



*Dedicated to
Satisfying our Community's
Water Needs*

REVISED AGENDA

**MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, June 25, 2015**

**1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING Thursday, June 25, 2015 at 3:30 p.m.

**Teleconference Site:
Drury Inn & Suites Convention Center
88 East Nationwide Blvd., Columbus, OH 43215
(614) 221-7008
6:30 p.m. Eastern Standard Time**

**(Members of the Public may attend and participate in the meeting at both locations.
Notice indicating the room number of the teleconference site will be posted in the Drury
Inn & Suites lobby.)**

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

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

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

PRESENTATION AND DISCUSSION ITEMS:

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

1. Legislative Consulting Services Update
2. Social Media Metrics

ACTION ITEMS:

3. Association of California Water Agencies Region 10 Vice Chair Nomination Support

REPORTS:

4. Advocacy Consulting Services Report
5. Legislative Consulting Services Report
6. Report of the General Manager



7. Directors' Reports and Comments

INFORMATION ITEMS:

8. Drought-Reach 2.0 Update

9. Outreach Update

In compliance with California law and the Americans with Disabilities Act, if you need disability-related modifications or accommodations, including auxiliary aids or services in order to participate in the meeting, or if you need the agenda provided in an alternative format, please contact the District Secretary at (949) 631-1206. Notification 48 hours prior to the meeting will enable Mesa Water District (Mesa Water®) to make reasonable arrangements to accommodate your requests.

Agenda materials that are public records, which have been distributed to a majority of the Mesa Water Board of Directors (Board), will be available for public inspection at the District Boardroom, 1965 Placentia Avenue, Costa Mesa, CA and on Mesa Water's website at www.MesaWater.org. If materials are distributed to the Board less than 72 hours prior or during the meeting, the materials will be available at the time of the meeting.

ADJOURNMENT



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: June 25, 2015
SUBJECT: Legislative Consulting Services Update

RECOMMENDATION

Receive the presentation for information only. No action is requested at this time.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

This presentation is provided quarterly at a meeting of the Legislative & Public Affairs Committee (LPAC). The next presentation will be at the September 24, 2015 LPAC meeting.

DISCUSSION

Mesa Water District (Mesa Water®) receives legislative consulting services from Townsend Public Affairs (TPA). At the Board's request, a TPA representative will provide a brief presentation to the Legislative & Public Affairs Committee regarding: 1) TPA's activities for Mesa Water®; 2) a legislative recap of the first half of this calendar year; 3) a look ahead into what's upcoming for the rest of the 2015-16 legislative session; and, 4) information about priority legislation of interest to Mesa Water®.

FINANCIAL IMPACT

\$36,000 was budgeted in the FY 2015 budget for legislative consulting services, funded from the Public & Government Affairs department's expense budget. An additional \$12,000 was allocated in December 2014, for a grand total of \$48,000 in the FY 2015 budget for legislative consulting services, funded from the Public & Government Affairs department's expense budget. To date, \$41,000 has been spent, with a remaining balance of \$7,000 in this account.

ATTACHMENTS

None.

MEMORANDUM



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TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: June 25, 2015
SUBJECT: Social Media Metrics

RECOMMENDATION

Receive the presentation for information only. No action is requested at this time.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

This item is updated quarterly for the Legislative & Public Affairs Committee.

DISCUSSION

As part of the Mesa Water District (Mesa Water®) FY 2015 Public & Government Affairs plan, staff manages three social media platforms to directly share the District's messages with customers, elected officials, industry colleagues, media, Mesa Water® employees, and the public. The three platforms include Facebook, Instagram, and Twitter. Mesa Water® additionally participates, to a lesser extent, on LinkedIn and YouTube.

Mesa Water's followers on Facebook, Instagram, and Twitter have grown organically over the past year, with small, periodic investments in Facebook ads, most recently through the Mesa Water Saver campaign. Each account is currently reaching the following number of people:

Facebook –	Q4: 533	Q3: 480	(+11%)
Instagram –	Q4: 86	Q3: 72	(+19%)
Twitter –	Q4: 123	Q3: 89	(+38%)

Mesa Water® has committed to two posts each week. These include #MesaWaterMonday and #WaterWiseWednesday. In addition, staff posts regular updates about events, news about the drought, water use efficiency programs, education outreach, operations and maintenance of the water delivery system, Board meeting presentations, and more.

Staff has found that "humanizing" posts has resulted in increased responses from followers. For example, posts focused on crews working on the field, staff retiring, and events receive more positive responses than posts without people.

Staff continues to plan, strategize, and implement Mesa Water's social media outreach to further



the District's online presence and grow support from the online community.

FINANCIAL IMPACT

The Public & Government Affairs department's FY 2015 expense budget totals \$609,656 (representing the initial \$388,925 budget, plus \$42,000 for additional advocacy, and \$178,731 for "drought-reach"). To date, \$521,982 has been spent, with a remaining balance of \$87,674.

ATTACHMENTS

None.

MEMORANDUM



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TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: June 25, 2015
SUBJECT: Association of California Water Agencies Region 10
Vice Chair Nomination Support

RECOMMENDATION

Approve a support letter nominating Cathy Green as Vice Chair for the Association of California Water Agencies Region 10 Board of Directors.

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

None.

DISCUSSION

On May 11, 2015, Mesa Water District (Mesa Water®) received notification from the Association of California Water Agencies (ACWA) seeking nominations for candidates for the Region 10 Board of Directors for the 2016-2017 term.

The ACWA Region 10 Board is comprised of a Chair, Vice Chair, and up to five additional Board member positions, with three of those positions open to Orange County candidates for the 2016-2017 term.

On June 23, 2015, Mesa Water® received a letter from Orange County Water District (OCWD) requesting Mesa Water's support of OCWD President Cathy Green as Vice Chair for ACWA's Region 10 Board of Directors.

The ACWA Board election begins on July 31, 2015, when the Region nominating committees announce their recommended slate of candidates. An official electronic ballot identifying the recommended slate and any additional candidates for consideration will be sent to all ACWA member agencies on that date. Only one ballot per agency will be accepted. All region election ballots must be received at ACWA by Sept. 30, 2015, and election results will be announced on Oct. 5, 2015.

For ACWA Region 10, the Orange County nominating committee members are OCWD Director Phil Anthony, and El Toro Water District General Manager Robert Hill, and they determine candidates for the Orange County slate.



FINANCIAL IMPACT

There is no financial impact.

ATTACHMENTS

Attachment A: Draft Support Letter



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BOARD OF DIRECTORS

Shawn Dewane
*President
Division V*

Ethan Temianka
*Vice President
Division III*

Jim Atkinson
*Director
Division IV*

Fred R. Bockmiller, Jr., P.E.
*Director
Division I*

James R. Fisler
*Director
Division II*

Paul E. Shoenberger, P.E.
General Manager

Coleen L. Monteleone
District Secretary

Andrew N. Hamilton
District Treasurer

**Bowie, Arneson,
Wiles & Giannone**
Legal Counsel

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MesaWater.org

June 25, 2015

Region 10 Nominating Committee c/o Brendan Ida
Association of California Water Agencies (ACWA)
910 K Street, Suite 100
Sacramento, CA 95814

RE: ACWA Region 10 Nominating Committee Recommendation--
Support for Cathy Green as Vice Chair

Dear Mr. Ida:

On behalf of Mesa Water District (Mesa Water®), it is a great honor to recommend and support Cathy Green for election to the Association of California Water Agencies (ACWA) Region 10 Board as Vice Chair.

Since 2002, Cathy Green has served as ACWA Region 10 Director, as a member of the ACWA State Legislative Committee, and on ACWA's Water Quality Committee. Additionally, she has participated in the Water Advisory Committee for Orange County (WACO).

Cathy Green currently serves as President of the Board of Directors for the Orange County Water District (OCWD). She was elected to the OCWD Board of Directors in November 2010, was re-elected in 2012, and was selected by OCWD's Board to serve as its 2013 and 2014 1st Vice President.

Prior to President Green's service on OCWD's Board, she was elected to two consecutive terms on the Huntington Beach City Council where she also served two terms as Mayor. Furthermore, President Green has been involved as a Council liaison and committee member on many city boards, commissions and committees. In addition, President Green holds a degree in law and is a registered nurse.

Due to her extensive leadership role in local government, her experience and guidance at OCWD, WACO and ACWA, and her extensive knowledge of water-related issues facing ACWA Region 10, Mesa Water® recommends and supports the nomination of Cathy Green to the ACWA Region 10 Board as Vice Chair.

Sincerely,

Shawn Dewane
Mesa Water Board President

MEMORANDUM



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TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: June 25, 2015
SUBJECT: Advocacy Consulting Services Report

RECOMMENDATION

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

STRATEGIC PLAN

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

Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

Staff will provide a verbal report to the Board.

FINANCIAL IMPACT

\$48,000 was budgeted in the FY 2015 budget for advocacy consulting services, funded from the Public & Government Affairs department's expense budget. An additional \$12,000 was allocated in September 2014, followed by an additional \$18,000 allocated in December 2014, for a grand total of \$78,000 in the FY 2015 budget for advocacy consulting services, funded from the Public & Government Affairs department's expense budget. To date, \$63,840 has been spent, with a remaining balance of \$14,160 in this account.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: June 25, 2015
SUBJECT: Legislative Consulting Services Report

RECOMMENDATION

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

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

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

FINANCIAL IMPACT

\$36,000 was budgeted in the FY 2015 budget for legislative consulting services, funded from the Public & Government Affairs department's expense budget. An additional \$12,000 was allocated in December 2014, for a grand total of \$48,000 in the FY 2015 budget for legislative consulting services, funded from the Public & Government Affairs department's expense budget. To date, \$41,000 has been spent, with a remaining balance of \$7,000 in this account.

ATTACHMENTS

Attachment A: Report & Legislation Matrix



MEMORANDUM

To: Mesa Water®

From: Townsend Public Affairs, Inc.

Date: June 16, 2015

Subject: Monthly Political and Activity Report

Specific Activities for the Month:

- Throughout the month of June, TPA provided Mesa Water with timely updates on the budget negotiation process.
- TPA provided Mesa Water staff with updated amendment language to SB 355 (Lara). The amendments preserve the Orange County seats on the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy Board.
- TPA provided Mesa Water with letters of opposition on two sections of the drought trailer bill: fee restructuring of the state's Drinking Water Program fee formula and mandated consolidations of public water systems. TPA also communicated Mesa Water's position to Assemblymember Harper and Senator Moorlach.
- TPA updated the Mesa Water® legislative matrix to include support and oppose positions for ACWA, CSDA, MET, MWDOC, IRWD and OCWD.
- On June 11, TPA participated in the Metropolitan Water Legislative Update call.
- TPA monitored the SAWPA Proposition 84 Call for Projects process and provided updates to Mesa Water staff on the discussion surrounding eligibility gates.

State Political Update

All attention in the Capitol over the past several weeks has been centered on finalizing the State Budget and moving legislation through the House-of-Origin deadline.

In addition to the funding included in the Governor's May Revise to address the ongoing drought, the Administration has released several proposals, relating to the drought and water districts, for possible inclusion in a budget trailer bill(s). While a few of the proposals, such as local enforcement authority to enforce drought related fines, are new items that are directly tied to the current drought, many of the proposals are re-introductions of legislation that has previously stalled in the Legislature. Among the items that are now being introduced as being drought related are: public well logs, sub-metering for multi-unit structures, and mandated consolidation for small water systems that fail to provide safe drinking water. The water community, along with many other public agency advocates, has expressed strong opposition to many of the proposals that have been brought forward for potential inclusion in the final budget package. Unfortunately, the Administration is increasingly releasing major policy changes through the budget trailer bill process, as opposed to introducing legislation that can be more thoroughly vetted through the normal legislative process. This results in significantly less time to evaluate proposals for potential impacts, and less time for legislators to consider such policy changes and how they would impact their districts.

The week of June 8, the Budget Conference Committee met to work out the differences in the budget actions that were taken by the Assembly and Senate Budget committees. On June 15, the Legislature passed a budget, thereby meeting their constitutional mandate to adopt a spending plan prior to June 15th; however, much work still remains. The action taken, to pass the main budget bill and four of the trailer bills, does not address many of the outstanding issues that are still being negotiated between the Legislature and the Governor, including the drought trailer bill.

The main budget bill, AB 93, passed out of the Legislature on party-line votes in each House of the Legislature. The spending plan includes \$117.5 billion in General Fund spending and establishes total reserves of \$5.7 billion (\$1.5 billion in regular reserve and \$4.2 billion in the State's rainy day fund). The budget spending level is based on the Legislative Analyst's Office revenue projections for the upcoming year, which are over \$3 billion above the projections from the Governor's Office. AB 93 also reflects other major priorities of the Legislature, including: increased investments in early childhood education, increased funding for K-12 education and higher education, reducing poverty through the establishment of a State-level Earned Income Tax Credit, and restores funding in the area of health care.

In addition to the main budget bill, the Legislature also approved four trailer bills. The trailer bills approved today were: AB 95 (transportation), AB 114 (public works), AB 116 (budget augmentation), and AB 119 (skilled nursing facilities fee). These measures are relatively non-controversial and implement portions of the budget. While the Legislature met its constitutional requirement with today's actions, everyone acknowledges that a significant amount of work needs to be done to before the budget will be complete. As mentioned above, the Governor's Office is not in agreement with the revenue level that the Legislature's budget is based upon, so it is unclear if the Governor will exercise his line item veto authority to trim the budget to a more adequate spending level, or if he may even veto the entire budget and send it back to the Legislature. Once presented for his consideration, the Governor has twelve days to act on the measures that were approved today.

One of the main sticking points that had existed between the Governor and the Legislature was the level of spending to be included in the upcoming budget. An agreement was announced on June 16

that would utilize the Governor's revenue projections that were included in the May Revise and contain approximately \$61 million in spending above what was proposed in the May Revise. The total spending in the budget agreement is approximately \$2 billion less than what the Legislature approved on June 15.

There were several items that the Governor and Legislative Leadership focused on in the announcement of the new overall budget deal, including:

- Additional funding for CSU to expand access to California students. The UC is also eligible to receive additional funding if they can show that they will admit 5,000 additional California students by the 2016-17 academic year.
- A one-time block grant of \$500 million (Proposition 98) for teacher effectiveness.
- \$265 million to fund 7,000 new preschool slots and 6,800 new childcare slots. This was more than originally proposed by the Governor, but less than included in the Legislature's budget.
- \$40 million in expanded Medi-Care spending to cover all low-income undocumented children. This had been a priority of the Legislative Democrats.

The Governor will be calling two special sessions of the Legislature to deal with issues that they were not able to resolve during the budget negotiations: transportation infrastructure funding and health care financing. The Governor's Office is still negotiating with the Legislature on a number of proposals that will be contained in the remainder of the budget trailer bills. These trailer bills are the pieces of legislation that implement the provisions of the budget, and as such, are just as important as the main budget bill that was approved today

Legislation

All legislation needed to pass out of their house of origin by June 5. Legislation that has made it out of their initial house, will now move to the opposite house and be assigned to policy committees. July 17 is the last day for policy committees to meet and report bills, before the Legislature adjourns for Summer Recess on the 17. The Legislature will return on August 17 to continue to the legislative process before the last day of session on September 11.

TPA has provided an attached matrix which outlines high priority legislation of interest to Mesa Water. A few key bills are further detailed below.

SB 385 (Hueso) Primary drinking water standards: hexavalent chromium: compliance plan.

The bill would allow, until January 1, 2020, the SWRCB to grant a period of time to reach compliance with the state's hexavalent chromium standard by approving a compliance plan. The legislation passed the Senate and has been double referred in the Assembly to the Committee on Environmental Safety and Toxic Materials and the Assembly Judiciary Committee.

AB 291 (Medina) - CEQA

The Association of California Water Agencies (ACWA) sponsored bill has passed the Assembly and is scheduled to be heard in the Senate Environmental Quality Committee on July 1. The bill was amended on April 15, and allows any notice that was previously to be filed with each county clerk to instead be mailed to the county clerk. Previous language in AB 291 allowed notices to be filed exclusively with the clerk in the county where the local agency's principal office was located in lieu of filing with each county.

SB 355 (Lara) – San Gabriel and Lower Los Angeles Rivers and Mountain Conservancy

On June 15, this bill was amended to preserve the two Orange County seats on the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy Board. Both seats will be filled by members of the Orange County Division of the League of California Cities. TPA was working closely with Mesa Water and the bill author on this legislation. The bill is scheduled to be heard in the Senate Natural Resources Committee on June 22.

Federal Political Update

After the Memorial Day weeklong recess, Congress resumed their efforts to pass the remaining appropriations bills. The U.S. House of Representatives (House) has cleared the Commerce Science and Justice (CJS) Appropriations bill, and the U.S. Senate (Senate) has cleared their version of the CJS appropriations bill from the Senate Appropriations Subcommittee. The House has also cleared the Transportation, Housing and Urban Development (T-HUD) Appropriations bill and the Defense Appropriations bill has cleared the House and the Senate subcommittee on Defense appropriations.

FY16 Appropriations Related to Water Policy

Last month, the House cleared the Energy and Water (E&W) Appropriations bill. The Senate also cleared their version of the E&W appropriations bill out of subcommittee and full committee, the bill now awaits a Senate floor vote. The House and Senate versions of the E&W appropriations bills are similar, below is a summary of the highlights of the legislation.

Energy and Water Appropriations

Below is a summary of the major differences between the House and Senate E&W Appropriations bills.

- The House bill includes \$5.6 billion for the Army Corps of Engineers, specifically for infrastructure and hydropower projects. The Senate bill provides \$5.5 billion for this category.
- The House bill allocates \$1.09 billion for the Interior Department's Bureau of Reclamation while the Senate bill includes \$1.15 billion.
- The Senate version includes \$50 million in emergency drought relief funds.

Administration Update

On June 12, the Obama administration announced it would allocate \$110 million to assist farming and surrounding communities in western states affected by the drought crisis. This will be done in a collaboration among federal agencies. Specifically, the U.S. Department of Agriculture will provide approximately \$30 million in relief this year. The U.S. Department of Labor will provide nearly \$18 million in grants to California for job growth within water infrastructure. Finally, the U.S. Department of Interior will contribute \$10 million on wildfire prevention.

Legislation

Future Drought Relief Legislation:

Congressman Valadao and Senator Feinstein have been leading efforts in this capacity, although no final legislative vehicle was agreed upon last year, and both are continuing to work on the direction of

a potential bipartisan bill this Congress. Senator Feinstein's bill passed in the Senate last year, but was unable to garner enough support to move through the House. Nonetheless, legislators seem optimistic and are working towards a goal of introducing legislation before the scheduled 4th of July recess.



Mesa Water® Priority Legislation

BILL	AUTHOR	HIGH PRIORITY	SUMMARY	LATEST ACTION	MESA WATER POSITION	OTHER POSITIONS
Proposed Legislation						
AB 1	Brown [D]		Drought: local governments: fines. Would prohibit a city, county, or city and county from imposing a fine under any local maintenance ordinance or other relevant ordinance for a failure to water a lawn or having a brown lawn during a period for which the Governor has issued a proclamation of a state of emergency based on drought conditions.	5/7/2015 -Referred to Com. on GOV. & F.		ACWA-NYC Met- NYC MWDOC-Support OCWD-NYC IRWD-NYC CSDA-NYC
AB 2	Alejo [D]		Community revitalization authority. Would authorize certain local agencies to form a community revitalization authority (authority) within a community revitalization and investment area, as defined, to carry out provisions of the Community Redevelopment Law in that area for purposes related to, among other things, infrastructure, affordable housing, and economic revitalization. The bill would provide for the financing of these activities by, among other things, the issuance of bonds serviced by tax increment revenues, and would require the authority to adopt a community revitalization plan for the community revitalization and investment area that includes elements describing and governing revitalization activities.	5/21/15 Referred to Coms. on GOV. & F. and T. & H.		ACWA-NYC Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support
AB 149	Chavez [R]		Urban water management plans. The Urban Water Management Planning Act requires an urban water supplier to submit to the Department of Water Resources a copy of its urban water management plan and requires the department to prepare and submit to the Legislature, on or before December 31, in the years ending in 6 and 1, a report summarizing the status of plans adopted pursuant to the act. This bill, commencing January 1, 2017, would instead require an urban water supplier to update its plan at least once every 5 years on or before December 31 in years ending in 6 and one. The bill would instead require the department to submit its report to the Legislature, on or before December 31, in years ending in 7 and two.	6/9/15 Do pass as amended. To Consent Calendar.		ACWA-NYC Met- Support MWDOC-Support OCWD-NYC IRWD-Support CSDA-NYC
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.	6/8/15 In committee: Set, first hearing. Hearing canceled at the request of author.		ACWA-Support Met- Support MWDOC-Support OCWD-NYC IRWD-NYC CSDA-NYC



Mesa Water® Priority Legislation

AB 327	Gordon [D]		<p>Public works: volunteers. All workers employed on public works projects are required to be paid not less than the general prevailing rate of per diem wages for work, except as specified. Current law governing public works does not apply to specified work performed by a volunteer, a volunteer coordinator, or a member of the California Conservation Corps or a community conservation corps. These provisions are effective only until January 1, 2017, and as of that date are repealed. This bill would extend those provisions until January 1, 2024, at which date those provisions would be repealed. The bill would also delete an obsolete provision. This bill contains other existing laws.</p>	<p><u>5/28/15 Referred to Com. on L. & I.R..</u></p>		<p>ACWA-NYC Met-NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support</p>
AB 341	Achadjian [R]		<p>Financial affairs: reports. Current law requires the officer of each local agency, who has charge of the financial records of the local agency, to furnish to the Controller a report of all the financial transactions of the local agency during the next preceding fiscal year within 90 days of the close of each fiscal year, or within 110 days if the report is furnished in an electronic format. This bill would require the report to contain underlying data from audited financial statements, as specified, if this data is available.</p>	<p><u>6/4/15 Referred to Com. on GOV. & F.</u></p>		<p>ACWA-NYC Met-NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support</p>
AB 585	Melendez [R]		<p>Outdoor Water Efficiency Act of 2015: personal income tax credits: outdoor water efficiency. The Personal Income Tax Law allows various credits against the taxes imposed by that law. This bill, for taxable years beginning on or after January 1, 2015, and before January 1, 2021, or an earlier specified date, would allow a credit equal to 25% of the amount paid or incurred by a qualified taxpayer for water-efficiency improvements made to outdoor landscapes on qualified real property in this state, not to exceed \$2,500 per taxable year, as specified. This bill contains other related provisions.</p>	<p><u>5/18/15 Retained in suspense file.</u></p>		<p>MET-Support</p>
AB 603	Salas [D]		<p>Income taxes: turf removal tax credit. Would, under Personal Income Tax Law and the Corporation Tax Law, 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. The bill would make findings and declarations in this regard. This bill contains other related provisions.</p>	<p><u>5/28/15 Joint Rule 62(a), file notice suspended. In committee: Held under submission.</u></p>		<p>MET-Support</p>



Mesa Water® Priority Legislation

AB 606	Levine [D]		Water Conservation. Would, when the Department of General Services replaces landscaping or irrigation on public property or when new public property is added to the department's statewide property inventory, require the department to reduce water consumption and increase water efficiencies for that property, where feasible, through replacement of landscaping, irrigation timers, or spray sprinkler heads, implementation of recycled water irrigation, or any combination thereof.	<u>6/4/15</u> Referred to Com. on G.O.		ACWA-NYC Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-NYC
AB 617	Perea [D]		Groundwater. Would revise the definition of "groundwater recharge" for the purposes of the Sustainable Groundwater Management Act to permit the inclusion of in-lieu recharge through delivery of water to persons that otherwise extract groundwater, leaving groundwater in the basin. This bill contains other related provisions and other existing laws.	<u>6/2/15</u> In Senate. Read first time. To Com. on RLS. for assignment.		ACWA-Support Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-NYC
AB 1139	Campos [D]		Personal income taxes: credit: turf removal. The Personal Income Tax Law allows various credits against the taxes imposed by that law. This bill would, for taxable years beginning on and after January 1, 2015, allow a credit to a taxpayer participating in a lawn replacement program, as defined, in an amount equal to \$2 per square foot of conventional lawn removed from the taxpayer's property, up to \$50,000 per taxable year, as provided. The bill would make findings and declarations in this regard.	<u>5/4/2015</u> -In committee: Set, first hearing. Hearing canceled at the request of author.		ACWA-NYC Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-NYC
AB 1201	Salas [D]		Fish and wildlife: Sacramento-San Joaquin Delta: predation by nonnative species. Under the California Endangered Species Act, the Department of Fish and Wildlife may authorize the take of listed species if the take is incidental to an otherwise lawful activity and the impacts are minimized and fully mitigated. This bill would require the department, by June 30, 2016, to develop and initiate a science-based approach that addresses predation by nonnative species upon species of fish listed pursuant to the act that reside all or a portion of their lives in the Sacramento-San Joaquin Delta.	<u>6/4/15</u> In Senate. Read first time. To Com. on RLS. for assignment.		ACWA-Support Met- NYC MWDOC-NYC OCWD-NYC IRWD-Support CSDA-NYC
AB 1315	Alejo [D]		Public contracts: water pollution prevention plans: delegation. Would prohibit a public entity, charter city, or charter county from delegating to a contractor the development of a plan, as defined, used to prevent or reduce water pollution or runoff on a public works contract, except as provided. By requiring a public entity, charter city, or charter county to prepare a plan, the bill would impose a state-mandated local program. This bill contains other related provisions and other existing laws.	<u>5/29/15</u> Failed Deadline pursuant to Rule 61(a)(5). (Last location was APPR. on 5/28/2015) (Two Year Bill)		ACWA-NYC Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Oppose



Mesa Water® Priority Legislation

AB 1347	Chiu [D]		<p>Public contracts: claims. Would establish, for contracts entered into on or after January 1, 2016, a claim resolution process applicable to all public entity contracts. The bill would define a claim as a contractor's written demand or assertion, including a request for a modification, contract amendment, or change order, seeking an adjustment or interpretation of the terms of the contract documents, payment of money, extension of time, or other relief, including a determination of disputes or matters arising out of, or related to, the contract documents or the performance of work on a public work. This bill contains other related provisions and other existing laws.</p>	<p><u>6/3/15</u> In Senate. Read first time. To Com. on RLS. for assignment.</p>		<p>ACWA-NYC Met- NYC MWDOC-Oppose OCWD-NYC IRWD-NYC CSDA-NYC</p>
SB 143	Stone [R]		<p>Diamond Valley Reservoir: recreational use. Current law, with certain exceptions, prohibits recreational use, in which there is bodily contact with water, in a reservoir in which water is stored for domestic use and establishes water standards for those exempted reservoirs. This bill would exempt from this prohibition recreational activity in which there is bodily contact with water by any participant in the Diamond Valley Reservoir if certain standards are met. This bill contains other related provisions.</p>	<p><u>5/15/15</u> Failed Deadline pursuant to Rule 61(a)(3). (Last location was E.Q. on 2/5/2015) (Two Year Bill)</p>	<p>Oppose</p>	<p>ACWA-NYC Met- Oppose MWDOC-Oppose OCWD-NYC IRWD-Oppose CSDA-NYC</p>
SB 239	Hertzberg (D)		<p>Local Services: Contracts. Current law permits a city or district to provide extended services, as defined, outside its jurisdictional boundaries only if it first requests and receives written approval from the local agency formation commission in the affected county. Under current law, the commission may authorize a city or district to provide new or extended services outside both its jurisdictional boundaries and its sphere of influence under specified circumstances. This bill would permit a public agency to exercise new or extended services outside the public agency's current service area pursuant to a fire protection reorganization contract, as defined, only if the public agency receives written approval from the local agency formation commission in the affected county.</p>	<p><u>6/2/15</u> In Assembly. Read first time. Held at Desk.</p>		
SB 272	Hertzberg (D)		<p>The California Public Records Act: Local Agencies: Inventory Would require each local agency, in implementing the California Public Records Act, to create a catalog of enterprise systems, as defined, to make the catalog publicly available upon request in the office of the clerk of the agency's legislative body, and to post the catalog on the local agency's Internet Web site. The bill would require the catalog to disclose a list of the enterprise systems utilized by the agency, and, among other things, the current system vendor and product. Because the bill would require local agencies to perform additional duties, it would impose a state-mandated local program. This bill contains other related provisions and other existing laws.</p>	<p><u>6/9/15</u> June 16 hearing postponed by committee.</p>		<p>ACWA-Oppose Met - NYC MWDOC - NYC CSDA - NYC OCWD -NYC IRWD - NYC</p>



Mesa Water® Priority Legislation

SB 355	Lara [D]		<p>San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy. Would require that only one member of the Orange County Division of the League of California Cities be a voting member of the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy, and would require that a resident of a city bordering the Lower Los Angeles River, appointed by the Senator Committee on Rules, be a voting member. The bill would also increase the number of nonvoting members to 9, and would require that one Member of the Senate, appointed by the Senate Committee on Rules, and one Member of the Assembly, appointed by the Speaker of the Assembly, serve as those nonvoting members.</p>	<p>5/14/15 - Passed out of Assembly, Referred to Senate Committee on Natural Resources</p>		<p>OCWD - Oppose unless amended MWDOC - Oppose</p>
SB 385	Hueso [D]		<p>Primary drinking water standards: hexavalent chromium: compliance plan. Would authorize, until January 1, 2020, the State Water Resources Control Board, at the request of a public water system that prepares and submits a compliance plan to the state board, to grant a period of time to achieve compliance with the primary drinking water standard for hexavalent chromium by approving the compliance plan, as prescribed. This bill would require a public water system to provide specified notice regarding the compliance plan to its customers and the public water system to send written status reports to the state board.</p>	<p>6/4/15 Referred to Coms. on E.S. & T.M. and JUD.</p>		<p>ACWA-Support Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-NYC</p>
SB 553	Wolk [D]		<p>Water conservation. Would require the Department of General Services to identify each public property in the department's state property inventory where it is feasible for water consumption to be reduced and water efficiencies to be achieved through implementation of the relevant recommendations made in the model water efficient landscape ordinance and would require the department to implement the relevant recommendations where feasible, except as specified. This bill contains other existing laws.</p>	<p>5/29/15 Failed Deadline pursuant to Rule 61(a)(5). (Last location was APPR. on 5/28/2015) (Two Year Bill)</p>		<p>ACWA-NYC Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-NYC</p>

REPORTS AND INFORMATION ITEMS:

6. REPORT OF THE GENERAL MANAGER:

REPORTS AND INFORMATION ITEMS:

7. DIRECTORS' REPORTS AND COMMENTS:

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: June 25, 2015
SUBJECT: Drought-Reach 2.0 Update

RECOMMENDATION

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

STRATEGIC PLAN

Goal #1: Provide a safe, abundant, and reliable water supply.
Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #6: Provide outstanding customer service.
Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

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

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

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

DISCUSSION

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

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



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

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

Attached is Fraser Communications' status update memo to Mesa Water® regarding the campaign.

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

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

FINANCIAL IMPACT

The total campaign budget approved by the Board is not-to-exceed \$240,000 with a maximum of \$60,000 allocated for FY 2015 and the remainder allocated for FY 2016. To date, \$234,054 has been committed with \$5,946 pending allocation. Spending to date totals \$41,383.



The Public & Government Affairs department's FY 2015 expense budget totals \$609,656 (representing the initial \$388,925 budget, plus \$42,000 for additional advocacy, and \$178,731 for "drought-reach"). To date, \$521,982 has been spent, with a remaining balance of \$87,674.

ATTACHMENTS

Attachment A: Fraser Communications memo

Attachment B: GPCD-Residential 2013/2014/2015

MESA WATER DISTRICT “DROUGHT-REACH” STATUS MEMO

June 18, 2015

Campaign Scope

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

The purpose of this new campaign is to educate all ratepayers and residents to include to all residences, businesses, industrial and institutional water users in the 18-square-mile area covered by Mesa Water District service area, of the new outdoor watering restrictions that took effect on May 14, 2015. The intent of the new ordinance is to reduce residents’ per capita consumption by at least 20%.

The strategy for the campaign messaging will be to clearly outline the new outdoor watering restrictions as well as provide water saving tips and information about available rebates and large landscape surveys available. The campaign focus is on outdoor water usage.

Overarching Campaign Theme Development

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

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

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

JUNE

- KOCI Radio :15 second messages–6/1 start
- Digital Ad Campaign, geo-fenced to the Mesa Water service area –6/22 start
- Pandora streaming radio, geo-fenced to the Mesa Water service area Mesa Water Bill Stuffer, 2-sided, English and Spanish–6/22 start
- Mesa Water Truck Magnets/Vinyl’s, English and Spanish

JULY

- Mailer, 2-sided, 6" x 11" English and Spanish to 30,500 residents and rate payers–week of 7/6
- (1) Door Hanger, 2-sided, English and Spanish to 30,000 (est.) residential and renters–week of 7/6
- Print, full page color insertion: Costa Mesa Chamber Newsletter

JULY/AUGUST

- (2) In-Cinema Advertising; :30 Video–starts 6/29
- (4) Gas Pump Toppers; :30 Video–starts 7/6
- (12) Office Building Lobby and Elevators–starts 7/6
- Newspaper, two full page color insertions each:
 - Daily Pilot–7/10 & 8/7
 - Newport Beach Costa Mesa Current w/ front page “Post-it Note”–7/16 & 8/13
 - Excelsior (Spanish)–7/17 & 8/14
- (2) E-Mails to 87,497 all residents and those who work in the Mesa Water service area – 7/21 & 8/18
- OC Fair Sponsorship to include (5) Information Booth Signs–runs 7/17-8/16

JULY/AUGUST/SEPTEMBER

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

AUGUST

- (9) Bus Shelters–posts 7/27

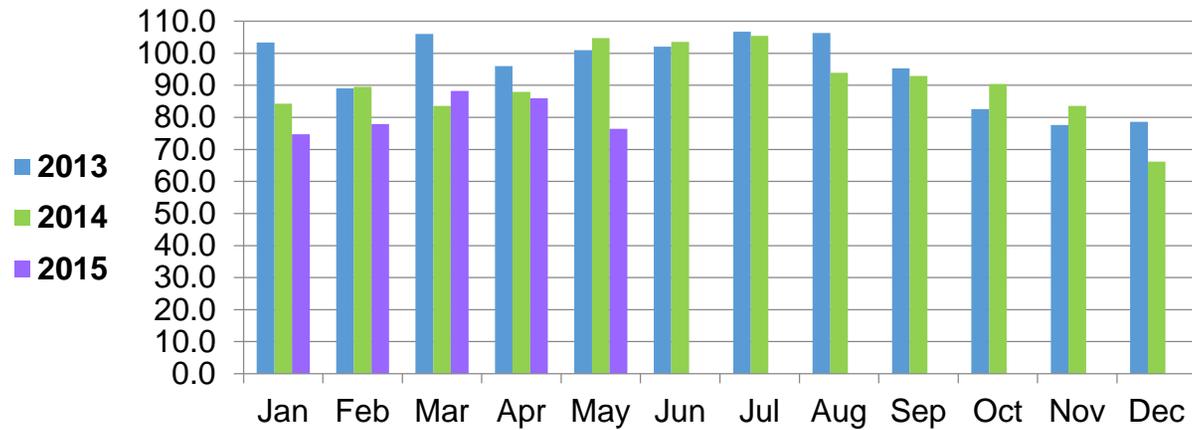
AUGUST/SEPTEMBER

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

Completed as of June 15, 2015

- KOCI radio 15's written
- Social Media posts written
- Digital and Pandora ad banner programming
- Costa Mesa Recreation Guide and Costa Mesa Chamber Newsletter final ads released to pubs
- Mesa Water Saver webpage text translated into Spanish
- Bill Stuffer released to print
- :30 Animated Video completed and released to the media vendors
- Outdoor Billboard art released to print
- OC Fair Sign and Flyer mechanicals released to print
- Bus Shelter art released to print
- Lobby and Elevator signs released to the vendor
- Mailer release to print

Monthly Residential-GPCD



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

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: June 25, 2015
SUBJECT: Outreach Update

RECOMMENDATION

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

STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #6: Provide outstanding customer service.
Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

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

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

Mesa Water® constituents include external audiences -- such as customers; community members; elected officials; industry colleagues, water districts and special districts; and, media -- as well as internal audiences such as current and former Mesa Water® staff and Board members.

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

1. Community Outreach Events – Staff has planned Mesa Water's participation in and/or sponsorship support of the following events since the last Legislative & Public Affairs Committee meeting: Concerts in the Park – every Tuesday in July, (7/7, 7/14, 7/21, & 7/28), from 5:30-7:45pm; and Water Wise Wednesdays at the OC Fair on 7/22 & 7/29 & 8/5 and 8/13 from 1-5pm.



2. Speaker's Bureau – Includes presentations by Mesa Water Board and/or staff member(s) in the community as well as media interviews, including Mesa Water Reliability Facility (MWRF) tours. Staff is hosting the Water Issues Study Group Alumni meeting for Saturday, June 27th from 11am-1pm.
3. Town Hall Talks – For FY 2015, Mesa Water® is planning two town hall talks to address questions regarding the drought and new emergency conservation regulations at the MWRF – one lunchtime chat on Wednesday, July 8, from 11:30am-1pm and one evening chat on Monday, July 13, from 5:30-7pm.
4. "Well Wisher" Meetings – To date, Mesa Water® has received 305 "Well Wisher" support cards and hosted 915 constituents at the MWRF.

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

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

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

- Informing constituents about Southern California's perpetual drought, the historical drought now facing California, and the importance of developing local and cost-effective sources of safe, reliable water for Mesa Water's service area and the region at large;
- Educating Mesa Water® constituents about the importance of water -- and water stewardship -- in order to sustain Southern California's population, quality of life, business, and economy;
- Educating constituents about Mesa Water's stewardship of ratepayer funds and financial responsibility to fund, invest in, and save for the current and future provision of safe and reliable water for the District's service area;
- Informing Mesa Water® constituents of the District's infrastructure improvements to ensure water quality and water reliability for its service area;
- Learning from constituents and evolving as a well-informed Board of Directors;
- Promoting water use efficiency to Mesa Water's customers (ratepayers) and community members to help them save water, money, and the environment;
- For public health and safety reasons, ensuring that Mesa Water® customers and community members know the District as their water provider and as the source of information about water in emergency situations;
- Supporting Mesa Water's service area as an actively involved participant in programs that provide added value and benefits to the community;



- Informing the media of Mesa Water’s activities that benefit the District’s customers and community;
- Empowering Mesa Water’s Board and staff with information that will help them provide the best possible service to the District’s customers and community members; and,
- Strengthening Mesa Water’s industry relations to provide opportunities for improving the District’s business and operations -- including the areas of financial and human resources strength, infrastructure and technological innovation, and setting/supporting policies that have a positive impact on Mesa Water’s service area -- so that the District can continue to provide safe, high-quality, reliable, and affordable water to its customers.

FINANCIAL IMPACT

The Public & Government Affairs department’s FY 2015 expense budget totals \$609,656 (representing the initial \$388,925 budget, plus \$42,000 for additional advocacy, and \$178,731 for “drought-reach”). To date, \$521,982 has been spent, with a remaining balance of \$87,674.

ATTACHMENTS

None.