staff moving forward. When we launched the Facebook page, we had no likes.

Today we have almost 7,000 likes on the Orange County Stormwater Program Facebook Page.

CONTACT:
Christy Suppes
Environmental Resources Specialist
OC Public Works – Stormwater Program
2301 N. Glassell St.
Orange, CA 92865
(714) 955-0673
christy.suppes@ocpw.ocgov.com
East Orange County Water District

East Orange County Water District (EOCWD) wished to increase its presence on Facebook and acquire more page likes as part of its drought outreach and water conservation campaign. Communications LAB was retained to manage the District’s social media communications as well as coordinate all community and customer outreach and education activities.

Communications LAB developed a monthly social media editorial calendar and implemented our social media best practices for public water agencies. We collected and reviewed the social media analytics at the end of each month and provided a report to the District that included recommendations for improving the quality of the content and increasing public engagement.

Prior to launching the campaign, our team provided staff with a tutorial on social media best practices to ensure they were knowledgeable as well as comfortable with our proposed social media activities on the District’s behalf. When we were brought on to assist EOCWD, the small water district had 12 likes on its Facebook page and now has more than 1,500 likes. Therefore the boosted posts we provide to EOCWD appear on the news feeds of these customers on a regular basis.

CONTACT:
Lisa Ohlund
General Manager
East Orange County Water District
185 North McPherson Road
Orange, CA 92869-3720
(714) 538-5815
lohund@eocwd.com

Santa Margarita Water District

Santa Margarita Water District (SMWD) recently began implementation of its “One-Day-A-Week” Watering Campaign. The District retained Communications LAB to implement a social media ad campaign as part of its outreach and communication efforts. Our team developed a campaign that integrated our social media best practices, provided recommendations for paid promotion, and included special campaign artwork that we designed for the District’s social media platforms. Among our recommended social media posts was a dedicated weekly post for the campaign that would differ from other posts during the week and diversify the page so as to prevent page visitors from losing interest due to over saturation.

Prior to launching the campaign, our team provided staff with a tutorial on social media best practices to ensure they were knowledgeable as well as comfortable with our proposed social media activities on the District’s behalf. Since then, our team has maintained regular communication with staff to discuss social media performance, tactics being employed, fine tuning messaging, and answering questions. Because our contract to assist with social media with SMWD has been recent (December 2015), Communications LAB cannot take credit for any increase in Facebook likes, but SMWD has more than 1,400 likes.

CONTACT:
Jim Leach
Director of External Affairs
Why Communications LAB is the best choice for Mesa Water

Communications LAB has a deep-rooted history in Orange County and extensive experience using social media as a component of its public outreach, education, and communications campaigns. Our firm is the best choice to serve Mesa Water District because of our pre-existing knowledge and understanding of local and regional/state water issues and our demonstrated record of effectively communicating about those issues with the public via social media. Additionally, our extensive work with public water agencies and other water industry clients in Orange County provides us with a unique understanding of the common communications needs of the water community that will allow us to be an asset to and meet the specific social media needs of Mesa Water District.

Our social media director provides similar services to other Orange County water districts and other County public agencies with similar goals of reaching customers to communicate in a dynamic and impactful way.
SECTION II: Staff Experience and Availability

Organizational Chart

Mesa Water District Customers

Brian Lochrie
Project Manager

Francisco Barajas
Social Media Director

Amanda Hughes
Account Coordinator
Staff Member Biographies

Brian Lochrie – Project Manager

Lochrie has been with Communications LAB, formerly Faubel Public Affairs, for 13 years. He oversees the day-to-day operations of many of Communications LAB’s top clients, including Orange County Transportation Authority (OCTA), Transportation Corridor Agencies (TCA), San Diego Gas & Electric (SDG&EB), and Poseidon Resources. He also oversees the project management of the other Communications LAB staff members who manage various other clients.

He brings with him the experience and understanding of the Mesa Water board needed to command authority when it comes to social media training, having conducted trainings such as these for the last fifteen years. He has a strong relationship with many of the Mesa Water Board Members and staff and can effectively explain the reasoning behind the social media policies while using his understanding of the personalities on the Mesa Board to help communicate with them effectively.

Lochrie will be available to the extent proposed for the duration of the project and will not be removed or replaced without the prior written concurrence of the Mesa Water District.

Francisco Barajas – Social Media Director

Barajas has been with Communications LAB since 2013 and currently serves as Account Manager. His client portfolio includes the Orange County Stormwater Program, Orange County Transportation Authority (OCTA), Orange County Taxpayers Association (OCTax), East Orange County Water District (EOCWD), and Santa Margarita Water District (SMWD).

He brings with him his expertise in social media best practices, with a strong emphasis on water policy, both at the State and County levels.

Barajas will be available to the extent proposed for the duration of the project and will not be removed or replaced without the prior written concurrence of Mesa Water District.

Amanda Hughes – Account Coordinator

Hughes recently joined the Communications LAB team as an Account Administrator. She is currently a fourth year public relations student at California State University, Fullerton and brings with her several recent internships that have helped keep her informed on the most up-to-date social media best practices, including Social Media Intern for Intertwined, Inc.

During her time in this capacity, she organized social media calendars for various clients, strategically planned posts for various social media platforms, including Facebook, Twitter, and Instagram, produced blog posts and participated in research projects that assisted with the enhancement of services provided to Intertwined’s client base. Her experience in editing and providing assistance with social media strategy will help ensure Communications LAB deliver a quality work product.

Hughes will be available to the extent proposed for the duration of the project and will not be removed or replaced without the prior written concurrence of Mesa Water District.
Current Work Load
We acknowledge the following staff assignments, availability and levels of commitment for each of the designated members of our Project Team.

<table>
<thead>
<tr>
<th>Personnel</th>
<th>Firm &amp; Years With</th>
<th>Current Assignment</th>
<th>Project Assignment</th>
<th>Commitment to Current Assignments</th>
<th>Availability for this Assignment</th>
<th>Current Location</th>
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<tbody>
<tr>
<td>Brian Lochrie</td>
<td>Communications LAB (3)</td>
<td>President</td>
<td>Project Manager</td>
<td>65%</td>
<td>35%</td>
<td>Orange, CA</td>
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<tr>
<td>Francisco Barajas</td>
<td>Communications LAB (2)</td>
<td>Account Manager</td>
<td>Social Media Director</td>
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<td>45%</td>
<td>Orange, CA</td>
</tr>
<tr>
<td>Amanda Hughes</td>
<td>Communications LAB (1)</td>
<td>Account Coordinator</td>
<td>Account Coordinator</td>
<td>80%</td>
<td>20%</td>
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### Work Breakdown Structure (WBS)

#### Task 0 – Project Management and Administration

<table>
<thead>
<tr>
<th>Task</th>
<th>Staff Assignment</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kickoff Meeting</td>
<td>Brian Lochrie</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Francisco Barajas</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Amanda Hughes</td>
<td>2</td>
</tr>
<tr>
<td>Project Schedule</td>
<td>Francisco Barajas</td>
<td>4</td>
</tr>
<tr>
<td>Project Meetings</td>
<td>Brian Lochrie</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Francisco Barajas</td>
<td>14</td>
</tr>
<tr>
<td>Status Reports</td>
<td>Francisco Barajas</td>
<td>21</td>
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<tr>
<td>Quality Control</td>
<td>Amanda Hughes</td>
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<td><strong>Total Hours</strong></td>
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#### Task 1 – Social Media Assessment

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<thead>
<tr>
<th>Task</th>
<th>Staff Assignment</th>
<th>Hours</th>
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<tr>
<td>Evaluation and Review</td>
<td>Francisco Barajas</td>
<td>20</td>
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<tr>
<td>Summary</td>
<td>Francisco Barajas</td>
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<tr>
<td><strong>Total Hours</strong></td>
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#### Task 2 – Social Media Metrics Plan

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<tr>
<th>Task</th>
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<th>Hours</th>
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<tbody>
<tr>
<td>Analytics Dashboard</td>
<td>Francisco Barajas</td>
<td>10</td>
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<tr>
<td>Identify Opportunities</td>
<td>Brian Lochrie</td>
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<tr>
<td>Monitoring Guidance</td>
<td>Francisco Barajas</td>
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</tr>
<tr>
<td>Earned/Paid Recommendations</td>
<td>Francisco Barajas</td>
<td>10</td>
</tr>
<tr>
<td>Improve District’s Guidelines</td>
<td>Francisco Barajas</td>
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#### Task 3 – Social Media Training

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<tr>
<th>Task</th>
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<th>Hours</th>
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<tr>
<td>Staff Social Media Training Curriculum Development</td>
<td>Francisco Barajas</td>
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</tr>
<tr>
<td>Staff Social Media Training Document/Material Preparation</td>
<td>Francisco Barajas</td>
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</tr>
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<td>Staff Social Media Training Delivery</td>
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<tr>
<td></td>
<td>Brian Lochrie</td>
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<tr>
<td>Board Member Social Media Training Curriculum Development</td>
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<tr>
<td>Board Member Social Media Training Document/Material Preparation</td>
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</tr>
<tr>
<td>Board Member Social Media Training</td>
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<td></td>
<td>Brian Lochrie</td>
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Task 4 – Board Presentation and Close Out

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<tr>
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<th>Hours</th>
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<td>Preparation of final project summary</td>
<td>Francisco Barajas</td>
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<tr>
<td>Development of Draft PowerPoint Presentation</td>
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<tr>
<td>Preparation Call</td>
<td>Brian Lochrie</td>
<td>.5</td>
</tr>
<tr>
<td></td>
<td>Francisco Barajas</td>
<td>.5</td>
</tr>
<tr>
<td>Preparing Final Draft of PowerPoint Presentation</td>
<td>Francisco Barajas</td>
<td>2</td>
</tr>
<tr>
<td>Total Hours</td>
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<td>23</td>
</tr>
</tbody>
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Total Hours: 217
Section 3: Scope of Work Understanding and Schedule

Project Understanding

Mesa Water District’s 2015 Strategic Plan includes a goal of increasing public awareness about Mesa Water District and water in general, with social media playing a significant role in that effort. This project was created to assist Mesa Water elevate its social media profile and have a positive online impact on the community and key local influencers and organizations.

Mesa Water currently utilizes four social media platforms for which it wishes to enhance its presence: Facebook, Instagram, Twitter and YouTube.

This project will include:

- Analyzing Mesa Water’s social media effectiveness since inception;
- Provide recommendations for social media best management practices;
- Develop a dashboard for metrics;
- Provide trainings and materials for Mesa Water District directors and staff

Communications LAB has reviewed the schedule proposed by Mesa Water District in the Professional Services Request for proposal with the tentatively scheduled kick off meeting to take place on February 16, 2016 through the hard end of the project on August 16, 2016 and agree to the schedule as is. If awarded the contract, we will submit a more thorough schedule outline specific deliverables and dates following the initial kick off meeting.

Communications LAB has reviewed the Scope of Work provided by Mesa Water District in its RFP and agrees to all of the project requirements noted within that Scope. To avoid redundancy, we will not reiterate that agreement on a “point-by-point” basis within our proposal and instead utilize our proposal to identify the challenges and recommended approach.

Key Project Challenges

Communications LAB has extensive experience managing social media communications for a number of public water agencies in Orange County, in addition to offering consultation on best practices for social media, social media trends and enhancing the effectiveness and reach of social media engagement. For this project, our team has identified three key challenges moving forward.

1. Creating relatable content that engages target audience

The purpose of social media is to provide an online space where individuals can socially connect with others in a public forum. While originally developed by and for a younger demographic, its user base has significantly expanded. Although different platforms identify more with certain groups than others, the broad population’s presence is significant enough that organizations both small and large have begun to integrate them into their own strategic media planning. It is no longer surprising to find an active presence from a small, home-based business to a large, multi-national corporation. As a result, what is supposed to be a “social” tool has now quickly been diluted, making one of the biggest challenges for any organization making your messaging relevant enough to not only be noticed, but interacted with.

As Mesa Water seeks to enhance its social media presence and profile, both in terms of growing its number of page “likes” and “follows,” as well as through increased public interaction and content
engagement, it will confront the challenge of competing with seemingly more enticing content. In general, people do not inherently seek out information or social engagement on water issues. This is something that has to be drawn out of them.

2. **Message Coordination among Board Members and Staff**

Another key challenge Communications LAB has found through its work with public water agencies, particularly with regard to their social media campaigns, is that staff is accountable to both their publicly elected board members as well as to their customers and public at large. This carries with it some very specific issues and challenges that typically do not affect smaller private entities.

For one, in an environment where it is impossible to take back anything that has been published and viewed, it is of the utmost importance that content be carefully developed and managed. As with anything else, maintaining a well thought out message tight becomes more difficult with the more individuals involved. We have seen many instances where a public agency spends weeks curating a message and planning specific posts scheduled to be posted at strategic times only to have their board come in either at the last instance or after it has already been posted requesting changes. Or, in other instances, sharing the content and putting their own statement before the post, diluting the agency-generated post.

The issue is not the board members. As publicly elected officials, we always recommend their active participation in our social media. The ultimate purpose of publishing content through the various platforms is to have the public interact with it. To show that they are not just scrolling past it, but reading it, dissecting it and responding or sharing. The more influencers involved in doing so the more that message is seen.

The true issue is the need for improving the process for the development of this messaging. With our experience in providing social media best practices for public agencies, Communications LAB has the knowledge and expertise to be able to identify the areas that might need improvement and provide the needed guidance to make the transition from idea to successful campaign simple and efficient.

3. **Curating public comments and interactions with social media pages**

In the past, Communications LAB has encountered situations involving the management of public comments regarding particular social media posts that we have learned how to handle in a manner that is both positive and ethical. Public agencies are held to a different standard across the board in the way they are to receive and handle public input. This is no different on social media platforms.

Whereas individuals have the ability to curate comments left on their pages and sites at their will, public agencies must follow specific rules in order to determine what can be allowed to stay and what must be removed. A negative comment speaking out against a service provided, for example, while unwelcomed might have to be left depending on the tone and the choice of words used to express the sentiment.

Other times, and most often the case, we have had experiences where individuals post comments that are either germane but not suitable for display on a public agency’s social media page or comments that
are completely unrelated to the topic being discussed. While tricky, such postings are common enough that Communications LAB has a proven best practices recommendation to address them.

4. **Proper Measurement of Success**

As with any other media tool, differing social media platforms each come with their own sets of analytics that can be used to measure success. To add confusion to the matter, many of the terms used to provide these analytics are not inherent to most individuals outside of regular social media users. Unless they are a part of your regular vernacular, they provide no context. This becomes an issue for public agencies when having to report the outcome of a social media campaign to a board comprised of individuals from differing fields.

Prior to beginning a new specifically messaged campaign, for example, your Facebook posts may have an average organic reach of 200. Following the campaign, your average organic reach for posts climbs to over 2,000. This is a remarkable outcome, but how do you effectively translate that in a manner that ensures all of your board members will understand? This is a question we have been asked by clients and have developed best practices to handle.

**Recommended Approach**

Our experience, understanding of the community, and personal relationships with stakeholders throughout the District’s service area meshes perfectly with our creativity, expertise in community outreach and commitment to be able to provide you with the best solutions to these key challenges.

1. **Creating relatable content that engages target audience**

Communications LAB has the experience needed to identify and create relevant content that will not only drive social media users to Mesa Water District’s page but more importantly, to your website. Our current work on the Orange County Stormwater Program’s Facebook page is a strong reflection of what we can provide.

The main goal of the Orange County Stormwater Program is to educate water users about the County’s watersheds and urban runoff prevention. While this is an important topic, especially in Orange County where our ocean is not only a driver of our economy but also one of our most precious resources, it is not exactly the most exciting topic to sell to a population already being overstimulated by social media coverage of the next blockbuster movie, celebrity scandal, political controversy, or other story of the day.

Our job was to figure out what would make social media users not only stop scrolling down the page but interact. We conducted surveys identifying what the general population already knew about our messaging and what they cared about most in relation to our program. We also created a “mascot” to be the recognizable face of the program, developed complementary online and print materials, made presentations and attended public events as well as created a few of our own. All of this helped generate content and messaging that could be used for social media engagement. Content we already knew Orange County residents cared about.

As an example, two high-profile weather- and water-related topics on social media have been California’s historic drought and the coming of El Niño. As a public agency involved in water, the Orange County Stormwater Program has the ability to take those topics and offer credibility to what social
media consumers are reading about and seeing every day. Using this, we develop a weeklong campaign focused on these topics while infusing our messaging.

The first post of the week might be an article about how clean Orange County’s beaches were this year. The following day, we feature an image of dry storm drains with garbage that has accumulated due to a lack of rain. The third day, we publish a post regarding the upcoming storms, following by a post on the fourth day tying it all together. The final communicated message is that, due to the upcoming rainstorm, the trash and debris that has accumulated for years will soon be washed into the ocean, making it more important than ever to keep trash out of our streets and yards.

All of these posts have been planned out with purpose, a month in advance, taking into account conversations that are already happening, with the goal of keeping them going with the Orange County Stormwater Program now part of that conversation.

For Mesa Water District, we would recommend the following strategy using the same guiding principles:

- Identify the organization’s key messaging from which to base our recommendations for social media strategies at the project kick off meeting
- Identify Mesa Water’s key demographic target
- Draw out various customer groups within that target demographic to partner with for added campaign credibility
- Identify and evaluate the topics that Mesa Water’s general customer base and key customer groups are currently discussing
- Develop a social media calendar with recommended postings for the month that would take into account those topics and incorporate Communications LAB’s recommended social media best practices for each social media platform

As we work closely with Mesa Water District staff, we are confident that our suggested social media messaging will entice users to not only engage on Mesa Water’s social media platforms but to also visit the District website for more information.

2. **Message Coordination among Board Members and Staff**

It is important that public agencies keep their elected board members involved in the communication process, particularly as it relates to the identification of the board’s communication and messaging priorities and establishment of policy prior to the commencement of the development of a social media campaign. Communications LAB, however, recommends that the responsibility for actual implementation of those policies and priorities be left to the professional staff. Board members can support staff and reinforce District messaging by offering comments and keeping discussions on point and consistent with the intent of the posts. As a representative of the District, straying from the intended message or contradicting the post entirely runs the risk of undermining the effectiveness of the campaign.
Communications LAB recommends conducting two individual training sessions. The first would be a training session tailored solely for District staff and would be comprised of two parts:

- **Part 1** – Discussion of general social media best practices for each of Mesa Water District’s active social media platforms and identification of which key targeted demographics use each platform. The goal would be to establish an understanding of the strategy behind using each of the platforms and why it is important to the overall social media campaign. Following will be our recommendation for which platforms Mesa Water District should focus their limited resources on. This first part of the training would be anticipated to last no more than one hour.

- **Part 2** – Presentation and discussion of social media messaging objectives and key points to be communicated (with linkage to Mesa Water’s customer demographic), recommended strategy for communicating those messages across the desired social media platforms, and how it relates to the social media best practices based off of our discussion at the kick off meeting. This second part of the training would be anticipated to last between a half-hour and one hour, depending on the discussion and questions asked.

The second training session would follow, being specifically tailored for Board members and would be comprised of two parts:

- **Part 1** – Discussion of general social media best practices for each of Mesa Water District’s active social media platforms and identification of which key targeted demographics use each platform. The goal would be to establish an understanding of the strategy behind using each of the platforms and why it is important to the overall social media campaign. The specific emphasis for this presentation would be to provide Board members with the same basic understanding Mesa Water District staff will be using when creating social media campaigns in the future. It is extremely helpful to be able to have all parties begin from the same starting point when having a conversation on where the campaign should go. This first part of the training would be anticipated to last no more than a half-hour as it will be condensed, not accounting for any questions or comments the board may have.

- **Part 2** – Presentation and discussion of social media messaging objectives and key points to be communicated (with linkage to Mesa Water’s customer demographic), recommended strategy for communicating those messages across the desired social media platforms, and how it relates to the social media best practices. This part of the presentation would specifically target board members by emphasizing the importance and necessity of staying on message and not deviating from the recommended strategy developed by staff, which could undermine the effectiveness of the message points and the social media best practices.

Communications LAB is well positioned to lead a social media training session for Mesa Water District’s board members and staff. Our team can speak with authority and answer questions on a range of social media related topics as a result of our extensive experience and track record managing effective social media campaigns and social media channels for local public water agencies.

3. **Curating public comments and interactions with the social media pages**

We have found that the public can be extremely protective of their comments on social media, regardless of whether their contributions to the online conversation are positive or not. For this reason,
Communications LAB always takes the time to review its public agency clients’ social media policies to ensure they provide the agency enough authority to manage public comments and posts as needed. Should questions arise or arguments be made about the agency’s handling of those comments and posts, it is important that the agency be able to point to its publicly posted social media policy and explain why the situation was handled as it was.

4. **Proper Measurement of Success**

Given that each social media platform has its own language and use of key terms for measuring analytics, Communications LAB has developed a set of best practices to measure the quality of a social media campaign and its posts as well as its overall success according to each individual platform that can easily be adapted into Mesa Water District’s red, yellow and green measurement tool. If awarded the contract, Communications LAB will work with Mesa Water District staff following the kick off meeting to identify which best practices the District would like to adopt and develop a measurement tool that is consistent with the current District’s tool so as to be able to provide both the Board and the public analytics they can put into context.

**Approach to Work**

Communications LAB has gained a wealth of valuable experience managing the social media pages of its local public water agency clients and others. Our knowledge of social media best practices has grown exponentially with each client we have served, as has our understanding of the water-related messaging that works and doesn’t work with social media consumers in Orange County.

We have become more effective and successful with each social media campaign we have managed and are proud that the social media pages that we have developed and/or managed for our clients have achieved a greater reach, for a fraction of the cost, than what would have otherwise been achieved through traditional methods.

We approach our social media work exactly as we would any other service that we provide our clients by going above and beyond what is necessary to make sure that the job not only gets done, but gets done right. We strive to understand our client’s goals and objectives, working with them as a partner for the duration of the contract. By becoming a part of their team, we are better able to see where they are coming from and what it is they need. When it comes to social media best practices, we have found that our clients are the true experts at what they do. This is why when we come in, we don’t try and tell them what to say, but rather how to say it, using our experience in best practices, and enhance the messaging by leveraging our professional relationships to take it to the next level.

**Professional Relationships**

Communications LAB enjoys relationships with individuals and organizations in Mesa Water District’s service area that could be leveraged to facilitate relevant social media campaigns for the District.

For example, we could work with John Wayne Airport on a social media campaign that could help increase interaction for both agencies. Perhaps the airport has made improvements that have resulted in significantly increased water efficiency. We could build a campaign around those achievements and request other organizations to share with us what they have done so they could also be highlighted.
In the meantime, John Wayne Airport could share Mesa Water’s content as a way to show their own followers what they have been doing while actively promoting Mesa Water’s pages. The same can be done with other partners as well as customers in the service area, including the Orange County Fair, South Coast Plaza, Newport Mesa School District and Coastline Community College District.

Communications LAB has close relationships with several of these public agencies, private companies and organizations and can ensure a close collaboration with these key community stakeholders.

Experience

Communications LAB comes with the understanding of how public agencies work and the intricate relationships staff have with both their board and their customers. As a consultant, this provides a great benefit to staff since you can be assured that our recommendations have been vetted not to go against the grain, but work with it to be able to provide Mesa Water District with the results you desire without having to radically change your work processes. Given our knowledge and understanding, we have the ability to hit the ground running from day one.

Quality Assurance

The Communications LAB team works closely together to ensure project metrics – task time frames, costs, deliverables, progress measurement, etc. – are assessed on a weekly basis and reviewed monthly in coordination with reporting and invoicing.

All work product is reviewed by at least one other Communications LAB staff member prior to its submission to the client as to ensure the client receives only top-quality work. This is inclusive of any reports, presentations and especially recommended social media postings.

Communications LAB can adapt its social media management activities to suit the needs and comfort level of the client. For example, content that is developed for social media posting can be scheduled once the work is completed or it can be scheduled once the client has approved the final product. This allows for consistency in style, grammar and facts being provided. When publishing anything on social media, or online, it is important that a voice be developed so as to make it easier for those who have “liked” or “followed” you to feel as though they are having a conversation.

Use of Technology

We take project management up a notch by leveraging secure online project management, contact management, and reporting and analysis tools to support a collaborative, interactive and efficient outreach effort that makes the best use of limited resources.

Communications LAB uses Smartsheet for all of its project management activities. It is an interactive online database tool that allows the client to view all of our tasks as they are being completed, with the ability to email us directly from within the database on any given task, as well as to view any attachments that accompany each task. The tool is accessible online via computer or through an app via any smartphone device.

Steps to Ensure Quality Deliverables
• **Kick off meeting:** As with our other social media clients, we conduct an initial kick off meeting to review, discuss and agree to key steps and project milestones over the length of the contract and when those milestones should be evaluated.

• **Scheduled weekly meetings:** Given the timeframe agreed upon in the kick off meeting, we hold weekly calls to update the client on where we are, items of importance and a brief update on milestones reached the previous week.

• **Social media calendar and metrics reporting:** At the end of each month, Communications LAB provides the client with a social media calendar outlining each post that is to be scheduled for the next upcoming month. Each post is specifically labeled to show what kind of post it will be, whether that be “blog post,” “how to,” “fact,” etc.

Once the calendar has reached its final date, we fill out all of the metrics for each individual post and compare them to see which posts were popular and received the most meaningful interaction and which posts received the least.

We then provide the completed calendar back to our client along with our evaluation and recommendations, allowing for a productive discussion to be had in regards to how we wish to proceed at our monthly meetings, where we provide a brief presentation and a written report.

For water agencies, we have found that a “quick tip” accompanied by a vivid image a drought: tolerant landscape or flower yields significant results when compared to a wordy post with a link and no image. Essentially, the less work someone has to do to intake information, the more likely they are to interact with it.

As the months continue, the client becomes more familiar with our recommended strategy as well as with their own social media platforms. Our goal is not to take over your social media pages. It is to come in and work with you to leverage your expertise to create a strategy that works for you.

When our contract ends, no one will be more of an expert at interacting with your customers through your social media pages than you.

**Enhancements to Scope of Work**

For its social media contracts, Communications LAB typically recommends that its clients have a modest budget for the periodic paid promotion/advertising of social media pages and posts. We understand that public agency budgets may not always allow paid advertising, but it is becoming increasingly important and necessary for social media to be an effective and successful tool.

Recent changes in many social media platforms’ algorithms, such as Facebook, have made it so that until your page reaches a certain threshold, your organic reach will remain stagnant and possibly decline. This goes back to the original purpose of social media. Users’ feeds were getting bogged down with organic posts from businesses and organizations, so they were leaving.

To prevent this, social media platforms began to limit the amount of content that could be seen by giving preferential treatment to paid content for pages not belonging to individuals (they have their own
algorithms). As it stands, it would take days to read through all of the content from a user’s friends and family. It would be impossible to read everything being posting in addition.

The exception to this rule are sites such as Twitter and Instagram, where content is seen as it is posted. For this reason, we recommend agencies with limited resources put less focus on these platforms given that they are significantly more time intensive.

For this specific contract, Communications LAB recommends that $4,000 be set aside from the given budget to be able to use toward page promotions and boosted posts. The hope is that when this contract expires in August, 2016, the pages will have reached a threshold where, once the promotions end, organic reach can stay level or continue to grow over time.
Appendix A: Resumes of Key Staff

Brian Lochrie
701 E Chapman Ave.
Orange, CA 92866
949-215-5539
brian@communicationslab.com

As a 13-year public affairs professional, I thrive on challenge. Working best under pressure, I seek out opportunities to make a positive difference by changing public attitudes and informing customers' decisions.

Education
Bachelor of Arts Degree, Communications
California State University at Fullerton

April 2013-Present – President, Communications LAB
PROJECT MANAGER FOR KEY CLIENTS:
- Orange County Transportation Authority – I-5 South Improvement Project
- Transportation Corridor Agencies (The Toll Roads) – Tesoro Extension of the SR-241
- Poseidon Resources – Huntington Beach Seawater Desalination Facility
- San Diego Gas & Electric – South Orange County Reliability Enhancement
- County of Orange – Orange County Stormwater Program

TACTICS, SKILLS, PROGRAM IMPLEMENTATION
- Strategic planning and timeline development
- Metric Measurements
- Community Outreach (Political Briefings, School Outreach, Speakers Bureau, etc.)
- Video Production
- Media Relations
- Crisis Communications Planning
- Social Media development and Online Outreach
- Multicultural Outreach

September 2000 – March 2013 – President, Faubel Public Affairs
PROJECT MANAGER FOR KEY CLIENTS:
- Orange County Transportation Authority – I-5 South Improvement Project
- Transportation Corridor Agencies (The Toll Roads) – Tesoro Extension of the SR-241
- Poseidon Resources – Huntington Beach Seawater Desalination Facility
- San Diego Gas & Electric – South Orange County Reliability Enhancement
- County of Orange – Orange County Stormwater Program

TACTICS, SKILLS, PROGRAM IMPLEMENTATION
- Strategic planning and timeline development
- Metric Measurements
- Community Outreach (Political Briefings, School Outreach, Speakers Bureau, etc.)
- Video Production
- Media Relations
- Crisis Communications Planning
- Social Media development

January 1998 – July 2000 – Sports Director, KFDM-TV (CBS), Beaumont, TX
On-Air talent for 5:00 pm, 6:00 pm, 10:00 pm newscast

March 1994 – January 1998 – Sports Director, KTRE-TV (ABC), Lufkin, TX
On-Air talent for 6:00 pm, 10:00 pm newscast

22
December 2014 – Present – Account Manager, Communications LAB

- Manage several of Communications LAB’s clients, including Orange County Taxpayers Association, OCTA I-5 South County from Avenida Pico to San Juan Creek Road, OCTA I-5 South County from SR-73 to El Toro
- Manage or provide strategic guidance for all of Communications LAB’s clients, including the Orange County Stormwater Program, East Orange County Water District and Santa Margarita Water District

July 2013-December 2014 – Account Coordinator, Communications LAB

- Provide assistance to project managers in the coordination of client services

April – July 2013 – Economic Development Intern, City of Lake Forest

- Managed economic development website content
- Evaluated new social media outlets
- Assisted with compiling demographic reports
- Updated the City’s business database and performed necessary outreach
- Assisted with the coordination of business events

October 2011 – April 2013 – City Clerk Intern, City of Malibu

- Maintained City Clerk’s Master Inventory File
- Copied and distributed City Council Agendas
- Assisted in receiving, processing, and logging all Fair Political Practices Commission (FPPC) documents
- Responsible for administering Recorded Documents processing and managing incoming general correspondence
- Conducted City’s first voter registration drive for the 2012 municipal elections
- Conducted inquiries through the City Clerks Association of California listserv and redistributed responses using Access for general reference
- Developed forms used by City personnel

May 2012 – August 2012 – Intern, Association of California Cities – Orange County (ACC-OC)

- Researched and tracked legislation as well as authored opinion correspondence and advocacy letters on behalf of the organization
- Wrote memos to educate member elected officials during Legislative Committee Meetings
- Developed an internal tracking tool for legislation
- Tracked pension reform across all thirty-four cities in Orange County to gauge their cohesiveness with ACC-OC’s pension reform criteria used to educate elected officials
- Assisted in the planning and coordination of committee meetings
April – August 2012 – **Intern, Orange County Board of Supervisors, Chairman John Moorlach**

- Drafted briefings on board agenda items for the Supervisor in the areas of Legislation, Grants, OCTA, OCCR, and SSA on a weekly basis
- Researched and compiled a database to analyze CA Department of Finance (DOF) response letters to Orange County and twenty-four other former redevelopment agencies regarding their Recognized Obligation Payment Schedule (ROPS)
- Developed a tracking mechanism to determine discrepancies between former redevelopment agencies’ first and second ROPS from the DOF
- Researched best practices nationwide on employment services to support Orange County’s Ten-Year Plan to End Homelessness
- Analyzed portions of the FY 2012-13 County Budget and proposed recommendations for action
- Developed an internal tracking tool for legislation
- Reviewed source documents from Orange County’s State and Federal lobbyists and wrote summaries
- Attended public events on behalf of the Supervisor

June 2010 – May 2011 – **External Affairs Intern, Western Municipal Water District**

- Worked on community outreach as a representative of the District
- Responsible for external communications including running two websites (assisted in design, organization, updates, original content and directing web traffic through email notifications), written correspondence on behalf of the District, and interpersonal outreach to constituents, advocacy partners, and the community at large
- Assisted in the coordination of events on behalf of the district, including the creation of the invitations as well as disbursement and guest tracking
- Researched pending legislation, determining the fiscal and environmental impact it would have on the district and its programs, debriefed the legislative analyst and the External Affairs Director, and authored opinion correspondence and advocacy letters on behalf of the District
- Created and maintained Western’s External Affairs advocacy contact database
- Assisted in the development, distribution, and collection of surveys

September 2009 – June 2010 – **Intern, Inland Empire Office of the Governor**

- Acted as an intermediary between constituents and the respective agency representatives
- Independently researched legislative topics of interests upon requests made by constituents
- Attended regional events and read speeches on behalf of Governor Schwarzenegger
January 2015 - Present – **Account Administrator, Communications LAB**

- Provide assistance to project managers in the coordination social media services across all platforms

June 2015 – December 2015 – **Public Relation Intern, RapidScale**

- Experience across all lines of marketing, public relations, social media and event planning
- Prepared written articles for the RapidScale website, social media sites, publications, etc.
- Worked as part of a creative team to form new partnerships; as well as to showcase new products

**November 2014 – May 2015 – Social Media Intern, Intertwined, Inc.**

- Assisted in the organization of social media calendars for various clients of Become Intertwined
- Participated in the strategic planning of posts on social media sites: Facebook, Twitter, Instagram, etc.
- Assisted in the production of blog posts for Intertwined clients using creativity through “changing voices” to successfully reach diverse audiences for the desired brand
- Supported the Become Intertwined team in other elements of social media and promotions for the company and its clients, including but not limited to, research, project management, engagement campaign creation, copywriting, and more.
Appendix B: Professional Services Agreement Acceptance Form

Firm Name: Communications LAB

Address: 701 E Chapman Ave.

City: Orange
State: CA
Zip Code: 92866

Telephone: (949) 215-5539
Fax: (949) 215-5549

I have reviewed the RFP and Professional Services Agreement in their entirety. Our firm will execute the Professional Services Agreement with no exceptions.

Name of Authorized Representative: Brian Loehrie

Signature of Authorized Representative: [Signature]

Date: 1/7/2016
Communications LAB agrees to complete all requested work as is it appears in the RFP under Appendix C Scope of Work within Mesa Water District’s Appendix C Scope of Work.
RFP Appendix Two: Fee Schedule

Communications LAB has enclosed in a separately sealed envelope our fee schedule as was requested by Mesa Water District within their Request for Proposal.
RFP Appendix Three: Schedule for Completion

Communications LAB agrees to follow the current tentative schedule for deliverables as is outline in Appendix C Scope of Work in Mesa Water District’s Request for Proposal with the understanding that the date is set to tentatively commence on February 16, 2016 and end on August 16, 2016. Any deviations from the schedule will be agreed upon following the kick off meeting.
Forms: Workers’ Compensation Insurance Requirement Request for Waiver (RFP Appendix Four)

Mesa Water District
Workers’ Compensation Insurance Requirement
Request for Waiver

Project Name: Social Media Services

Nature of Work: Social Media Consulting

Applicant:
Entity: Communications LAB

Address: 701 E Chapman Ave.
City: Orange State: CA Zip: 92868

Business Form:
___ Sole Proprietor ___ Limited Partnership ___ General Partnership
___ Corporation ___ Business Trust x Limited Liability Company
___ Other:

Business Contact:
Name: Brian Lochrie Title: President
Telephone: (949) 215-5539
E-mail Address: brian@communicationslab.com

Declaration

With respect to and on behalf of the above-referenced business, I hereby warrant that the business has no employees other than the owners, officers, directors, partners or other principals, who have all elected to be exempt from Workers’ Compensation coverage in accordance with California law. I further warrant that I understand the requirements of Section 3700 or seq. of the California Labor Code, including those relating to the provision of Workers’ Compensation coverage for any employees of the above-referenced business. I agree to comply with the code requirements and all other applicable laws and regulations regarding workers’ compensation, payroll taxes, FICA, and tax withholding and similar employment issues. I further agree to indemnify, defend, and hold the Mesa Water District, as well as its directors, officers, employees, and agents, harmless from any loss or liability that may arise from the failure of the above-mentioned business to comply with any such laws or regulations. Based thereon, I request that Mesa Water District waive its requirement for evidence of Workers’ Compensation insurance in connection with the above-referenced work. I am duly authorized to execute and submit this application by the above-referenced business.

Signature: [Signature]
Owner/Officer/Director/Partnership/Principal
President
Title:_________________________
Date:_________________________

Mesa Water Approval:

By: _________________________
Name: _______________________
Title: _______________________

BATCH/184732

30
NOTICE OF VERIFICATION AND CERTIFICATION

JULY 25, 2013

ARIANNA BARRIOS
BARRIOS & ASSOCIATES, LLC
25 ORCHARD, SUITE 220
LAKE FOREST, CA 92630

CHS Verification Order Number: 13050174

Congratulations, the Supplier Clearinghouse is pleased to inform you that in accordance with General Order 15C, your business enterprise has successfully completed the verification process, and your company has received the following certification: WMBE

Your company will now be recognized by the Joint Utilities as a women and/or minority-owned business when competing for procurements by public utilities participating in the Utility Supplier Diversity Program.

Your Certification is valid for three years and you are required to re-verify your company's WMBE status at least 30 days prior to your expiration date. Please notify our office of any change in your address or contact information so that we can maintain your most current contact information. You must notify our office of any change in ownership and/or control of your company within 30 days of the change. Failure to provide such notification is in violation of section 8285 of the Public Utilities Code and could render your certification status invalid.

If your company was verified and certified under the CAV (Comparable Agency Verification) process, your certificate status will expire on the same expiration date as that of the comparable agency except for SBA 8(a) Certificates that are valid for a five year period. However, please note that the maximum certificate period for the Supplier Clearinghouse is three years regardless of any CAV expiration date in excess of three years.

The Supplier Clearinghouse may request additional information or conduct an on-site visit at any time during the term of your verified certification status. The Supplier Clearinghouse may reconsider your certification status and possibly revoke your verified status if it is determined that the status was knowingly obtained by false, misleading and/or incorrect information. Also note that if in a formal opinion, the California Public Utilities Commission determines that the WMBE verification criteria under which you were deemed eligible is no longer valid, then your status may change or you may be required to comply with the change to maintain eligibility.

Thank you for participating in the Utility Supplier Diversity program. We wish you much success in your business endeavors. Feel free to contact our office if you have questions, or visit our website at:

www.supplierclearinghouse.com

THE SUPPLIER CLEARINGHOUSE
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BUDGET SUMMARY

Communications LAB understands that the budgeted amount for services established by Mesa Water District’s Professional Services Request for Proposal is $28,000 and our proposed budget will not exceed that amount. We have provided in our Work Breakdown Structure the amount of hours we believe are needed to provide Mesa Water District with the top-level services that we provide to all of our clients. We also believe it is important to reserve $4,000 to augment the social media advertising budget in a very targeted way to promote specific events or enhance successful advertising programs. Given our hourly rates and our recommendation for targeted social media advertising, under normal circumstances, our proposed budget would exceed the Mesa Water’s budgeted requirement by $8,487.

This is why we propose that after we remove the initial $4,000 from the allocated budget to be used for page promotion and boosted posts, as is detailed in our proposal under the section “Enhancements to Scope of Work,” we use the remaining $24,000 and divide it evenly on a monthly basis over the contract period as a retainer. Given the projected start date of February 16, 2016 and the end date of August 16, 2016, this would come out to a flat retainer fee of $4,000 a month.

Communications LAB would still provide Mesa Water District with an hourly breakdown of our work each month, which would show the added value you would be receiving at no extra cost to the District.
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: January 28, 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

$84,000 is budgeted in fiscal year 2016; $35,000 of funds have been spent to date in fiscal year 2016.

ATTACHMENTS

None.
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

$60,000 is budgeted in fiscal year 2016; $30,000 of funds have been spent to date in fiscal year 2016.

ATTACHMENTS

Attachment A: Report & Legislation Matrix
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: January 28, 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

$60,000 is budgeted in fiscal year 2016; $30,000 of funds have been spent to date in fiscal year 2016.

ATTACHMENTS

Attachment A: Report & Legislation Matrix
MEMORANDUM

To: Mesa Water®
From: Townsend Public Affairs, Inc.
Date: January 8, 2015
Subject: Monthly Political and Activity Report

Specific Activities for the Month:

- On December 7, TPA attended and monitored the State Water Resources Control Board (SWRCB) hearing on the extension of the emergency drought regulations. TPA provided notes from the hearing to staff and kept staff apprised of updates and new information throughout the month.

- On December 11, TPA attended the Assembly Select Committee on Water Consumption and Alternative Sources on Desalination and provided notes to staff.

- TPA provided updates and information to staff on the ACWA, CSAC, LOCC sponsored Proposition 218 initiative that was submitted to the Attorney General’s Office. All initiatives must have their signatures verified by June 30, 2016 in order to qualify for the November 2016 ballot.

- TPA provided Mesa Water staff with a summary of the Governor’s January budget.
State Political Update

The Legislature reconvened for the second year of the two year session on January 4, 2016. Legislators in both the Senate and the Assembly have an accelerated legislative timeline as they take up all two-year bills that were introduced in the previous session. January 31 is the last day for each house to pass bills that did not pass out of their house of origin in the previous year. February 19 is the last day for any new legislation to be introduced.

On January 7, Governor Brown released his 2016-2017 budget proposal summary, which provided the first insight to the Governor’s funding priorities including a Cap and Trade expenditure plan. This budget will serve as the first year of a three year Cap and Trade investment plan that has been set out by the Administration. The proposed General Fund budget is $122.6 billion—an increase of $6.6 billion over the current fiscal year. The total proposed budget, including special funds is $170.7 billion. The Governor is also proposing $2 billion be placed in the State’s reserve, which increases the total amount of the reserve to 65 percent of the constitutionally mandated target.

Before the budget proposal was announced, an economic outlook performed by the Legislative Analyst’s Office indicated that the State is projected to have a multi-billion budget surplus for the next several budget years. These additional revenues projected in the FY 2016-17 budget, and the Governor’s desire for addressing debt and reserves, will clearly set up a spending debate between the Democratic majority in the Legislature and the Governor. In his budget presentation, the Governor had a clear message to the Legislature to not create or increase funding of permanent programs in order for the State to withstand a future recession.

Governor Brown’s January Budget: Environmental Protection and Natural Resources

Included in the Governor’s Budget were proposals on how to spend Cap and Trade money to combat climate change as well as how to allocate additional emergency funds to respond to the drought. The following figures were proposed in the January Budget:

- **Cap and Trade**—the Governor is proposing approximately $3 billion in cap and trade revenues for various programs. This amount includes the cap and trade proceeds from the current year, which the Legislature and the Governor could not agree on an allocation formula, as well as funding projected for the 2016-17 fiscal year. The Governor’s proposal continues to propose $1.2 billion in funding for several ongoing programs: high speed rail ($500M), Low Carbon Transit Operations ($100M), Transit and Intercity Rail ($200M), and Affordable Housing and Sustainable Communities Program ($400M). The remaining funding is proposed to be spread over a number of different programs that address Local Climate Action, Short-Lived Climate Pollutants, Carbon Sequestration, Energy Efficiency, and Petroleum Use Reduction.

The Governor has also proposed using $150 million in Cap and Trade revenues on implementing the Safeguarding California Plan by using the California Water Action Plan as a blueprint. This revenue will be used to fund programs that reduce GHG emissions by saving energy through water conservation, and restore ecosystems to improve carbon sequestration:

- $60 million for the Department of Fish and Wildlife to implement wetland restoration projects that result in carbon sequestration benefits, including habitat restoration projects through the California EcoRestore program.
$30 million for the Energy Commission to begin implementation of the Water Energy Technology Program (WET) to provide funding for GHG reducing innovative technology. The goals of this program are as follows:

- Achieve significant energy and water savings
- Demonstrate actual operation beyond the research and development stage
- Document readiness for rapid, large-scale deployment in California

$30 million for the Energy Commission to implement consumer rebate programs for the replacement of energy inefficient water-consuming appliances such as dishwashers and washing machines.

$20 million for the Department of Food and Agriculture’s existing State Water Efficiency and Enhancement Program. This program provides incentives to agricultural operations to invest in energy-efficient irrigation technologies that reduce GHG emissions and water use.

$10 million for the Department of Water Resources’ existing Water Energy Grant Program, intended to reduce energy demand and GHG emissions through local projects that also support water use efficiency and conservation.

**Natural Resources Agency**—The Governor is proposing a total funding of $9.5 billion for all programs included in the Agency. Since the Governor declared a state of drought emergency in January 2014, the Administration has worked with the Legislature to appropriate $3.7 billion to assist drought impacted communities, provide additional resources for critical water infrastructure projects, and respond to drought-related wildlife emergencies. The Budget provides an additional $323.1 million on a one-time basis to continue immediate response to the drought. Emergency funding will go towards fire prevention measures, salmon protection, drought food assistance, unemployed farmworker assistance, technical support, and disaster recovery. The following funding adjustments are included in the Governor’s Budget:

- An increase of $64 million for the Department of Water Resources to increase statewide drought response efforts including:
  - $42 million for the installation and removal of a temporary rock barrier in the Delta
  - $12 million for the implementation of water transfer support, water supply modeling, and the operation of a drought management operations center
  - $5 million to provide emergency drinking water support for small communities including addressing private wells
  - $5 million to continue the Save our Water Campaign

- An increase of $21.4 million for the State Water Resources Control Board for activities including the enforcement of drought related water rights and provide grants for emergency drinking water projects

- An increase of $385 million in State Obligations including Proposition 1 funds to support commitments under the Klamath Agreements, the Central Valley Project Improvement Act, and the San Joaquin River Settlements

- An increase of $100 million for Flood Protection in the Central Valley

- An increase of $80 million from Proposition 1 for the Department of Water Resources to conduct Salton Sea Restoration projects

- An increase of $3.6 million to implement an update of the Delta Plan that will include the WaterFix conveyance project

- An increase of $6.7 million for research and data associated with preparing for dry periods, updating the National Hydrography Dataset, and Investment Strategies
Draft Urban Water Conservation Regulatory Framework Amendments

The State Water Resources Control Board (SWRCB) released their draft amendments to the emergency regulations for urban water conservation on December 21. The draft amendments were a result of a stakeholder workgroup formed by the SWRCB to discuss possible changes to the emergency regulations. On December 7, The SWRCB hosted a workshop to solicit feedback from agencies around the State about the emergency conservation standards and their effect on local agencies. The hearing started with a staff update from both the SWRCB as well as the Department of Water Resources regarding California’s current hydrology and conservation efforts. Five panels made up of various stakeholders throughout the state then gave their opinion on the conservation measures as well as ideas on how to make them better if they are needed in 2016. Many agencies expressed disappointment about various items, such as indirect potable re-use projects, desalination projects, or other water supply creating projects, which are not factored under the current regulations. Many other agencies spoke about the financial hardship that the conservation measures have placed on their agencies, and how the State needs to consider the financial position that face agencies throughout the State. During the workshop, the most talked about themes involved providing conservation adjustments or credits based on water recycling, growth equity, climate equity, and effective groundwater management.

The draft amendments released by SWRCB staff on December 21 addressed all of the major themes brought forth by the stakeholder working group. Staff recommends that all credits and adjustments be capped to allow up to a maximum of a four percentage point decrease to any individual water supplier’s conservation standard. The draft proposal does provide a credit for desalination seawater or indirect potable re-use water for a total of a one-tier reduction to the conservation standard. Comments are due on this proposed framework by January 6, 2016. It is anticipated that the SWRCB will take action at their Board meeting on February 2 regarding the framework amendments.

A summary of the staff proposed credits or adjustments includes:

- **Growth adjustment**: Provide a mechanism to adjust urban water supplier conservation standards to account for population growth since 2013. The adjustment will be equal to the ratio of the additional volume of water used since 2013 to the baseline water use for 2013, multiplied by the water supplier’s conservation standard. This adjustment is estimated to result in a one percentage point reduction in statewide overall water savings.

- **Drought Resilient Sources of Credit**: Provide a four percentage point (one tier) reduction to the conservation standard of urban water suppliers using new drought resilient water supplies. Documentation must be provided that at least four percent of the potable supply is comprised of indirect potable reuse or desalinated seawater developed since 2013. This is estimated to result in a 0.6 percentage point decrease in statewide water savings.
  - No credit for non-potable recycled water use

- **Climate adjustment**: Incorporate a climate adjustment in the regulation that reduces the conservation requirement by up to 4 percentage points for water supplies located in the warmest regions of the state (based on service area evapotranspiration (ET)). The climate adjustment would be based on each urban water supplier’s approximate service area ET for the months of July through September as compared to the statewide average ET for the same months. The adjustment would range from a 2-4 percentage point decrease in an urban water supplier’s conservation requirement for an estimated 1.4 percentage point decrease in statewide water savings.
• **Groundwater credits:** Do not provide credit for groundwater use or management since this is not well-defined and is inconsistent with the goal of conserving the state’s remaining surface and groundwater supplies during the drought. Groundwater augmentation is materially different than creation of a new drought-resilient source of supply, such as indirect potable reuse.

• **Regional compliance:** Not recommended, has the potential to reduce individual water supplier accountability and there is nothing currently prohibiting regional coordination for education or media campaigns.

• **Other:** Maintain the monthly reporting requirements for urban water suppliers and add a prohibition against homeowners’ associations interfering with certain conservation actions of their association members in violation of existing law.

**State Water Use: November 2015**

Despite Californian’s lowest conservation percentage since the Governor’s Executive Order in April, California continues to stay on track toward meeting the Governor’s goal of conserving 1.2 million acre feet of water by February 2016. Total water saved in the month of November was 20.3 percent when compared with November 2013. The cumulative water savings from June, July, August, September, October, and November when compared to the same months in 2013, is now 26.3 percent. The SWRCB attributed the reduction to usual winter conditions, and explained that this does not create a negative trend. In November, the statewide average for residential gallons per capita per day (R-GPCD) equated to a record low 75 gallons.

In November:

- For June through November, the cumulative statewide reduction was 26.3 percent, compared with the same months in 2013. That equates to 1,009,387 acre-feet (328.9 billion gallons), or 84 percent of the 1.2 million acre-feet savings goal to be achieved by the end of February 2016.

- Statewide, the average water use for November was 75 residential gallons per capita per day (R-GPCD), a decrease from the 87 residential gallons per capita per day reported for October.

**Federal Legislative Update**

The House of Representatives came back from their holiday break on January 4 and the Senate will return on January 11 to resume their session. Both Houses will be receiving President Obama’s final State of the Union address on January 12 before diving into the legislative session. 2016 is set to be an extremely short legislative session due to both Houses scheduling time off to campaign for upcoming elections.

**Omnibus Appropriations Bill 2015 and Tax Relief Extension Act of 2015**

Congressional leaders had a difficult time agreeing on a spending plan for fiscal year 2016 spending authority. All 12 spending bills were rolled into one large all-encompassing omnibus appropriations bill. Given disagreements over policy riders being inserted into the bill’s language such as the defunding of Planned Parenthood, or attempts to block funding to accommodate for an influx of Syrian refugees, Congress passed a number of Continuing Resolutions to keep the Government open, allowing time to negotiate further. Congressional leaders eventually agreed on a $1.1 trillion spending bill that will keep most of the government funding through September 2016. The President signed the bi-partisan bill as well as a corresponding tax bill on December 18, 2015.
Congress approved a $622 billion package of tax cuts to accompany the $1.1 trillion spending bill as a result of the year-end bi-partisan negotiations. Among other things, the tax package permanently extends the enhanced child tax credit and earned income tax credit that were boosted in the 2009 stimulus package. Also, the package extends until 2019 a popular corporate tax break that allows companies to more quickly depreciate the value of new equipment. Democratic Congressional leaders complained that the cost of this tax cut was too high and did not do enough to benefit low income workers, however, they eventually compromised using aspects of the omnibus appropriations bill as negotiating points.
### Mesa Water®
#### Priority Legislation
#### Two-Year Bills

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| 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. | 1/4/2016 Amended. Referred to Assembly Water, Parks, and Wildlife Committee | ACWA-NYC | 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. | Subject to the January Deadline | ACWA- Favor | Met- NYC
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. | ACWA - Watch | Met - Support
MWDOC - NYC
OCWD - Oppose if Amended
IRWD - Oppose
CSDA - Watch |
**Mesa Water®
Priority Legislation
Two-Year Bills**

<table>
<thead>
<tr>
<th>Bill</th>
<th>Sponsor [Party]</th>
<th>Description</th>
<th>Status</th>
<th>ACWA-Favor</th>
<th>Meeting Support</th>
<th>MWDOC-NYC</th>
<th>OCWD-NYC</th>
<th>IRWD-NYC</th>
<th>CSDA-Watch</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB 1139</td>
<td>Campos [D]</td>
<td><strong>Personal income taxes: credit: turf removal.</strong> 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.</td>
<td>Assemblymember Campos does not plan on pursuing AB 1139 this session.</td>
<td>ACWA-Favor</td>
<td>Meeting Support</td>
<td>MWDOC-NYC</td>
<td>OCWD-NYC</td>
<td>IRWD-NYC</td>
<td>CSDA-Watch</td>
</tr>
<tr>
<td>AB 1201</td>
<td>Salas [D]</td>
<td><strong>Fish and wildlife: Sacramento-San Joaquin Delta: predation by nonnative species.</strong> 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.</td>
<td></td>
<td>ACWA-Support</td>
<td>Meeting Support</td>
<td>MWDOC-NYC</td>
<td>OCWD-NYC</td>
<td>IRWD-Support</td>
<td>CSDA-Watch</td>
</tr>
</tbody>
</table>
REPORTS AND INFORMATION ITEMS:

6. REPORT OF THE GENERAL MANAGER:
REPORTS AND INFORMATION ITEMS:

7. DIRECTORS' REPORTS AND COMMENTS:
MEMORANDUM

TO: Legislative & Public Affairs Committee  
FROM: Noelle Collins, Public Affairs Coordinator  
DATE: January 28, 2016  
SUBJECT: Events Evaluations

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

Goal #3: Be financially responsible and transparent.
Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #5: Attract and retain skilled employees.
Goal #6: Provide outstanding customer service.
Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

This item is updated annually at a Legislative & Public Affairs Committee meeting.

DISCUSSION

The Mesa Water District (Mesa Water®) FY 2016 Strategic Public & Government Affairs Plan approved by the Board includes several tactics categorized as: Communications/Publications; Constituent Relations; Water Education; Government/Utility/Water Industry Relations; and, Advocacy & Legislative Affairs. Each of these categories includes targeted events participation to achieve the following benefits for Mesa Water® and those it serves:

• Create opportunities for interactions between Mesa Water® and its constituents—customers (ratepayers) and community members, industry colleagues, elected officials and their consultants and staff, “Well Wishers” and Water Issues Study Group alums, current and former Mesa Water® Directors and staff, and media;

• Facilitate communication and two-way dialogue between Mesa Water® and its constituents about the District’s key messages;

• Educate the District’s constituents about Mesa Water® and water issues in general;

• Reach a large number of Mesa Water® customers and community members;

• Demonstrate Mesa Water’s community and industry leadership by partnering with appropriate high-profile events;
• Connect with high-profile Mesa Water® constituents, including influential civic and community leaders;

• Engage local and regional influencers, along with Mesa Water’s constituents, to serve as informed brand ambassadors on the District’s behalf; and,

• Garner positive attention from targeted media.

Organizations of all sizes and types use events as a strategic outreach tool. The most common measurement used by marketing professionals to evaluate events is the “cost per reach” which is also known as “cost per touch” (CPT) indicating how much it cost -- including materials expenses and participation fees (if any), plus the cost of staffing the event with employees -- for each “touchpoint” to reach each constituent via an organization’s event participation.

In calendar year 2015, Mesa Water® participated in 23 events consisting of 45 days total; one or more of the District’s Directors were present at 13 of these events. For each of Mesa Water’s 23 events during calendar year 2015, staff qualified and quantified the costs, reach, and “cost per touch” for the District’s participation as follows:

<table>
<thead>
<tr>
<th>Total Cost</th>
<th>Total Reach</th>
<th>CPT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staffing</td>
<td>$ 20,997</td>
<td></td>
</tr>
<tr>
<td>Materials</td>
<td>$100,622</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$121,619</td>
<td>69,723</td>
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<tr>
<td></td>
<td></td>
<td>$1.74</td>
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</table>

<table>
<thead>
<tr>
<th>Average Cost</th>
<th>Average Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>(23 events)</td>
<td>(23 events)</td>
</tr>
<tr>
<td>Staffing</td>
<td>$ 912</td>
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<tr>
<td>Materials</td>
<td>$ 4,375</td>
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<tr>
<td>Total On Average</td>
<td>$ 5,287</td>
</tr>
<tr>
<td></td>
<td>$1.74</td>
</tr>
</tbody>
</table>

For each event, the reach is defined as the number of people at the event who are in Mesa Water’s target audience (i.e., customers, community members, etc.). The event CPT represents the cost to reach each Mesa Water® constituent, and is derived by dividing the total event cost by the total event reach. Thus, a lower CPT -- or cost per person reached -- is better, resulting from events that have a lower cost and a higher reach.

Presented for the Board’s review is a chart prepared from Mesa Water’s events evaluations data for calendar year 2015, comparing event costs with reach and CPT. At future LPAC meetings, staff will recommend specific events for improvement and/or discontinuation to potentially be replaced by another event during this or next fiscal year, based on the CPT quantitative measurements and several other qualitative factors pertaining to the event, including but not limited to the following: event location and timing; materials and staffing required; whether or not Mesa Water’s Directors attended/participated; recognition by and/or partnership with a key Mesa Water® customer or constituent; traction and the type(s) of audience reached; positive publicity and visibility for Mesa Water® as a result of its event participation; and/or, the event’s purpose and its relevance to the District’s vision, mission, and strategic plan goals.
Furthermore, in addition to the events evaluated herein, during calendar year 2015, Mesa Water® has participated in over 100 constituent relations activities/meetings with customers, community members/organizations and “Well Wisher”, industry associations/colleagues, elected officials and their consultants and staff, internal contacts, and media representatives. Lastly, Mesa Water® has contributed (as auction, drawing and/or raffle prizes) a total of 20 water-wise buckets, 2 hydrants (a program which has since been discontinued), and various swag in addition to/conjunction with its events participation during calendar year 2015.

FINANCIAL IMPACT

None.

ATTACHMENTS

Attachment A – Cost Per Touch Graph
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: January 28, 2016
SUBJECT: Mesa Water® Copyright and Trademark

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION


DISCUSSION

Mesa Water’s logo copyright was approved by the U.S. Copyright Office on October 1, 2013. The copyright © symbol is required at all times in the use of the District’s logo and remains in effect for 75 years.

The Mesa Water® trademark was approved by the U.S. Patent and Trademark Office on January 21, 2014. When the trademark is used, it should be prominent. If the term “Mesa Water” is used multiple times in one document, it should be used prominently at least once.

The trademark requires the District to file an affidavit of use during the 5th/6th year of use (after January 20, 2019, but no later than January 20, 2020), and on each 10th anniversary afterwards (no later than 1/21/2024, 1/21/2034, 1/21/2044, etc.). The cost for the affidavit to be filed in 2020 will be $800 and each subsequent filing costs $1,000.

FINANCIAL IMPACT

None.

ATTACHMENTS

None.
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.

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 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 agendized 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.
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 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, 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.

Attached is Fraser Communications’ status update memo to Mesa Water® regarding the campaign as of January 15, 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 key messages developed for Mesa Water’s Board and staff:

- This is 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.

- Although we’ve had some rain, so far, 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 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 multi-unit residences -- to turn off all outdoor sprinklers now through February 29, 2016, except:
  - single-family homes which may water with sprinklers Saturdays only before 8:00 a.m. or after 5:00 p.m., or any day if using a hand-held watering can, bucket or hose with a water shut-off nozzle, before 8:00 a.m. or after 5:00 p.m.;
  - if watering with recycled water (“purple pipe”); or,
  - if using rain barrels or other methods for collecting and re-using rainwater.

- The cooler and shorter winter days combined with the wet El Niño weather will sustain landscapes through the season. Furthermore, no watering is allowed during, or within 48 hours following, measurable rainfall (which causes puddles to form).

- 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!

\(\text{NOTE: Designed to reach all 108,000 residents in Mesa Water’s service area, the cost of the current “drought-reach” campaign is $150,000, equaling less than $1.40 per resident and representing less than ½ percent of the District’s FY 2016 budget of $31 million. From a return on investment standpoint, the campaign’s total impressions is approximately 4,521,216 -- reaching those who live and/or work in/visit Mesa Water’s service area -- totaling just under 3 ½ cents per impression.}\)
FINANCIAL IMPACT

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

<table>
<thead>
<tr>
<th></th>
<th>Project Estimate Amounts</th>
<th>Project Cost Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Project Estimate (FY 2015)</td>
<td>$ 178,731</td>
<td></td>
</tr>
<tr>
<td>Original Contract</td>
<td>$ 178,731</td>
<td></td>
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<tr>
<td>Change orders #1-3</td>
<td>$ 390,000</td>
<td></td>
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<tr>
<td>Revised Contracts</td>
<td>$ 568,731</td>
<td></td>
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<tr>
<td>Actual spent to date</td>
<td>$ 416,728</td>
<td></td>
</tr>
<tr>
<td>Revised Project Estimate</td>
<td>$ 568,731</td>
<td></td>
</tr>
</tbody>
</table>

ATTACHMENTS

Attachment A: Fraser Communications Memo
Attachment B: Water Use Comparisons 2013/2014/2015/2016
MESA WATER DISTRICT “DROUGHT-REACH” STATUS MEMO
January 15, 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.

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.

Fraser has developed, planned and scheduled a new winter campaign to support no outdoor watering with sprinklers throughout Mesa Water’s service area. The purpose of the new winter campaign is to educate all residences, businesses and public agencies in the 18-square-mile area that Mesa Water® serves. The campaign will run mid-December 2015 through March 2016 via multiple communications touchpoints including: mailer, door hanger, bill stuffer, billboards, newspaper, digital, 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
• Mesa Water Truck Magnets/Vinyl’s, English
• Mailer, 2-sided, 6” x 11” English and Spanish to 52,000 residents, renters and rate payers–week of 11/30
• Door Hanger, 2-sided, English and Spanish to 20,000 residential and renters–week of 11/30
• Newspaper, full page color insertions each:
  o Newport Beach Costa Mesa Current w/ front page “Post-it Note”–12/3
  o Daily Pilot–12/4
  o Excelsior (Spanish)–12/4
• (1) E-Mail to 87,497 all residents and those who work in the Mesa Water service area–12/15

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:
  o Daily Pilot–12/25
  o Excelsior (Spanish)–12/25
  o 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

Completed as of January 15, 2016
• Mesa Water Saver webpage text translated into Spanish
• Truck Tail Magnets printed and installed
• 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 posting
• Outdoor Billboard posted
• Email blast deployed
• Digital ad banner program and Pandora running
Total Rated Paid Media Campaign Impressions:
- 4,521,216

Budget
The total budget approved for the “Drought-Reach” program is $150,000. The campaign’s return on investment is just under 3 ½ cents cost per impression.
<table>
<thead>
<tr>
<th>Month</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>% DIFF (Prev Year)</th>
<th>% DIFF (Prev Year)</th>
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<td>Jan</td>
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<td>1342.5</td>
<td>1173.5</td>
<td>-12.1%</td>
<td>-23.2%</td>
</tr>
<tr>
<td>Feb</td>
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<td>1275.8</td>
<td>1119.0</td>
<td>+6.6%</td>
<td>-6.5%</td>
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<tr>
<td>Mar</td>
<td>1634.0</td>
<td>1326.5</td>
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<td>Apr</td>
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<td>Jul</td>
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<td>1805.3</td>
<td>1333.3</td>
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<tr>
<td>Aug</td>
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<td>1264.0</td>
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<td>-25.7%</td>
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<tr>
<td>Sep</td>
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<td>1555.6</td>
<td>1264.3</td>
<td>+1.2%</td>
<td>-17.8%</td>
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<tr>
<td>Oct</td>
<td>1369.5</td>
<td>1532.2</td>
<td>1169.3</td>
<td>+11.9%</td>
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</tr>
<tr>
<td>Nov</td>
<td>1238.1</td>
<td>1340.2</td>
<td>1049.6</td>
<td>+8.2%</td>
<td>-5.6%</td>
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<tr>
<td>Dec</td>
<td>1236.3</td>
<td>1017.5</td>
<td>15,139.7</td>
<td>-17.7%</td>
<td>-15.1%</td>
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<td>YTD TOTAL</td>
<td>18,209.3</td>
<td>17,845.2</td>
<td>15,139.7</td>
<td></td>
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</tr>
</tbody>
</table>

**Potable Monthly Water Production**

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: January 28, 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 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® 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. Water Issues Study Group, Mesa Water Boardroom, January 27 at 6 p.m.
b. 5th Grade Assembly, Kaiser Elementary on February 1 at 9:30 a.m.

c. Water Issues Study Group, Mesa Water Boardroom, February 10 at 6 p.m.

d. Water Issues Study Group, Mesa Water Reliability Facility (MWRF), February 24 at 6 p.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 MWRF tours.

3. Town Hall Talks – Mesa Water® hosted three town hall talks and tours this fall, with a combined total of 65 constituents in attendance.

4. “Well Wisher” Meetings – To date, Mesa Water® has received 327 “Well Wisher” support cards and hosted 1,101 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, 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

$700,875 is budgeted in fiscal year 2016 (for the Public & Government Affairs department’s total expenses); $371,451 of funds have been spent to date in fiscal year 2016.

ATTACHMENTS

None.