



*Dedicated to
Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, March 24, 2016
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, March 24, 2016 at 3:30 p.m.**

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

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

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

PRESENTATION AND DISCUSSION ITEMS:

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

1. Legislative Consulting Services Update
2. Social Media Metrics
3. Water Issues Study Group Program

ACTION ITEMS:

None

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. MesaWater.org Upgrade Status
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: March 24, 2016
SUBJECT: Legislative Consulting Services Update

RECOMMENDATION

Receive the presentation.

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 June 23, 2016 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 quarter of this calendar year; 3) a look ahead to the 2016 legislative session; and, 4) information about priority legislation of interest to Mesa Water®.

FINANCIAL IMPACT

In fiscal year 2016, \$60,000 is budgeted; \$40,000 of funds have been spent to date.

ATTACHMENTS

None.

MEMORANDUM



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TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: March 24, 2016
SUBJECT: Social Media Metrics

RECOMMENDATION

This item is provided for discussion only.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

As part of the Mesa Water District (Mesa Water®) FY 2016 Strategic 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 on LinkedIn and YouTube.

Mesa Water's followers on Facebook, Instagram, and Twitter have grown organically, with small, periodic investments in Facebook ads, reaching the following number of people:

	<u>FY 2016</u>		
Facebook –	Q3: 808 (+5%)	Q2: 770 (+7%)	Q1: 718 (+34%)
Instagram –	Q3: 158 (+10%)	Q2: 144 (+24%)	Q1: 116 (+35%)
Twitter –	Q3: 207 (+8%)	Q2: 191 (+14%)	Q1: 168 (+37%)

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.



The second quarter of FY 2016 has been focused almost entirely on the drought and conservation, with some attention given to school assembly programs. Staff is additionally promoting the conservation successes of Mesa Water® customers and neighboring water providers.

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 community.

FINANCIAL IMPACT

In fiscal year 2016, \$700,875 is budgeted (for the Public & Government Affairs department's total expenses); \$423,636 of funds have been spent to date.

ATTACHMENTS

None.

MEMORANDUM



*Dedicated to
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TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: March 24, 2016
SUBJECT: Water Issues Study Group Program

RECOMMENDATION

This item is provided for discussion 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.

PRIOR BOARD ACTION/DISCUSSION

Reformatting the Water Issues Study Group (WISG) program has been discussed at the following Mesa Water District (Mesa Water®) meetings:

- Public Information Committee (LPAC predecessor) on October 10, 2011, and at the Board meeting on November 22, 2011, when it was determined to reformat the program to four (4) meetings, taking place from 6:30 to 8:00 p.m., on the third Wednesday each month from February through May, with an annual alumni meeting in June; and,
- Board meeting on September 12, 2013, when it was determined to reformat the program to three (3) meetings, taking place every other Wednesday, starting the last week of January through February, still from 6:30 to 8:00 p.m., with the final meeting located at the Mesa Water® Reliability Facility (MWRF), and an annual alumni meeting in June.

DISCUSSION

Hosted by Mesa Water's Board of Directors (Board), the District's WISG is an adult educational program that is open to all Mesa Water® constituents. Participants learn more about Mesa Water's history, local water sources, water quality and water use efficiency, as well as general local, regional, statewide and national water issues.

WISG is an outreach opportunity using a Speaker's Bureau format to educate and engage Mesa Water's constituents. WISG is an excellent way to encourage ongoing conversations between Mesa Water® and its constituents, and to empower WISG alumni to serve as District ambassadors.

To promote attendance, WISG is supported with various marketing and publicity communiqués, including: Mesa Water's bill inserts, bill message, newsletter, press release, social media, website, brochures distributed community-wide, and local ads in community publications.



The annual WISG program marked its 30th year in 2016. From 2005 through 2010, the series began in January, offered between 6 and 8 sessions from 7:00 to 9:00 p.m. and, based on available data, the number of RSVP's and attendees at the first session ranged from 12 to 25 people (other data -- such as number of "graduates" -- during this timeframe is inconsistent).

Since 2011, staff has made efforts to continually improve the WISG program for a higher-quality experience and increased attendance, participation, and return on investment ("ROI") as follows:

Year:	Improvements:	ROI:
<p><u>2011</u> 6 sessions (Jan. – June) 7:00 p.m. – 9:00 p.m. 3rd Wed. monthly</p>	<ul style="list-style-type: none"> • Shorter timeframe • Refreshments added 	<ul style="list-style-type: none"> • 33 registered • 13 grads (40%) • ROI - \$160 per grad
<p><u>2012</u> 4 sessions (Feb. – May) 6:30 p.m. – 8:00 p.m. 3rd Wed. monthly</p>	<ul style="list-style-type: none"> • Earlier start/end • Shorter timeframe • Refreshments improved 	<ul style="list-style-type: none"> • 38 registered • 9 grads (24%) • ROI - \$310 per grad
<p><u>2013</u> 4 sessions (Feb. – May) 6:30 p.m. – 8:00 p.m. 3rd Wed. monthly</p>	<ul style="list-style-type: none"> • Presentations improved (better PPTs, longer Q&A) • Handouts improved 	<ul style="list-style-type: none"> • 24 registered • 12 graduates (50%) • ROI - \$283 per grad
<p><u>2014</u> 3 sessions (Jan. – Feb.) 6:30 p.m. – 8:00 p.m. Every other Wed.</p>	<ul style="list-style-type: none"> • Sessions every other week instead of monthly • Added MWRF location for final session 	<ul style="list-style-type: none"> • 49 registered • 29 graduates (59%) • ROI - \$167 per grad
<p><u>2015</u> 3 sessions (Jan. – Feb.) 6:00 p.m. – 8:00 p.m. Every other Wed.</p>	<ul style="list-style-type: none"> • Changed timing to allow for networking & refreshments prior to session start 	<ul style="list-style-type: none"> • 35 registered • 18 graduates (52%) • ROI - \$280 per grad
<p><u>2016</u> 3 sessions (Jan. – Feb.) 6:00 p.m. – 8:00 p.m. Every other Wed.</p>	<ul style="list-style-type: none"> • Changed timing to allow for networking & refreshments prior to session start 	<ul style="list-style-type: none"> • 34 registered • 23 graduates (68%) • ROI - \$249 per grad

In comparison, attendance at the WISG annual alumni meeting (from 2011-2015) has ranged from 30 to 68 participants, with an average of 51 attendees. The alumni meeting ROI (from 2011-2015) has ranged from \$30-\$122 per participant, with an average cost of \$93 per attendee.



To lower costs, decrease the RSVP/attendance attrition, improve ROI, and increase the number of annual WISG participants/graduates (as well as full Board attendance), staff plans to pilot a new format in fiscal year 2017, patterned after the annual alumni meeting as follows:

- all presentations would be offered at one (1) session;
- the session would take place on a Saturday, mid-morning; and,
- the session would be located at the MWRF, including tours (during daylight).

The new format would be piloted in fall 2016 and, pending successful results, a second session would be offered in Spring 2017, followed by the annual alumni meeting in June.

FINANCIAL IMPACT

None.

ATTACHMENTS

None.

MEMORANDUM



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TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: March 24, 2016
SUBJECT: Advocacy Consulting Services Report

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

Staff will provide a verbal report to the Board.

FINANCIAL IMPACT

In fiscal year 2016, \$84,000 is budgeted; \$56,000 of funds have been spent to date.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: March 24, 2016
SUBJECT: Legislative Consulting Services Report

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

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

FINANCIAL IMPACT

In fiscal year 2016, \$60,000 is budgeted; \$40,000 of funds have been spent to date.

ATTACHMENTS

Attachment A: Report & Legislation Matrix

MEMORANDUM

To: Mesa Water®

From: Townsend Public Affairs, Inc.

Date: March 14, 2016

Subject: Monthly Political and Activity Report

Specific Activities for the Month:

- TPA provided updates to Mesa Water staff on priority legislation throughout the month.
- TPA continued to reach out to several organizations and elected officials to request resolutions or certificates to congratulate Mesa Water for achieving a 20 percent water conservation standard. TPA has provided staff with updates on this task. These resolutions or certificates will be presented to Mesa Water at their Board Meeting on April 14.
- On March 8, 2016 TPA monitored a Senate Natural Resources and Water Informational Hearing regarding next steps for water funding and provided notes to staff.
- TPA has scheduled the following advocacy meetings for Mesa Water.
 - City of Costa Mesa Mayor and City Manager – February 12
 - Senator Moorlach – March 11
 - Senator Harper – April 22
- TPA provided Mesa Water staff with updated legislative matrix specific to the legislation being considered by the ACWA state leg committees.
- TPA provided congratulatory letters for Mesa Water to send to retiring Director William Vanderwerff from East Orange County Water District.

State Political Update

The Legislature began the year by focusing on addressing all two-year bills that were subject to the January 31 deadline. January 31 was the last day for each house to pass bills that did not pass out of their house of origin in the previous year. The Legislature then shifted its focus to the February 19 deadline, the last day for any new legislation to be introduced. Before the deadline passed, the Legislature introduced roughly 2,100 new bills for consideration.

On March 7, the California Assembly officially welcomed Assembly Member Anthony Rendon (D – Lakewood) as the next Assembly Speaker. During this ceremony, Assembly Member Toni Atkins addressed the Assembly for the final time as Speaker, congratulating the Assembly on their work during her tenure and on the selection of their next leader. Rendon shared that the State Legislature must continue to be thoughtful about how it helps and provides people with the programs they need to succeed. In order to continue this fight, Rendon will not carry any legislation this year but rather will focus on helping the Assembly to operate with efficiency and collegiality. Rendon concluded his speech with his primary tasks for this coming year:

- **Poverty:** Rendon refers to poverty as the single biggest shadow over the State. Millions of children continue to live in poverty and Rendon wants to give them access to as many opportunities he can so they can succeed in California.
- **Oversight:** Rendon plans to continue to demand that departments and units are held accountable. This will also apply to the State Legislature, as they must seek to be accountable to voters, taxpayers, and each other.
- **Participation:** Rendon wants each and every person to have the ability to participate and engage in civic duties. He plans to focus on participation and engagement in democracy, and in order to do so, barriers to these opportunities must be removed.

Since Speaker Rendon has officially assumed the leadership of the Assembly, he has already announced new committee chairmanships. These changes are significant, as many of the new committee chairs that Speaker Rendon appointed are members, like the Speaker, that are not termed out of the Legislature for eight or ten more years. These members could hold their committee chairmanship for the better part of a decade.

Although the first few months of the year are very busy in Sacramento, the Senate Natural Resources and Water Committee, chaired by Senator Fran Pavley, hosted an informational hearing on March 8. The hearing was titled “California’s Chronically Under Funded Water Needs: Options Moving Forward” and was a continuation of the hearing on November 16, 2015 which served as a fact-finding mission for the Committee. The Legislative Analyst’s Office, as well as a panel of four diverse, influential, and knowledgeable water experts spoke to the Committee about the barriers that water agencies and suppliers face when it comes to funding infrastructure.

A recurring theme of this informational hearing was the continued mention of a public goods charge. While the panelists were split in the opinion of whether or not this was a good idea, there was good information presented to the Committee from both sides. The continual talks relating to a public goods charge is evidence that the Legislature will likely hold additional hearings and discussions to address shortfalls in funding for water infrastructure.

In February, TPA monitored a Joint Hearing of Assembly Water, Parks and Wildlife Committee and Budget Subcommittee #3 on Resources and Transportation. The hearing was generally focused on how Proposition 1 funds are being rolled out throughout the State. During the hearing, the Legislative Analyst Office (LAO) explained that the State has already appropriated approximately \$2.1 billion of the Bond's \$7.5 billion through either the budget process or as emergency funding. For Water Storage projects, an additional \$2.7 billion dollars is continuously appropriated to the California Water Commission and has yet to be awarded in the form of grants. After a roughly \$1.8 billion continuous plan was approved by the Legislature and the Governor, only approximately \$1 billion remains available to the Legislature for future appropriations.

The hearing consisted of two panels of experts who reported on the effect that Proposition 1 has had on their agency, as well as their respective Agency's methods of project selection. A common theme among agency directors was the importance of knowing that the amount of the funding requests almost always exceeds the amount of money available. Agencies have to make tough decisions on which projects will leverage the most dollars and provide the best "bang for the buck". The Committees also received feedback on Proposition 1 uses and perceived priorities from State agencies, State conservancies, Indian Tribes, and local water advocacy groups. The Committees are interested in appropriating the remaining money as soon as possible and want to ensure that agencies are doing all they can to expedite the process.

In addition to infrastructure funding shortfalls, Californians have had to deal with a lack of rain and snow in the state for the last several years. In a recent statement from the California Department of Natural Resources, as of March 1, 2016, statewide snowpack is only 83 percent of the March 1 average. Snowpack is the main source of drinking water in the State and is also used as a metric to measure drought conditions. Many experts predicted a "Godzilla El Nino" to hit California this past season, however so far it has not lived up to the hype. Although California did see an increase in both rainfall and snowpack when compared to last year, the State is still far below its average levels of both. While there is still time for El Nino conditions to strengthen, it seems Mother Nature is not living up to expectations.

State Water Use: January 2016

For the fourth straight month, Californian's conserved the lowest percentage since the Governor's Executive Order in April. Total water saved in the month of January was 17.1 percent when compared with January 2013. The cumulative water savings from June 2015 – January 2016 when compared to the same months in 2013, is now 24.8 percent, or 96 percent of the Governor's goal. This is the first time the cumulative savings efforts of Californians has dipped below the Governor's 25 percent mandated mark. Residential water use declined for the sixth month in a row despite January 2016 being considerably hotter than January 2013. On average, Californian's used 61 residential gallons per person per day in January 2016, a decrease from the 67 residential gallons per person per day used in December 2015.

In January:

- For June through January, the cumulative statewide reduction was 24.8 percent, compared to the same months in 2013. That equates to more than 1.1 million acre-feet of water saved, putting the state 96 percent of the way to meeting the 1.2 million acre-feet savings goal to be achieved by the end of February.
- Due to the lower monthly savings, January saw the lowest level of water supplier compliance to date with 58 percent of suppliers meeting their conservation standards.

Federal Legislative Update

Federal Drought Legislation

Progress towards reconciling differences between the House and Senate drought relief bills remains slow, but there is still hope that a bill may move forward later in this year.

- **House Action:** On February 24, the House Natural Resources Subcommittee on Water, Power and Oceans held a hearing titled "The 2016 California Water Supply Outlook During the El Nino and Three Years of Restricted Water Deliveries." Among its witnesses was Brett Barbre, Director, Municipal Water District of Orange County, who stressed the need for increased surface storage. Barbre stated that "the Colorado system has been in drought conditions for this entire century yet the system has gone for more than 15 years without any shortage conditions" because of its ability to store four times the average runoff. By comparison, Barbre noted that after large storms in Northern California up to 90% of the water coming into the Delta goes out into the ocean.
- **Senate Action:** Senator Dianne Feinstein introduced a revised version of her drought bill on February 10. The new bill, the *California Long-Term Provisions for Water Supply and Short-Term Provisions for Emergency Drought Relief Act* (S.2533), is very similar to the *California Emergency Drought Relief Act of 2015* (S. 1894), the drought relief bill she and Senator Boxer introduced last July. Overall funding remains \$1.3 billion, which includes \$600 million for surface storage, \$200 million for water recycling and \$100 million for desalination. The most significant change in the new Feinstein bill is modified language providing assurances that Delta pumping does not violate the Endangered Species Act, the salmon and smelt biological opinions or state regulations.

Given that the Senate Energy and Natural Resources Committee already held a hearing on S. 1894, it appears likely that Committee Chairman Senator Lisa Murkowski will allow the new bill to move forward to mark-up without requiring a separate hearing. The likely vehicle for moving the bill is likely as a part of a west wide drought and water supply bill being developed now by committee staff in cooperation with other Western state members. Additionally, on February 23 Rep. John Garamendi has indicated that he plans to introduce a House companion to Feinstein's new bill.

Water Conservation Rebate Tax Exemption Bill Introduced

Rep. Jared Huffman (D) and Rep. Dana Rohrabacher (R) introduced legislation to clarify that rebates offered by water utilities for residential water conservation and efficiency or water runoff management improvements are exempt from federal income taxes. The bill seeks to create parity between energy conservation rebates, which were declared nontaxable by Congress in 1992, and water efficiency rebates.

The *Water Conservation Rebate Tax Parity Act* (H.R.4615) clarifies that rebates offered by water districts are not taxable income, but a public benefit intended to reduce water usage by replacing lawns with drought resistant landscaping, installing "gray water" capture systems, or purchasing water-efficient appliances. The bill would apply to rebates offered beginning January 1, 2015.

The bill would benefit thousands of Californians who have participated in dozens of water district's rebate programs over the last two years. Since 2014, Metropolitan Water District of Southern California has authorized \$450 million in conservation rebates directly and through member agencies. Met's program

has led to the removal of 121 million square feet of turf removal (estimated to yield 491 TAF in water savings over 30 years) and the installation of 1.5 million water saving devices (estimated to yield 415 TAF of water savings over the useful life of the device).

Democratic Representatives Ami Bera, Jim Costa, Brad Sherman and Mike Thompson joined as cosponsors. Senator Dianne Feinstein is also considering introducing a companion bill in the Senate.

Flint Aid Package

The Senate deal to move the long-stalled energy bill along with funding to help Flint, Michigan and other communities facing lead contamination in drinking water systems faces new challenges. While there reportedly has been progress on appealing to Senator Mike Lee (R-UT) to lift his hold on the bill, new concerns have emerged from Senator Bill Nelson (D-FL). Nelson put a hold on the bill based on concerns that there may be a GOP-push for an amendment to expand an offshore drilling revenue-sharing program. Consequently, it is unlikely that Majority Leader Mitch McConnell (R-KY) will file cloture to bring the bill to the floor. If McConnell is able to address Nelson and Lee's concerns, the Flint aide compromise package negotiated by Senators James Inhofe (R-OK) and Debbie Stabenow (D-MI) would authorize approximately \$280 million in new funding for the Drinking Water State Revolving Fund (DWSRF), the Water Infrastructure Finance & Innovation Act (WIFIA), and other nationwide water infrastructure programs.

BILL	AUTHOR	SUMMARY	LATEST ACTION	MESA WATER POSITION	OTHER POSITIONS
Mesa Water® Priority Legislation (FY 15-17)					
AB 291	Medina [D]	California Environmental Quality Act: local agencies: notice of determination: water. Would authorize a local agency, for certain water projects, to file the notice with the county clerk of the county in which the local agency's principal office is located in lieu of the county clerk of each county in which the project is located and would, if the local agency exercises this authorization, require the local agency to file the notice with the Office of Planning and Research. This bill contains other existing laws.	Assemblymember Medina does not plan on pursuing AB 291 this session		ACWA-Support Met- Support MWDOC-Support OCWD-NYC IRWD-NYC CSDA-Support
AB 501	Levine [D]	Resources: Delta research Would require a person conducting Delta research, as defined, whose research is funded, in whole or in part, by the state, to take specified actions with regard to the sharing of the primary data, metadata, and other supporting materials created or gathered in the course of that research. The bill would make a researcher ineligible for state funding if the researcher does not substantially comply with these requirements within 6 months of completing the Delta research project, until the researcher complies with those requirements.	Referred to Senate Natural Resources and Water Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
AB 647	Eggman [D]	Groundwater: Would declare that the storing of water underground constitutes a beneficial use of water if the diverted water is used while it is in underground storage for specified purposes. This bill would state the intent of the Legislature that this storage of water underground not injure any legal user of the water involved. This bill would provide that the period for the reversion of a water right does not include any period when the water is being used in the aquifer or storage area or is being held in storage for later application to beneficial use, as prescribed.	Assemblymember Eggman plans on moving forward with this bill. No action yet		ACWA - Watch Met - Support MWDOC - Watch OCWD - Oppose if Amended IRWD - NYC CSDA - Watch
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.	No action		ACWA-Support Met- Support MWDOC-NYC OCWD-NYC IRWD-Support CSDA-Watch

AB 1244	Grey [D]	Water rights: small irrigation use. Would require the State Water Resources Control Board, when adopting general conditions, to consult with the Department of Food and Agriculture and the University of California Cooperative Extension, regarding relevant agricultural information, and with the Department of Fish and Wildlife, regarding potential impacts on fish and wildlife species, for small irrigation use other than for facilities used for frost protection in a prescribed area.	Referred to Senate Natural Resources and Water Committee		ACWA-Support Met- Support MWDOC-NYC OCWD-NYC IRWD-Support CSDA-Watch
AB 1463	Gatto [D]	Onsite treated water. Would require the State Water Resources Control Board, in consultation with the State Department of Public Health, the California Building Standards Commission, and stakeholders, to establish water quality standards and distribution, monitoring, and reporting requirements for onsite water recycling systems prior to authorizing the use of onsite treated water in internal plumbing of residential and commercial buildings. This bill would require onsite treated water to be considered the same as recycled water that is produced on site.	No action		ACWA-Not Favor Unless Amended Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch
AB 1588	Mathis [R]	Water and Wastewater Loan Program: Would require the State Water Resources Control Board to establish a program to provide low-interest loans and grants to local agencies for low-interest loans and grants to eligible applicants for specified purposes relating to drinking water and wastewater treatment. This bill would transfer to the Water and Wastewater Loan and Grant Fund \$10,000,000 from the General Fund. This program will be focused on individual homeowners.	Referred to Assembly Water, Parks, and Wildlife Committee		ACWA-NYC Met-NYC MWDOC-Watch OCWD- NYC IRWD-NYC CSDA-NYC
AB 1647	Waldron [R]	Environmental quality: water storage facilities. The California Environmental Quality Act requires the lead agency to determine whether a project may have a significant effect on the environment based on substantial evidence in light of the whole record. The act exempts certain specified projects from its requirements. This bill would exempt a project to expand the storage capacity of an existing surface water storage facility, or to replace an existing surface water storage facility, that is owned and operated by a public entity if that public entity adopts, by resolution, findings and declarations that the project meets specified criteria.	Referred to Assembly Natural Resources Committee		ACWA-Favor Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Watch
AB 1649	Salas [D]	Proposition 1, Water Storage: Would state the intent of the Legislature to enact legislation to ensure surface water storage is funded and built consistent with the goals of Proposition 1 and that the commission fulfills the original intent of the water storage project provisions of Proposition 1. The bill would make findings and declarations of the Legislature, including, but not limited to, that, of the water storage projects available, the Temperance Flat Dam and Sites Reservoir will meet statewide goals and provide those specified public benefits to the greatest extent.	Introduced 1/12/16		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC

AB 1694	Lackey [R]	Water Quality, Supply, and Infrastructure Improvement Act of 2014: stormwater: multibenefit projects Chapter 7 of Proposition 1 authorizes \$200 million for multibenefit stormwater management projects. This bill would require that special consideration be given to projects that would use cisterns for water storage and flood protection. This bill would also appropriate \$90 million in grants for multibenefit stormwater management projects. (\$100 million has already been appropriation in FY 15-16 and Prop 1 contains \$200 million total for this fund)	Referred to Assembly Water, Parks, and Wildlife Committee		ACWA-Not Favor Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Watch
AB 1713	Eggman [D]	Sacramento-San Joaquin Delta: peripheral canal. Current law requires various state agencies to administer programs relating to water supply, water quality, and flood management in the Sacramento-San Joaquin Delta. The bill would prohibit the construction of a peripheral canal, as defined, unless expressly authorized by an initiative voted on by the voters of California on or after January 1, 2017, and would require the Legislative Analyst's Office to complete a prescribed economic feasibility analysis prior to a vote authorizing the construction of a peripheral canal	Referred to Assembly Water, Parks, and Wildlife Committee	Oppose	ACWA-NYC Met-NYC MWDOC-Oppose OCWD- NYC IRWD-Oppose CSDA-NYC
AB 1738	McCarty [D]	Building Standards: Dark Graywater Would define "dark graywater" as a specified wastewater that comes from kitchen sinks and dishwashers. This bill would require the Department of Housing and Community Development , at the next triennial building standards rulemaking cycle, to adopt and submit for approval building standards for the construction, installation, and alteration of dark graywater systems for indoor and outdoor uses.	Referred to Assembly Environmental Safety and Toxic Materials Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Watch
AB 1749	Mathis [R]	California Environmental Quality Act: exemption: recycled water pipelines CEQA exempts from its requirements projects consisting of the construction or expansion of recycled water pipeline and directly related infrastructure within existing rights of way, and directly related groundwater replenishment, if the project does not affect wetlands or sensitive habitat, and where the construction impacts are fully mitigated, and undertaken for the purpose of mitigating drought conditions for which a state of emergency was proclaimed by the Governor on a certain date. CEQA provides that this exemption remains operative until the state of emergency has expired or until January 1, 2017, whichever occurs first. This bill would extend that date to January 1, 2022	Referred to Assembly Natural Resources Committee		ACWA- Favor/Amend Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Watch

AB 1773	Obernolte [R]	<p>Local government renewable energy self-generation program. Public Utilities Commission (PUC) is vested with regulatory authority over public utilities. Existing law authorizes a local governmental entity, except a joint powers authority, to receive a bill credit to a designated benefiting account, for electricity exported to the electrical grid by an eligible renewable generating facility and requires the PUC to adopt a rate tariff for the benefiting account. This bill would grant a joint powers authority the existing authority of a local governmental entity to receive a bill credit to a designated benefiting account for electricity exported to the electrical grid by an eligible renewable generating facility.</p>	Introduced 2/3/16		ACWA-Favor Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Watch
AB 1842	Levine [D]	<p>Water: pollution: fines. Current law imposes a maximum civil penalty of \$25,000 on a person who discharges various pollutants or other designated materials into the waters of the state. This bill would impose an additional civil penalty of not more than \$10 for each gallon or pound of polluting material discharged. The bill would require that the civil penalty be reduced for every gallon or pound of the illegally discharged material that is recovered and properly disposed of by the responsible party.</p>	Referred to Assembly Water, Parks, and Wildlife Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
AB 1866	Wilk [R]	<p>High-speed rail bond proceeds: redirection: water projects Would provide that no further bonds shall be sold for high-speed rail purposes pursuant to the Safe, Reliable High-Speed Passenger Train Bond Act for the 21st Century, except as specifically provided with respect to an existing appropriation for high-speed rail purposes for early improvement projects in the Phase 1 blended system. The bill, subject to the above exception, would require redirection of the unspent proceeds received from outstanding bonds issued and sold for other high-speed rail purposes prior to the effective date of these provisions, upon appropriation, for use in retiring the debt incurred from the issuance and sale of those outstanding bonds.</p>	Referred to Assembly Transportation Committee and Assembly Water, Parks, and Wildlife Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Watch
AB 1871	Waldron [R]	<p>Desalination. Would provide that it is the intention of the Legislature that when a state agency considers an application relating to desalination that the agency, when considering alternatives, should consider the cost of those alternatives in order to ensure that project financing does not become significantly more expensive or difficult.</p>	Introduced 2/10/16		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Watch

AB 1925	Chang [D]	Desalination: Statewide Goal: The law provides that it is the intention of the Legislature that the Department of Water Resources undertake to find economic and efficient methods of desalting saline water so that desalted water may be made available to help meet the growing water requirements of the state. This bill would establish a goal to desalinate ____ acre-feet of drinking water per year by the year 2025 and ____ acre-feet of drinking water per year by the year 2030.	Referred to Assembly Water, Parks, and Wildlife Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Watch
AB 2022	Gordon [D]	Advanced purified demonstration water: Would authorize the operator of a facility producing advanced purified demonstration water, as defined, to cause that water to be bottled and distributed as samples for educational purposes and to promote water recycling. The bill would prohibit the advanced purified demonstration water from being distributed unless the water meets or is superior to all federal and state drinking water standards. The bill would authorize advanced purified demonstration water to be bottled at a licensed water-bottling plant in compliance with specified provisions.	Referred to Assembly Environmental Safety and Toxic Materials Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- Sponsor IRWD-NYC CSDA-NYC
AB 2040	Melendez [R]	Outdoor Water Efficiency Act of 2016: 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, 2017, and before January 1, 2022, would 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, as specified.	Referred to Assembly Committee on Revenue and Taxation		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
AB 2042	Harper [R]	Water desalination facilities. Would declare the intent of the Legislature to enact legislation relating to water desalination facilities.	Introduced 2/17/16		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
AB 2043	Harper [R]	Desalination. Would state that the Legislature recognizes that desalination is an important local and regional sustainable water supply and reliability option	Introduced 2/17/16		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC

AB 2076	Garcia [D]	Water recycling: beer and wine. Existing law requires the State Water Resources Control Board to establish uniform statewide recycling criteria for each varying type of use of recycled water where the use involves the protection of public health. This bill would require the board to adopt uniform water recycling criteria for the use of recycled water in the manufacture of beer and wine.	Referred to Assembly Environmental Safety and Toxic Materials Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
AB 2198	Brough [R]	Coastal development permits: desalinization facilities. The California Coastal Act of 1976 requires any person wishing to perform or undertake any development in the coastal zone, as defined, to obtain a coastal development permit, except as specified, from the California Coastal Commission or from a local government. This bill would require an application for a coastal development permit for a desalinization project, as described, to be given priority for review, and would require the issuing agency to expedite the processing of any such permit application.	Referred to Assembly Natural Resources Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
AB 2438	Waldron [R]	California Environmental Quality Act: exemption: recycled water pipelines Would, until January 1, 2020, additionally exempt from CEQA a project for the construction and installation of a new pipeline or the maintenance, repair, restoration, reconditioning, relocation, replacement, removal, or demolition of an existing pipeline, not exceeding 8 miles in length, for the distribution of recycled water within a public street, highway, or right-of-way and would require the lead agency to undertake specified activities, including the filing of a notice of exemption for the project with the Office of Planning and Research and the office of the county clerk of each county in which the project is located.	Referred to Assembly Natural Resources Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
AB 2444	Garcia [D]	California Water Quality, Coastal Protection, and Outdoor Access Improvement Act of 2016. Would declare the intent of the Legislature to enact the California Water Quality, Coastal Protection, and Outdoor Access Improvement Act of 2016, which would authorize the issuance of bonds to finance a water quality, coastal protection, and outdoor access improvement program.	Introduced 2/19/16		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
AB 2525	Holden [D]	Water-efficient landscaping. Would require the Department of Water Resources to create the California Water Efficient Landscaping Program for the purpose of encouraging local agencies and water purveyors to use economic incentives that promote the efficient use of water, promote the benefits of consistent landscape ordinances, and support and enhance turf replacement. This bill would create the Water Efficient Landscaping Fund and provide that moneys in the fund are available, upon appropriation by the Legislature, to the department for certain purposes.	Referred to Assembly Water, Parks, and Wildlife Committee and Assembly Local Government Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC

AB 2583	Frazier [R]	Sacramento-San Joaquin Delta Reform Act of 2009 Current law, the Sacramento-San Joaquin Delta Reform Act of 2009, establishes the Delta Stewardship Council and requires the council to develop, adopt, and commence implementation of a comprehensive management plan for the Delta, known as the Delta Plan. This bill would add a definition of the California Water Fix to the act. This bill contains other related provisions and other current laws.	Introduced 2/19/16		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
AB 2613	Achadjian [R]	County auditor: audits: special districts. Would authorize a special district to, by unanimous request of its governing board and with unanimous approval of the board of supervisors, replace the annual audit with an annual financial compilation and an annual review of the internal control procedures of the special district to be performed by the county auditor in accordance with professional standards if certain conditions are met.	Introduced 2/19/16		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Sponsor
ACA 8	Bloom [D]	Local government financing: water facilities and infrastructure: voter approval. Would create an additional exception to the 1% limit for a rate imposed by a city, county, city and county, or special district to service bonded indebtedness incurred to fund the construction, reconstruction, rehabilitation, or replacement of wastewater treatment facilities and related infrastructure, potable water producing facilities and related infrastructure, nonpotable water producing facilities and related infrastructure, and stormwater treatment facilities and related infrastructure, that is approved by 55% of the voters of the city, county, city and county, or special district, as applicable, if the proposition meets specified requirements, and would authorize a city, county, city and county, or special district to levy a 55% vote ad valorem tax. This bill contains other related provisions and other existing laws.	Introduced 2/18/16		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
SB 20	Pavley [D]	California Water Resiliency Investment Act. This bill would create the California Water Resiliency Investment Fund in the State Treasury and provide that moneys in the fund are available, upon appropriation by the Legislature, for the purpose of providing a more dependable water supply for California. This bill would create various accounts within the fund for prescribed purposes. This bill was a last minute gut and amend in the first year of the two year session, and will spur conversation about a public goods charge on water in the upcoming session. The bill does not currently contain provisions relating to a public goods charge, but rather it establishes a state fund that can pay for water related projects.	No action		ACWA-Oppose Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Watch

SB 122	Jackson [D]	<p>California Environmental Quality Act: record of proceedings Amended on June 1, 2015, this bill requires the Governor's Office of Planning and Research (OPR) to implement a public database of all environmental documents and notices required by the California Environmental Quality Act (CEQA). This bill also requires a CEQA lead agency, upon request of the project applicant and with consent of the lead agency, to prepare the record of proceeding concurrently with the administrative process and certify the record of proceeding within 30 days after filing notice of determination or approval.</p>	None		ACWA-Watch Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Concerns
SB 163	Hertzberg [D]	<p>Wastewater treatment: recycled water: SB 163 was amended the last week of the Legislative session to address wastewater treatment. The bill would declare that the discharge of treated wastewater from ocean outfalls, except in compliance with the bill's provisions, is a waste and unreasonable use of water in light of the cost-effective opportunities to recycle this water for further beneficial use. This bill, on or before January 1, 2026, would require a wastewater treatment facility discharging through an ocean outfall to achieve at least 50% reuse of the facility's actual annual flow, as defined, for beneficial purposes.</p>			ACWA-Not Favor Met-NYC MWDOC-Support if Amended OCWD- NYC IRWD-NYC CSDA-Watch
SB 223	Galgiani [D]	<p>Division of Boating and Waterways: oversight committee: invasive aquatic plants The Division of Boating and Waterways within the Department of Parks and Recreation is the lead agency in the state for purposes of cooperating with other state, local, and federal agencies in identifying, detecting, controlling, and administering programs to manage invasive aquatic plants in the Sacramento-San Joaquin Delta, its tributaries, and the Suisun Marsh, and prescribes the duties of the division with regard to the management and control or eradication of those plants. This bill would require the division, no later than 90 days after the effective date of the bill, to establish, and designate and provide staff support to, an advisory and oversight committee to evaluate and monitor the activities of the division relating to the management and control or eradication of those plants.</p>	None		ACWA-Favor/Amend Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
SB 471	Pavley [D]	<p>Water, energy, and reduction of greenhouse gas emissions: planning. Would include reduction of greenhouse gas emissions associated with water treatment among the investments that are eligible for funding from the Greenhouse Gas Reduction Fund. Would establish a grant and loan program for water projects that result in the net reduction of water-related greenhouse gas emissions</p>	None		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Support in Concept

SB 551	Wolk [D]	State water policy: water and energy efficiency: Would declare the policy of the state that water use and water treatment shall operate in a manner that is as energy efficient as is feasible and energy use and generation shall operate in a manner that is as water efficient as is feasible. This bill would require all relevant state agencies to consider this state policy when revising, adopting, or establishing policies, regulations, and grant criteria when pertinent to these uses of water and energy.	No action		ACWA - Watch Met - Watch MWDOC - NYC OCWD - Support IRWD - NYC CSDA - Watch
SB 554	Wolk [D]	Delta levee maintenance Current law establishes a delta levee maintenance program pursuant to which a local agency may request reimbursement for costs incurred in connection with the maintenance or improvement of project or nonproject levees in the Sacramento-San Joaquin Delta. This bill would declare legislative intent to reimburse up to 75% of those costs incurred in any year for the maintenance or improvement of levees in excess of \$1,000 per mile of levee and would authorize the board to advance funds in an amount that does not exceed 75% of the estimated state share to an eligible local agency.	Passed Senate Floor. At Assembly Desk		ACWA-Favor Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
SB 814	Hill [D]	Drought: excessive water use: urban retail water suppliers. Would declare that excessive water use, as defined by each urban retail water supplier, is a waste or unreasonable use of water. This bill would prohibit excessive water use by a residential customer and would make a violation of this prohibition an infraction punishable by a fine of at least \$500 per 100 cubic feet of water used above the excessive water use definition in a billing cycle. By creating a new infraction, this bill would impose a state-mandated local program. This bill contains other related provisions and other existing laws.	Referred to Senate Natural Resources and Water Committee and Judicial Committee		ACWA-Oppose Unless Amended Met-NYC MWDOC-Oppose Unless Amended OCWD- NYC IRWD-NYC CSDA-NYC
SB 919	Hertzberg [D]	Water supply: creation or augmentation of local water supplies. This bill would require the CPUC to consult with the California Independent System Operator and adopt and implement policies or tariffs to address the oversupply of renewable energy resources by July 1, 2017. The adopted policies must include, but are not limited to, a tariff for use by facilities that create or augment local water supplies like desalination, brackish water desalting, water recycling, or water reuse facilities.	Referred to Senate Energy, Utilities, and Communications Committee and Senate Natural Resources and Water Committee		ACWA-Favor if Amended Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Watch
SB 1170	Wieckowski [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. The bill would also prohibit a public entity, charter city, or charter county from requiring a contractor on a public works contract that includes compliance with a plan to assume responsibility for the completeness and accuracy of a plan developed by that entity.	Referred to Senate Governance and Finance Committee and Senate Environmental Quality Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-Oppose

SB 1317	Wolk [D]	Conditional use permit: groundwater extraction facility Would, by July 1, 2017, require a city or county overlying a basin designated as a high- or medium-priority basin to establish a process for the issuance of conditional use permits for the development of a groundwater extraction facility in order to prevent a new groundwater extraction facility from contributing to or creating an undesirable result, as prescribed. By increasing the duties of cities and counties, this bill would impose a state-mandated local program.	In Senate Natural Resources and Water Committee		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
SB 1415	De Leon [D]	California Environmental Quality Act: water projects: exemption. Would exempt from the requirements of CEQA drought-oriented projects, as specified, proposed by one or more public agencies, or a combination of public agencies and private organizations, that have the purpose of mitigating drought conditions for which a state of emergency has been declared by the Governor pursuant to the California Emergency Services Act. This bill contains other existing laws.	Introduced 2/19/16		ACWA-NYC Met-NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA-NYC
N/A		Public Goods Charge	No legislation yet, this concept will be discussed this year		ACWA - Oppose OCWD - Oppose

*AB 725 (Wagner) has been dropped due to IRWD resolving their issue regarding storm induced overflow administratively.

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: Noelle Collins, Public Affairs Coordinator
DATE: March 24, 2016
SUBJECT: MesaWater.org Upgrade Status

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.

PRIOR BOARD ACTION/DISCUSSION

The website redesign has been discussed at the following meetings:

- Board workshop on March 20, 2015; and,
- Legislative and Public Affairs Committee (LPAC) meetings on July 23, 2015 and November 19, 2015.

DISCUSSION

Staff is working with design team Zuno studios to upgrade the functionality and design of MesaWater.org and has presented initial concepts to the management team. The project is more than 50 percent complete. The final design will be presented to the Board of Directors at Mesa Water's April 14, 2016 Board meeting.

FINANCIAL IMPACT

In fiscal year 2016, \$50,000 is budgeted; \$16,560 of funds have been spent to date.

ATTACHMENTS

None.

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: March 24, 2016
SUBJECT: Outreach Update

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

Goal #6: Provide outstanding customer service.

Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

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

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

Mesa Water® constituents include external audiences -- such as customers; community members; elected officials; industry colleagues, water districts and special districts; and, media -- as well as internal audiences such as current and former Mesa Water® staff and Board members. Following is an update on outreach activities designed to educate and inform the District's constituents about Mesa Water® and water in general.

1. Community Outreach Events – Staff has planned Mesa Water's participation in and/or sponsorship support of the following events:
 - a. Children's Water Education Festival - VIP event and luncheon at UCI on March 24 from 10:30 a.m. to 12:30 p.m.



- b. Costa Mesa Community Run at Estancia High School on April 23 at 7:00 a.m.
 - c. Mayor's Celebration – The Art of Leadership at Samueli Hall at the Segerstrom Center for Performing Arts on May 12 at 5:30 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 in fall 2015, with a combined total of 65 constituents in attendance.
 4. "Well Wisher" Meetings – To date, Mesa Water® has received 340 "Well Wisher" support cards and hosted 1,124 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

In fiscal year 2016, \$700,875 is budgeted (for the Public & Government Affairs department's total expenses); \$423,636 of funds have been spent to date.

ATTACHMENTS

None.