AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, March 26, 2015
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting

LEGALISITVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, March 26, 2015 at 3:30 p.m.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

MESA WATER SAVER AWARD PRESENTATION

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 will be agendized for approval at a future Board meeting.
1. Legislative Consulting Services Update
2. SWRCB Urban Conservation Emergency Regulation Update
3. Social Media Metrics

ACTION ITEMS:
4. Join Californians for Water Security

REPORTS:
5. Advocacy Consulting Services Report
7. Directors’ Reports and Comments

INFORMATION ITEMS:
8. Consumer Confidence Report
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
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: March 26, 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 June 25, 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 quarter of this calendar year; 3) a look ahead into what’s upcoming for the 2015-16 legislative session; and, 4) information about priority legislation of interest to Mesa Water®. Also as part of its service to Mesa Water®, TPA submits a monthly report of its activities on behalf of the District. TPA will hand out its written report for March to the Legislative and Public Affairs Committee.

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, 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, $26,000 has been spent, with a remaining balance of $22,000 in this account.

ATTACHMENTS

None.
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacie Sheek, Customer Services Manager
DATE: March 26, 2015
SUBJECT: Urban Water Conservation Emergency Regulations Update

RECOMMENDATION

Authorize staff to draft a comprehensive Water Conservation Program.

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

On January 17, 2014, Governor Brown declared a drought state of emergency. As California enters a fourth year of severe drought, the State Water Resources Control Board adopted and expanded emergency regulations on March 17, 2015 to safeguard the State’s remaining water supplies. The State Water Board’s additional restrictions and requirements will take effect mid-May. While communities and water suppliers have saved substantial amounts of water since the water conservation emergency regulations were first adopted in July 2014, the following restrictions and requirements were added:

- Irrigation of landscapes with potable water is prohibited during and within 48 hours after measurable rainfall.
- Restrictions in the hospitality sector:
  - Drinking water may only be served upon request in eating/drinking establishments.
  - Hotels shall provide guests with the option of declining daily linen service.
- Water suppliers are required to implement all requirements and actions of the water shortage contingency plan stage that includes mandatory restrictions on the number of days that outdoor irrigation of landscape with potable water is allowed.
Water suppliers are required to provide notifications to customers regarding leaks.

Water suppliers are required to report the maximum number of days per week that irrigation is permitted.

Water suppliers are required to report water waste investigations & activities on a monthly basis.

Mesa Water® staff recommends that the Board authorize staff to combine Ordinances 8, 19, and 24 into a comprehensive Water Conservation Program. The comprehensive Water Conservation Program would progress from permanent baseline restrictions to mandatory restrictions during a water supply emergency. The benefits of combining the three Programs include:

- Seamless Program for staff to administer;
- Uniform Program for customers to understand; and,
- Include necessary updates that complement modern water efficient technologies and conservation methods.

Mesa Water® staff suggests utilizing the Metropolitan Water District of Southern California’s Model Water Conservation Ordinance (Model) as the framework for the comprehensive Water Conservation Program. The Model closely resembles the intent of Mesa Water’s Ordinance 8 as well as other nearby water suppliers.

Mesa Water® staff proposes bringing the draft comprehensive Water Conservation Program to the Engineering and Operations Committee meeting on April 21, 2015, and holding a Public Hearing at the May 14, 2015 Board of Directors meeting.

FINANCIAL IMPACT

Minimal impact for a public notice of approximately $500.

ATTACHMENTS

Attachment A: Ordinance 8
Attachment B: Ordinance 19
Attachment C: Ordinance 24
Attachment D: Proposed Text of Emergency Regulations
ORDINANCE NO. 8

AN ORDINANCE OF THE BOARD OF DIRECTORS OF
THE MESA CONSOLIDATED WATER DISTRICT,
ADOPTING AN EMERGENCY WATER CONSERVATION PROGRAM

WHEREAS, the Mesa Consolidated Water District is a county water district, organized pursuant to Water Code Section 33200 et seq.; and

WHEREAS, water is considered a limited natural resource and the Mesa Consolidated Water District desires to preserve and use this natural resource in the most efficient manner possible;

WHEREAS, periodic droughts are a historic fact in the State of California; and

WHEREAS, the Mesa Consolidated Water District service area is located in a heavily populated, semi-arid region; and

WHEREAS, the Mesa Consolidated Water District derives the water which it delivers to its customers both from local groundwater and from waters imported from outside the District boundaries; and

WHEREAS, the quality and quantity of imported water is under the control of other agencies, and subject to conditions beyond the control of those other agencies or the Mesa Consolidated Water District; and

WHEREAS, pursuant to section 31026 of the California Water Code, the Mesa Consolidated Water District has the power to restrict the use of District water during any emergency caused by drought, or other threatened or existing water shortage, and to prohibit the wastage of District water or the use of District water during such periods, for any purpose other than household uses or such other restricted uses as may be determined to be necessary by the District and may prohibit use of such water during such periods for specific uses which the District may from time to time find to be nonessential; and

WHEREAS, pursuant to Water Code Sections 30000 et seq., and 375 - 377, inclusive, the Mesa Consolidated Water District may establish additional guidelines, surcharges, cost recovery systems, enforcement procedures and other rules and regulations to assist in the conservation of water; and
WHEREAS, the Board of Directors of the Mesa Consolidated Water District finds and determines that a water shortage or threat of a water shortage could exist based upon the occurrence of one or more of the following conditions:

(A) A general water supply shortage due to increased demand and/or limited supplies;

(B) Distribution or storage facilities of the Mesa Consolidated Water District, or any agency supplying water to the Mesa Consolidated Water District, become inadequate;

(C) A major failure of the supply, storage and distribution facilities of the Mesa Consolidated Water District or any agency supplying water to the Mesa Consolidated Water District;

(D) Contamination of the water supply, storage or distribution facilities of the Mesa Consolidated Water District or any agency supplying water to the Mesa Consolidated Water District;

(E) Acts of God which in the opinion of the District constitute an emergency situation;

NOW, THEREFORE, THE BOARD OF DIRECTORS OF THE MESA CONSOLIDATED WATER DISTRICT, under the authority of Water Code Sections 30000 et seq. and 375 - 377, inclusive, does ordain as follows:

1.1 FINDINGS - DECLARATION OF A WATER SHORTAGE EMERGENCY

The Board does hereby find that the following recitals are true and correct and constitute an emergency condition or a threatened or existing water shortage condition within the District:

(A) Water is a limited natural resource and that the Mesa Consolidated Water District does desire to preserve and use this natural resource in the most efficient manner possible; and

(B) The service area of Mesa Consolidated Water District is in a heavily populated, semi-arid region; and

(C) The State of California is subject to periodic droughts; and
(D) Agencies supplying water to the Mesa Consolidated Water District may mandate water rationing to the District because of limited supplies; and

(E) Distribution or storage facilities of the Mesa Consolidated Water District, or any agency supplying water to the Mesa Consolidated Water District, may become inadequate to meet demands; and

(F) A major failure of the supply, storage and distribution facilities of the Mesa Consolidated Water District or any agency supplying water to the Mesa Consolidated Water District may occur; and

(G) Contamination of the water supply, storage or distribution facilities of the Mesa Consolidated Water District or any agency supplying water to the Mesa Consolidated Water District may occur; and

(H) Acts of God may occur which in the opinion of the Mesa Consolidated Water District may constitute an emergency situation.

1.2 APPLICATION

The provisions of this Ordinance shall apply to all water customers, water users and property served by the Mesa Consolidated Water District.

1.3 AUTHORIZATION

The General Manager of the Mesa Consolidated Water District or designated representatives are hereby authorized and directed to implement the provisions of this Ordinance as provided for herein.

1.4 PHASE IMPLEMENTATION

The Board of Directors shall determine the extent of the emergency situation, and the corresponding conservation required through the implementation and/or termination of particular phases.

In the event of an extreme emergency situation, requiring immediate action, the General Manager of the Mesa Consolidated Water District shall determine the extent of the conservation required and implement the appropriate phase necessary to achieve the required level of conservation. In such event, the General Manager shall notify the Board members as soon thereafter as practical and shall consult with the President with regard to the calling of an emergency meeting. In addition, the Board of Directors, as a Board, shall be notified at the next Board Meeting of any action taken by the General Manager under this Ordinance.
A phase shall be deemed to be effective for a period of one calendar year from the date of adoption unless changed or modified by further action of the Board of Directors.

1.5 ENFORCEMENT

The General Manager of the Mesa Consolidated Water District shall recommend the procedures for enforcement of the provisions of this Ordinance. The procedures will be reviewed by, and adopted by, subsequent action of the Board of Directors.

1.6 RELIEF FROM COMPLIANCE

The General Manager of the Mesa Consolidated Water District shall recommend the procedures for customers to apply for relief from the compliance of this Ordinance. The procedures will be reviewed by, and adopted by, subsequent action of the Board of Directors.

1.7 CONSERVATION RATES, FEES AND SURCHARGES

The General Manager of the Mesa Consolidated Water District shall recommend the conservation rates, fees and surcharges. The rates, fees and surcharges will be reviewed by, and adopted by, subsequent action of the Board of Directors.

1.8 CEQA EXEMPTION

The Board of Directors finds that this Ordinance and actions taken hereafter pursuant to this Ordinance are exempt from the California Environmental Quality Act as specific actions necessary to prevent or mitigate an emergency pursuant to 14 California Code of Regulations, Sections 15269, 15273, 15274 and 15321, and the applicable statutes of the Public Resources Code.

The General Manager of the Mesa Consolidated Water District is hereby authorized and directed to file a Notice of Exemption as soon as possible following the adoption of this Ordinance.

1.9 EFFECTIVE DATE

It is the intention of the Board of Directors of the Mesa Consolidated Water District, based on the findings in Section 1.1, for this urgency Ordinance to take effect May 1, 1991 in order to conserve water supplies and to avoid or minimize the effects of future water shortages. It is the further intention of the Board for this Ordinance to remain in effect until modified, amended or repealed by action of the Board.
1.10 PHASES OF THE EMERGENCY WATER CONSERVATION PLAN

The following are the phases of the Emergency Water Conservation Plan.

A. PHASE I: WATER WATCH - Voluntary Compliance

1. Discouraged uses applicable to all water users.

   a. Leak Repair - All leaks in plumbing, whether indoor or outdoor, should be repaired within 10 days of discovery. All improperly or incorrectly directed or maintained sprinklers should be repaired or adjusted within 10 days of discovery.

   b. All Irrigation - Irrigation is discouraged during rainy or windy days.

   c. Drinking Water In Public Places - Restaurants, hotels, cafes, cafeterias or other public places where food is sold, served or offered for sale should serve drinking water to customers only when requested to do so by the customer.

   d. Fire Hydrants - Water should not be used from fire hydrants unless it is metered except for fire fighting, system testing and related activities.

   e. Car Washing - Washing of motor vehicles, trailers, boats, aircraft and other types of mobile equipment should be done only with a hand-held bucket or a hose equipped with a positive shutoff nozzle for quick rinses, except that washing may be done at the immediate premises of a commercial car wash with water recycling facilities. No restrictions apply where health, safety, and welfare of the public is contingent upon frequent vehicle cleaning, such as with refuse trucks and vehicles used to transport food and perishables.

   f. Runoff - No customer should cause or allow water to run off landscape areas into adjoining streets, sidewalks or other paved surfaces due to incorrectly directed or maintained sprinklers or other methods of excessive watering.
g. **Washing of Hard or Paved Surfaces** - Water should not be used to wash sidewalks, walkaways, driveways, parking areas, tennis courts or other hard or paved surfaces, except as is required to dispose of dangerous liquids or substances dangerous to the public health and safety.

h. **Time of Day Limits on Watering** - Lawn watering and landscape irrigation should be done between the hours of 4:00 PM and 10:00 AM. No water should be used for such purposes between 10:00 AM and 4:00 PM except for the repair of irrigation systems.
B. PHASE II: WATER WATCH - With Conservation Rates

1. Limits on Total Water Usage.

Usage above the following limits will result in a surcharge on the excess usage.

For meter sizes 5/8" through 2": An average monthly or bimonthly usage for each meter size shall be calculated for each District account classification;

For meters 3" or larger: A monthly or bimonthly average will be calculated for each account based on the individual account's water usage for the previous two years.

a. All Water Usage Greater Than 300% of the Appropriate Average for the Account; or

b. All Water Usage Greater Than 200% of the Appropriate Average for the Account; or

c. All Water Usage Greater Than 100% of the Appropriate Average for the Account; or

d. All Water Usage Greater Than 90% of the Appropriate Average for the Account; or

e. All Water Usage Greater Than 80% of the Appropriate Average for the Account.
C. PHASE III: WATER ALERT - Mandatory Compliance

1. Prohibited uses applicable to all water users.

   a. Leak Repair - All leaks in plumbing, whether indoor or outdoor, must be repaired within 10 days of discovery. All improperly or incorrectly directed or maintained sprinklers must be repaired or adjusted within 10 days of discovery.

   b. All Irrigation - Irrigation is prohibited during rainy or windy days.

   c. Drinking Water In Public Places - No restaurant, hotel, cafe, cafeteria or other public place where food is sold, served or offered for sale shall serve drinking water to any customer unless expressly requested to do so by the customer.

   d. Fire Hydrants - Water shall not be used from fire hydrants unless it is metered except for fire fighting, system testing and related activities.

   e. Runoff - No customer shall cause or allow water to run off landscape areas into adjoining streets, sidewalks or other paved surfaces due to incorrectly directed or maintained sprinklers or other methods of excessive watering.

   f. Washing of Hard or Paved Surfaces - Water shall not be used to wash sidewalks, walkways, driveways, parking areas, tennis courts or other hard or paved surfaces, except as is required to dispose of dangerous liquids or substances dangerous to the public health and safety.

   g. Designated Irrigation Days - Lawn watering and landscape irrigation, including construction irrigation, is permitted only on designated water use days. For even number addresses this is the even day of the month. For odd number addresses this is the odd numbered day of the month. For meters which are not located at an address, if the location is on a north-south running street they shall be considered even and those on east-west running streets shall be considered odd.
h. **Time of Day Limits on Watering** - Lawn watering and landscape irrigation is permitted only between the hours of 4:00 PM and 10:00 AM. No water shall be used for such purposes between 10:00 AM and 4:00 PM except for the repair of irrigation systems.

i. **Swimming Pools and Spas - Designated Water Use Days** - All swimming pools and spas must be covered when not in use. Water shall not be used to clean, fill or maintain levels in swimming pools except on designated water use days and only between the hours of 4:00 PM and 10:00 AM.

j. **Fountains, Ponds and Lakes - Designated Water Use Days** - Water shall not be used to clean, fill or maintain levels in decorative fountains, ponds, lakes or other similar aesthetic structures except on designated water use days and only between the hours of 4:00 PM and 10:00 AM.

k. **Car Washing on Designated Water Use Days** - Washing of motor vehicles, trailers, boats, aircraft and other types of mobile equipment shall be done only on designated water use days (odd or even, whichever is applicable) and must be done with a hand-held bucket or a hose-equipped with a positive shutoff nozzle for quick rinses. Washing may be done at the immediate premises of a commercial car wash with water recycling facilities on any day. No restrictions apply where health, safety, and welfare of the public is contingent upon frequent vehicle cleaning, such as with refuse trucks and vehicles used to transport food and perishables.
2. Limits on Total Water Usage.

Usage above the following limits will result in a surcharge on the excess usage.

For meter sizes 5/8" through 2": An average monthly or bimonthly usage for each meter size shall be calculated for each District account classification;

For meters 3" or larger: A monthly or bimonthly average will be calculated for each account based on the individual account's water usage for the previous two years.

a. All Water Usage Greater Than 300% of the Appropriate Average for the Account; or

b. All Water Usage Greater Than 200% of the Appropriate Average for the Account; or

c. All Water Usage Greater Than 100% of the Appropriate Average for the Account; or

d. All Water Usage Greater Than 90% of the Appropriate Average for the Account; or

e. All Water Usage Greater Than 80% of the Appropriate Average for the Account.
D. PHASE IV: WATER WARNING - Mandatory Compliance

1. Prohibited uses applicable to all water users.
   a. Leak Repair - All leaks in plumbing, whether indoor or outdoor, must be repaired within 10 days of discovery. All improperly or incorrectly directed or maintained sprinklers must be repaired or adjusted within 10 days of discovery.
   b. All Irrigation - Irrigation is prohibited during rainy or windy days.
   c. Drinking Water In Public Places - No restaurant, hotel, cafe, cafeteria or other public place where food is sold, served or offered for sale shall serve drinking water to any customer unless expressly requested to do so by the customer.
   d. Fire Hydrants - Water shall not be used from fire hydrants unless it is metered except for fire fighting, system testing and related activities.
   e. Runoff - No customer shall cause or allow water to run off landscape areas into adjoining streets, sidewalks or other paved surfaces due to incorrectly directed or maintained sprinklers or other methods of excessive watering.
   f. Washing of Hard or Paved Surfaces - Water shall not be used to wash sidewalks, walkways, driveways, parking areas, tennis courts or other hard or paved surfaces, except as is required to dispose of dangerous liquids or substances dangerous to the public health and safety.
   g. Shorter Time of Day Limits on Watering - Lawn watering and landscape irrigation is permitted only between the hours of 6:00 PM and 6:00 AM. No water shall be used for such purposes between 6:00 AM and 6:00 PM except for the repair of irrigation systems.
h. **Fewer Designated Irrigation Days** - Lawn watering and landscape irrigation, including construction irrigation, is permitted only on designated water use days. For even number addresses this is Tuesdays and Saturdays. For odd number addresses this is Wednesdays and Sundays. No irrigation is permitted on Mondays, Thursdays and Fridays. For meters which are not located at an address, if the location is on a north-south running street, the shall be considered even and those on east-west running streets shall be considered odd.

i. **Swimming Pools and Spas - Designated Water Use Days** - All swimming pools and spas must be covered when not in use. Water shall not be used to clean, fill or maintain levels in swimming pools except on designated water use days and only between the hours of 6:00 PM and 6:00 AM.

j. **Fountains, Ponds and Lakes - Designated Water Use Days** - Water shall not be used to clean, fill or maintain levels in decorative fountains, ponds, lakes or other similar aesthetic structures except on designated water use days and only between the hours of 6:00 PM and 6:00 AM.

k. **Car Washing on Designated Water Use Days** - Washing of motor vehicles, trailers, boats, aircraft and other types of mobile equipment shall be done only on designated water use days (odd or even, whichever is applicable) and must be done with a hand-held bucket or a hose-equipped with a positive shutoff nozzle for quick rinses. Washing may be done at the immediate premises of a commercial car wash with water recycling facilities on any day. No restrictions apply where health, safety, and welfare of the public is contingent upon frequent vehicle cleaning, such as with refuse trucks and vehicles used to transport food and perishables.
2. Limits on Total Water Usage.

Usage above the following limits will result in a surcharge on the excess usage.

For meter sizes 5/8" through 2": An average monthly or bimonthly usage for each meter size shall be calculated for each District account classification;

For meters 3" or larger: A monthly or bimonthly average will be calculated for each account based on the individual account’s water usage for the previous two years.

a. All Water Usage Greater Than 300% of the Appropriate Average for the Account; or

b. All Water Usage Greater Than 200% of the Appropriate Average for the Account; or

c. All Water Usage Greater Than 100% of the Appropriate Average for the Account; or

d. All Water Usage Greater Than 90% of the Appropriate Average for the Account; or

e. All Water Usage Greater Than 80% of the Appropriate Average for the Account.
E. PHASE V: WATER EMERGENCY – Mandatory Compliance

1. Prohibited uses applicable to all water users.

   a. Leak Repair - All leaks in plumbing, whether indoor or outdoor, must be repaired within 10 days of discovery. All improperly or incorrectly directed or maintained sprinklers must be repaired or adjusted within 10 days of discovery.

   b. Drinking Water In Public Places - No restaurant, hotel, cafe, cafeteria or other public place where food is sold, served or offered for sale shall serve drinking water to any customer unless expressly requested to do so by the customer.

   c. Fire Hydrants - Water shall not be used from fire hydrants unless it is metered except for fire fighting, system testing and related activities.

   d. Runoff - No customer shall cause or allow water to run off landscape areas into adjoining streets, sidewalks or other paved surfaces due to incorrectly directed or maintained sprinklers or other methods of excessive watering.

   e. Washing of Hard or Paved Surfaces - Water shall not be used to wash sidewalks, walkaways, driveways, parking areas, tennis courts or other hard or paved surfaces, except as is required to dispose of dangerous liquids or substances dangerous to the public health and safety.

   f. Fountains, Ponds and Lakes - Designated Water Use Days - Water shall not be used to clean, fill or maintain levels in decorative fountains, ponds, lakes or other similar aesthetic structures except on designated water use days and only between the hours of 6:00 PM and 6:00 AM. Designated water use days for even number addresses is Tuesdays and Saturdays. For odd number addresses it is Wednesdays and Sundays. For meters which are not located at an address, if the location is on a north-south running street, they shall be considered even and those on east-west running streets shall be considered odd.
g. **Car Washing at Commercial Facilities Only** - Washing of motor vehicles, trailers, boats, aircraft and other types of mobile equipment shall be done only at a commercial car wash with water recycling facilities. No restrictions apply where the health, safety, and welfare of the public is contingent upon frequent vehicle cleaning, such as with refuse trucks and vehicles used to transport food and perishables.

h. **New Swimming Pools and Spas** - Water shall not be used to fill new swimming pools or spas.

i. **Construction Water** - No new construction meters or permits for unmetered services shall be issued. No water may be used for earthwork or road construction activities.

j. **No Irrigation** - Lawn watering and landscape irrigation is prohibited.

2. **Limits on Total Water Usage.**

Usage above the following limits will result in a surcharge on the excess usage.

For meter sizes 5/8" through 2": An average monthly or bimonthly usage for each meter size shall be calculated for each District account classification;

For meters 3" or larger: A monthly or bimonthly average will be calculated for each account based on the individual account’s water usage for the previous two years.

a. **All Water Usage Greater Than 70% of the Appropriate Average for the Account; or**

b. **All Water Usage Greater Than 60% of the Appropriate Average for the Account; or**

c. **All Water Usage Greater Than 50% of the Appropriate Average for the Account.**
PASSED AND APPROVED at the regular meeting of the Board of Directors held on the 21st day of March, 1991, and adopted by the following roll call vote:

AYES: 5 DIRECTORS: Panian, Hall, Durante, Nelson, Ohlig
NOES: 0 DIRECTORS:
ABSENT: 0 DIRECTORS:
ABSTAIN: 0 DIRECTORS:

[Signature]
PRESIDENT of the Board of Directors, MESA CONSOLIDATED WATER DISTRICT

ATTEST:

[Signature]
SECRETARY
MESA CONSOLIDATED WATER DISTRICT
SUPPLEMENT TO ORDINANCE NO. 8 OF THE
MESHA CONSOLIDATED WATER DISTRICT

THE DISTRICT’S WATER CONSERVATION PLAN:
ENFORCEMENT, RELIEF FROM COMPLIANCE, AND
CONSERVATION AND WATER CONSERVATION RATES

This supplement to Ordinance No. 8 of the Mesa Consolidated Water District (which ordinance was adopted on March 21, 1991) is hereby adopted by the Mesa Consolidated Water District Board of Directors (following a noticed hearing) pursuant to Sections 1.5, 1.6 and 1.7 of such Ordinance.

Ordinance No. 8 of the Mesa Consolidated Water District is hereby supplemented as follows:

Section 1.5: ENFORCEMENT

Phase II: Water Watch - With Conservation Rates

Any customer whose account usage is greater than the limit established by the Board will be billed at the water conservation rates adopted by the Board pursuant to Section 1.7 of Ordinance No. 8.

Phase III, Phase IV and Phase V

The First Violation - A reported violation is investigated and the customer notified in writing of the violation. This written warning will be mailed to the customer of record.

Second Violation - A reported violation is investigated and the customer notified in writing of the violation. A notice of violation will be left at the service address and sent to the customer of record.

Third Violation - A reported violation is investigated and the customer notified in writing of the violation. A notice of violation will be left at the service address and sent to the customer of record. A fee of $200 will be imposed and added to the balance on the water account of the customer of record.
Section 1.5: ENFORCEMENT (continued)

Fourth Violation - A reported violation is investigated and the customer notified in writing of the violation. A notice of violation will be left at the service address and sent to the customer of record. A flow restrictor will be installed for two weeks. A fee will be imposed as follows:

- 5/8" through 2" meter: $200
- 3" meter or larger: Actual Costs

Fifth Violation - A reported violation is investigated and the customer notified in writing of the violation. A notice of violation will be left at the service address and sent to the customer of record. A flow restrictor is installed and will remain until the District’s Water Conservation Plan is no longer in effect in accordance with Ordinance No. 8. A fee is imposed as follows:

- 5/8" through 2" meter: $200
- 3" meter or larger: Actual Costs

Section 1.6: RELIEF FROM COMPLIANCE

A customer may appeal any portion of the Ordinance or its enforcement. The appeal must be made in writing on a form provided by the District on request of the customer. The customer must sign this form and in so doing will attest to the accuracy of information on the form, subject to penalty of perjury.

The customer is required to make the appeal in writing within fifteen calendar days of the date on the bill, should he be appealing his water conservation rates, or the date on the notice of violation should he be appealing a violation the prohibited or mandatory uses of water.

The District shall respond in writing to the customer within ten working days after the appeal is filed with the District.

There are three levels of appeal:

1. Appeals Committee

The first level of appeal shall be to a three member Appeals Committee consisting of the District Superintendent, the Manager of Financial Services and the Manager of Public Affairs, or their designees. This committee will review the appeal and determine the action(s), if any, to be taken.

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Section 1.6: RELIEF FROM COMPLIANCE (continued)

2. General Manager

A customer who had made an appeal and received a ruling from the Appeals Committee may appeal the decision of this committee to the General Manager.

3. Board of Directors

Thereafter the customer may further appeal the decision of the General Manager to the Board of Directors. The decision of the Board of Directors should be final. The Board of Directors will be provided a periodic report of all appeals, and their disposition, no less often than monthly.

Section 1.7: CONSERVATION RATES, FEES AND SURCHARGES

Usage above the limits established by the Board of Directors, pursuant to Phase II of this Ordinance, will be charged at a rate of 200% of the District’s Usage Charge in effect at the time the Board determines that Phase II compliance is required.

Approved:

President of the Board

District Secretary

Ayes: Directors: Panian, Durante, Nelson, Ohlig
Nay: Directors: Hall
Absent: Directors: None
Abstain: Directors: None
ORDINANCE NO. 19

ORDINANCE OF THE
MESA CONSOLIDATED WATER DISTRICT BOARD OF DIRECTORS
ADOPTING AN AMENDMENT AND SUPPLEMENT TO ORDINANCE NO. 8
CONCERNING EMERGENCY WATER CONSERVATION PROGRAM

WHEREAS, the Mesa Consolidated Water District (Mesa) is a county water district organized pursuant to Water Code Sections 33200 and following, and operating pursuant to Water Code Sections 30000 and following; and

WHEREAS, pursuant to the applicable provisions of California law, Mesa is required to periodically prepare and update an Urban Water Management Plan in order to address certain water supply and planning requirements; and

WHEREAS, the Board of Directors (Board) of Mesa has previously adopted Ordinance No. 8 entitled, Adopting an Emergency Water Conservation Program, which was adopted on March 21, 1991 (Ordinance No. 8); and

WHEREAS, Water Code Section 10632 requires the Urban Water Management Plan to provide an urban water shortage contingency analysis, which includes stages of action to be undertaken by the urban water supplier in response to water supply shortages, including up to a 50 percent reduction in water supply, and an outline of specific water supply conditions which are applicable to each stage; and

WHEREAS, Mesa’s Board hereby determines that it is appropriate to amend and supplement Ordinance No. 8 as set forth herein.

NOW, THEREFORE, BE IT ORDAINED BY THE MESA CONSOLIDATED WATER DISTRICT BOARD OF DIRECTORS TO AMEND AND SUPPLEMENT ORDINANCE NO. 8 AS FOLLOWS:

Section 1: This Ordinance will act as an amendment and supplement to Ordinance No. 8. Capitalized terms not otherwise defined herein shall have the respective meaning(s) as set forth in Ordinance No. 8. Except as expressly set forth herein, Ordinance No. 8 is not otherwise amended.

Section 2: The following defined terms and percentages set forth in Ordinance No. 8 are hereby amended as follows:

(a) Phase I: Water Watch – Up to 10 percent Water Shortage Voluntary Compliance.
(b) Phase II: Water Watch – 20 percent Water Shortage with Conservation Rates.
(c) Phase III: Water Alert – 30 percent Water Shortage Mandatory Compliance.
(d) Phase IV: Water Warning – 40 percent Water Shortage Mandatory Compliance.
(e) Phase V: Water Emergency – 50 percent Water Shortage Mandatory Compliance.

**Section 3:** Mesa staff and consultants are hereby authorized and directed to take such other and further action(s) as may be necessary to conform Mesa’s planning and procedures to the amendment and supplement to Ordinance No. 8 set forth herein.

**Section 4:** This Ordinance No. 19 shall take effect upon adoption.

ADOPTED, SIGNED, AND APPROVED this 10th day of December 2007 by the following roll call vote:

**AYES:** DIRECTORS: Ohlig-Hall, Bockmiller, Dewane, Atkinson

**NOES:** DIRECTORS:

**ABSENT:** DIRECTORS: Shoenberger

**ABSTAIN:** DIRECTORS:

[Signature]

Paul E. Shoenberger
President, Board of Directors

ATTEST:

[Signature]

Coleen L. Monteleone
District Secretary
ORDINANCE NO. 24

ORDINANCE OF THE
MESAA WATER DISTRICT BOARD OF DIRECTORS
ADOPTING THE MESA WATER DISTRICT
WATER CONSERVATION PROGRAM
SUPERSEADING ORDINANCE NO. 21

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

WHEREAS, Mesa Water® has the authority to adopt water conservation requirements and programs to promote and effectuate wise water use and avoid water wastage; and

WHEREAS, the Board of Directors (Board) of Mesa Water® has previously adopted, and supplemented, Ordinance No. 8 adopting an Emergency Water Conservation Program, which was adopted on March 21, 1991 (Ordinance No. 8); and

WHEREAS, Ordinance No. 8 was further supplemented by the adoption of Ordinance No. 19 on December 10, 2007 (Ordinance No. 8, as supplemented, and Ordinance No. 19 are collectively in certain cases referred to herein as the “Prior Ordinances”) and Ordinance No. 21 on August 25, 2009; and

WHEREAS, on July 15, 2014, the State Water Resources Control Board (“SWRCB”) adopted certain emergency regulations for Statewide Urban Water Conservation, as set forth in Sections 863 through 865 of Article 22.5 of Title 23 of the California Code of Regulations (“SWRCB Regulations”), wherein the SWRCB has imposed certain specific water use limitations effective on or about July 28, 2014; and

WHEREAS, Mesa Water® desires to amend its existing Water Conservation Program restrictions to conform to the newly adopted SWRCB Regulations; and

WHEREAS, prior to the adoption of this Ordinance, the Board has conducted a noticed public hearing to receive public comments concerning the subject matter hereof; and

WHEREAS, the purpose of this Ordinance is to adopt and enact an amended water conservation program within Mesa Water’s service area.

NOW, THEREFORE, BE IT ORDAINED BY THE MESA WATER DISTRICT BOARD OF DIRECTORS AS FOLLOWS:

Section 1. Recitals. The foregoing recitals are true and correct and are incorporated herein by this reference.
Section 2. **Findings.** The Board hereby finds and determines as follows:

a. A reliable minimum supply of potable water is essential to the public health, safety, and welfare of the people, and economy of the southern California region.

b. California Water Code Section 375 authorizes water suppliers to adopt and enforce a comprehensive water conservation program to reduce water consumption and conserve supplies.

c. Mesa Water® has the authority, pursuant to the Water Code to take action(s) relative to the use and conservation of water within its service area.

d. The adoption and enforcement of a water conservation program is necessary to help to manage Mesa Water's potable water supply in the short and long-term and to avoid or minimize the effects of drought and shortage within Mesa Water's service area. Such program is essential to ensure a reliable and sustainable minimum supply of water for the public health, safety, and welfare.

Section 3. **Program Designation; Purpose; Intent and Integration.**

a. The requirements and program adopted and enacted hereby shall be designated as the Mesa Water District Water Conservation Program (for purposes of this Ordinance, the “Program”).

b. The purpose of the Program is to enhance the on-going water conservation program within Mesa Water's service area.

c. This Program establishes water conservation standards intended, among other things, to alter behavior related to water use efficiency at all times.

d. Mesa Water's Emergency Water Conservation Program, as adopted, supplemented, and amended pursuant to the Prior Ordinances, is not repealed, superseded, or amended hereby.

e. The provisions of the Program and this Ordinance are in support of, and supplemental to, the policies, provisions, requirements and limitations set out in the Prior Ordinances. In the event of a conflict between the requirements set out in the Program and the terms of the Prior Ordinances, all efforts shall be made to harmonize such directives and/or requirements. If such terms or provisions cannot be harmonized, the requirements of the Prior Ordinances shall govern.
Section 4. **Program Provisions.**

a. The Program provisions are set forth in Exhibit A to this Ordinance and are incorporated herein by this reference.

b. The Program shall be referred to Mesa Water's Rules and Regulations for Water Service.

c. The Board reserves the right to amend, revise, and/or supplement this Ordinance and/or the Program in the future based upon the needs, circumstances, and requirements of Mesa Water®.

d. This Ordinance and the Program are adopted by this Board pursuant to the provisions of the California Constitution and California law as referenced herein.

e. All penalties set forth in the Program are administrative and regulatory penalties and are not fees or charges for the water service or water capacity.

Section 5. **Other Actions.** Mesa Water® staff and officers are hereby authorized and directed to take such other and further action(s) as may be reasonably necessary to carry out the determinations, findings and directives set forth herein within the limits set forth by and in accordance with direction of the Board of Directors.

Section 6. **Effective Date.** This Ordinance No. 24 shall take effect on August 28, 2014.

ADOPTED, SIGNED, AND APPROVED this 28th day of August 2014 by a roll call vote:

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

James R. Fisler
President, Board of Directors

ATTEST:

Coleen L. Monteleone
District Secretary
ORDINANCE NO. 24

EXHIBIT A

ORDINANCE OF THE
MESA WATER DISTRICT BOARD OF DIRECTORS
ADOPTING THE MESA WATER DISTRICT
WATER CONSERVATION PROGRAM
SUPERSEDMING ORDINANCE NO. 21

Section 1. Title. This program is designated as the Mesa Water® District Water Conservation Program (Program).

Section 2. Authority. The Program is adopted pursuant to California law and the provisions of Mesa Water District Ordinance No. 24.

Section 3. Definitions. The following words and phrases whenever used in this Program have the meaning(s) defined in this section:

a. “Board” means the Board of Directors of Mesa Water District.

b. “General Manager” means the duly appointed and acting General Manager of the Mesa Water District.

c. “Landscape irrigation system” means an irrigation system with pipes, hoses, spray heads, or sprinkling devices that are operated by hand or through an automated system.

d. “Mesa Water®” means the Mesa Water District, a county water district organized pursuant to California Water Code Sections 33200 and following and operating pursuant to Water Code Section 30000 and following. Referenced to Mesa Water® also include its Directors, officers, agents, and employees, as applicable.

e. “Person” means any natural person or persons, corporation, public or private entity, governmental agency or institution, including Mesa Water®, or any other user of water provided by the Mesa Water®.

f. “Potable water” means water that is suitable for drinking.

g. “Recycled water” means the reclamation and reuse of non-potable water for beneficial use as defined in Title 22 of the California Code of Regulations.
h. "Single pass cooling systems" means equipment where water is circulated only once to cool equipment before being disposed.

i. "Water Conservation Coordinator" means the person (who may be an officer or employee of Mesa Water®) charged with the principal enforcement of this Program. The Water Conservation Coordinator may be the General Manager or another person so designated by the General Manager.

Section 4. Application.

a. The provisions of this Program apply to any person in the use of any potable water provided by Mesa Water®.

b. The provisions of this Program do not apply to uses of water necessary to protect public health and safety or for essential government services, such as police, fire, and other similar emergency services.

c. The provisions of this Program do not apply to the use of recycled water, with the exception of Sections 5(b), 5(d), 5(m), and 5(n).

d. The provisions of this Program do not apply to the use of water by commercial nurseries and commercial growers to sustain plants, trees, shrubs, crops or other vegetation intended for commercial sale, with the exception of Section 5(b).

e. This Program is intended solely to further the conservation of water.


The following water conservation requirements are effective at all times. Violations of this section constitute waste and an unreasonable use of water.

a. Limits on Watering Hours: Watering or irrigating of lawn, landscape, or other vegetated area with potable water is prohibited between the hours of 8:00 a.m. and 5:00 p.m. Pacific Standard Time on any day. Hand-held watering cans, buckets, or similar containers reasonably used to convey water for irrigation purposes are not subject to these time restrictions. Similarly, a hand-held hose equipped with a fully functioning, positive self-closing water shut-off nozzle or device may be used during the otherwise restricted period. If necessary, and for very short periods of time for the express purpose of adjusting or repairing it, one may operate an irrigation system during the otherwise restricted period.
b. **No Excessive Water Flow or Runoff:** No person shall cause or allow watering or irrigating of any lawn, landscape or other vegetated area in a manner that causes or allows excessive runoff from the property. Additionally, to the extent prohibited by any Statewide statute, or regulation adopted by any State agency with jurisdiction to adopt such regulations, including, but not limited to, the State Water Resources Control Board, no person shall cause or allow water to flow or runoff their property onto adjacent property, non-irrigated areas, private and public walkways, driveways, roadways, gutters or ditches, parking lots, or structures.

c. **No Washing Down Hard or Paved Surfaces:** Washing down hard or paved surfaces, including but not limited to sidewalks, walkways, driveways, parking areas, tennis courts, patios or alleys, is prohibited except when necessary to alleviate safety or sanitary hazards, and then only by use of a hand-held bucket or similar container, a hand-held hose equipped with a fully functioning, positive self-closing water shut-off device, a low-volume, high-pressure cleaning machine equipped to recycle any water used, or a low-volume high-pressure water broom.

d. **Obligation to Fix Leaks, Breaks or Malfunctions:** Excessive use, loss or escape of water through breaks, leaks or other malfunctions in the water user's plumbing or distribution system for any period of time after such escape of water should have reasonably been discovered and corrected and in no event more than seven (7) days of receiving notice from Mesa Water®, is prohibited.

e. **Re-circulating Water Required for Water Fountains and Decorative Water Features:** Operating a water fountain or other decorative water feature that does not use re-circulated water is prohibited.

f. **Limits on Washing Vehicles:** Using water to wash or clean a vehicle, including but not limited to any automobile, truck, van, bus, motorcycle, boat or trailer, whether motorized or not is prohibited, except by use of a hand-held bucket or similar container or a hand-held hose equipped with a fully functioning, positive self-closing water shut-off nozzle or device that causes it to cease dispensing water immediately when not in use. This subsection does not apply to any commercial car washing facility.

g. **Drinking Water Served Upon Request Only:** Eating or drinking establishments, including but not limited to a restaurant, hotel, cafe, cafeteria, bar, or other public place where food or drinks are sold,
served, or offered for sale, are encouraged not to provide drinking water to any person unless expressly requested.

h. Commercial Lodging Establishments Must Provide Guests Option to Decline Daily Linen Services: Hotels, motels and other commercial lodging establishments must provide customers the option of not having towels and linen laundered daily. Commercial lodging establishments shall prominently display notice of this option in each bathroom using clear and easily understood language.

i. No Installation of Single Pass Cooling Systems: Installation of single pass cooling systems is prohibited in buildings requesting new water service from Mesa Water®.

j. No Installation of Non-re-circulating in Commercial Car Wash and Laundry Systems: Installation of non-re-circulating water systems is prohibited in new commercial conveyor car wash and new commercial laundry systems.

k. Restaurants Required to Use Water Conserving Dish Wash Spray Valves: Food preparation establishments, such as restaurants or cafes, are prohibited from using non-water conserving dish wash spray valves.

l. Commercial Car Wash Systems: Effective on July 1, 2010, all commercial conveyor car wash systems must have installed operational re-circulating water systems, or must have secured a waiver of this requirement from Mesa Water®.

m. Recycled Water Use Required if Available: After Mesa Water® has provided to the user an analysis demonstrating that recycled water is available, cost effective, and safe for the intended use, and the user has been given a reasonable time to make the conversion to recycled water, the use of potable water, is prohibited.

n. Water Recycling – New Service: Prior to the connection of any new commercial, industrial, or multi-residential water service, Mesa Water® shall perform an evaluation to determine whether recycled water is available, cost effective, and safe for the intended use to supply all or some of the water needed by the new user. If available, cost effective, and safe for the intended use, recycled water must be used.

Section 6. Penalties, Violations and Enforcement.

a. Penalties: Penalties for failure to comply with any provisions of this Program are as follows:
1. **First Violation:** Mesa Water® will issue a written warning and deliver a copy of this Program by mail and/to the service address.

2. **Second Violation:** A second violation within the preceding twelve (12) calendar months will receive a second written warning and attempt contact via telephone.

3. **Third Violation:** A third violation within the preceding twelve (12) calendar months will receive a third written warning with reference to the previous two violations and possibility of future actions including water flow restriction and discontinued water service.

4. **Fourth and Subsequent Violations:** A fourth and any subsequent violation within the preceding twelve (12) calendar months may result in the installation of a water flow restrictor.

5. **Water Flow Restrictor:** In addition to any written warnings, Mesa Water® may install a water flow restrictor device of approximately one gallon per minute capacity for services up to one and one-half inch size and comparatively sized restrictors for larger services after written notice of intent to install a flow restrictor until the prohibited actions or practices have been deemed by Mesa Water® to be satisfactorily discontinued or remedied and for a minimum of forty eight (48) hours.

6. **Discontinuing Service:** In addition to any fines and the installation of a water flow restrictor, Mesa Water® may disconnect a customer's water service for willful violations of mandatory restrictions in this Program.

   b. **Cost of Flow Restrictor and Disconnecting Service:** A person or entity that violates this Program is responsible for payment of Mesa Water's charges for installing and/or removing any flow restricting device and for disconnecting and/or reconnecting service per Mesa Water's schedule of fees and charges as then in effect. The charge for installing and/or removing any flow restricting device must be paid to Mesa Water® before the device is removed. Nonpayment thereof will be subject to the same remedies as nonpayment of Mesa Water's water rates.

   c. **Separate Offenses:** Each day that a violation of this Program occurs is a separate offense.

   d. **Notice and Hearing:**
1. Mesa Water® will issue a Notice of Violation by mail or personal delivery at least ten (10) days before taking enforcement action. Such notice shall describe the violation and the date by which corrective action(s) must be taken. A customer may appeal the Notice of Violation by filing a written notice of appeal with Mesa Water® no later than the close of business on the day before the date scheduled for enforcement action. Any Notice of Violation not timely appealed will be final. Upon receipt of a timely appeal, a hearing on the appeal will be scheduled, and Mesa Water® will mail written notice of the hearing date to the customer at least ten (10) days before the date of the hearing.

e. Additional Actions, Penalties: The Board may prescribe additional action(s) and/or penalties for violation of the prohibited actions or practices described herein. Mesa Water® may also implement additional actions or programs to educate Mesa Water® customers, ratepayers, and persons in Mesa Water's service area as to the ongoing need to conserve and use water wisely.

f. Application of Penalties: The General Manager or Water Conservation Coordinator, as applicable, shall have discretion as to the application of penalties and enforcement actions set forth herein. The overall intention of this Program is to implement water conservation actions as described herein.

Section 7. Hardship Waiver.

a. Undue and Disproportionate Hardship: If, due to unique circumstances, a specific requirement of this Program would result in undue hardship to a person using water or to property upon which water is used, then the person may apply for a waiver to the requirements as provided in this section.

b. Written Finding: The waiver may be granted or conditionally granted only upon a written finding of the existence of facts demonstrating an undue hardship to a person using water or to property upon which water is used. An application for a waiver must be on a form prescribed by Mesa Water® and accompanied by a non-refundable processing fee in an amount set by the Board. The application must be accompanied by a written statement of the applicant.

1. Approval Authority: The General Manager or Water Conservation Coordinator, as applicable, must act upon any completed application no later than ten (10) days after submittal and may approve, conditionally approve, or deny the waiver. The
applicant requesting the waiver must be promptly notified in writing of any action taken.

2. **Right of Appeal:** Any aggrieved applicant, who remains dissatisfied with the decision of the General Manager or Water Conservation Coordinator, can appeal, in writing, such final decision to the Board. The Board shall hear such appeal and render its decision. The decision of the Board shall be final.

**Section 8. Other Provisions.**

a. Mesa Water® may provide water efficiency devices either directly or through supported programs. Such devices shall remain within Mesa Water's service area at all times. Devices provided by Mesa Water® shall be used with the intent to conserve water and not be modified in any way or sold.

b. The penalties established and set forth herein are regulatory and administrative in nature. Such penalties are not imposed for water service or water capacity to any particular customer or person.

**Section 9. Severability.** If any section, subsection, sentence, clause or phrase in this Program is for any reason held invalid, the validity of the remainder of the Program will not be affected. The Board hereby declares it would have passed this Program and each section, subsection, sentence, clause or phrase thereof, irrespective of the fact that one or more sections, subsections, sentences, clauses, or phrases is declared invalid.
PROPOSED TEXT OF EMERGENCY REGULATIONS

Article 22.5. Drought Emergency Water Conservation

Sec. 863 Findings of Drought Emergency
   (a) The State Water Resources Control Board finds as follows:
      (1) On January 17, 2014, the Governor issued a proclamation of a state of
          emergency under the California Emergency Services Act based on drought conditions;
      (2) On April 25, 2014, the Governor issued a proclamation of a continued state of
          emergency under the California Emergency Services Act based on continued drought
          conditions;
      (3) The drought conditions that formed the basis of the Governor’s emergency
          proclamations continue to exist;
      (4) The present year is critically dry and has been immediately preceded by two or
          more consecutive below normal, dry, or critically dry years; and
      (5) The drought conditions will likely continue for the foreseeable future and
          additional action by both the State Water Resources Control Board and local water
          suppliers will likely be necessary to further promote conservation.

Authority: Wat. Code, § 1058.5.

Sec. 864 End-User Requirements in Promotion of Water Conservation
   (a) To promote water conservation, each of the following actions is prohibited, except where necessary to address an immediate health and safety need or to comply with a term or condition in a permit issued by a state or federal agency:
      (1) The application of potable water to outdoor landscapes in a manner that causes
          runoff such that water flows onto adjacent property, non-irrigated areas, private and
          public walkways, roadways, parking lots, or structures;
      (2) The use of a hose that dispenses potable water to wash a motor vehicle, except
          where the hose is fitted with a shut-off nozzle or device attached to it that causes it to
          cease dispensing water immediately when not in use;
      (3) The application of potable water to driveways and sidewalks; and
      (4) The use of potable water in a fountain or other decorative water feature, except where the water is part of a recirculating system.
      (5) The application of potable water to outdoor landscapes during and up
          to 48 hours after measurable rainfall.
      (b) To promote water conservation, operators of hotels and motels shall provide
          guests with the option of choosing not to have towels and linens laundered daily. The
          hotel or motel shall prominently display notice of this option in each bathguestroom
          using clear and easily understood language.
(c) The taking of any action prohibited in subdivision (a) or the failure to take any action required in subdivision (b), in addition to any other applicable civil or criminal penalties, is an infraction, punishable by a fine of up to five hundred dollars ($500) for each day in which the violation occurs.

Authority: Wat. Code, § 1058.5.

Sec. 865 Mandatory Actions by Water Suppliers

(a) The term “urban water supplier,” when used in this section, refers to a supplier that meets the definition set forth in Water Code section 10617, except it does not refer to suppliers when they are functioning solely in a wholesale capacity, but does apply to suppliers when they are functioning in a retail capacity.

(b)(1) To promote water conservation, each urban water supplier shall implement all requirements and actions of the stage of its water shortage contingency plan that includes mandatory restrictions on the number of days that outdoor irrigation of ornamental landscapes or turf with potable water is allowed. Urban water suppliers with approved alternate plans as described in subdivision (b)(2) are exempted from this requirement.

(2) An urban water supplier may submit a request to the Executive Director for approval of an alternate plan that includes allocation-based rate structures that satisfies the requirements of chapter 3.4 (commencing with section 370) of division 1 of the Water Code, and the Executive Director may approve such an alternate plan upon determining that the rate structure, in conjunction with other measures, achieves a level of conservation that would be superior to that achieved by implementing limitations on outdoor irrigation of ornamental landscapes or turf with potable water by the persons it serves to no more than two days per week.

(c) To promote water conservation, each urban water supplier that does not have a water shortage contingency plan that restricts the number of days that outdoor irrigation of ornamental landscapes and turf with potable water is allowed, or has been notified by the Department of Water Resources that its water shortage contingency plan does not meet the requirements of Water Code section 10632 shall, within thirty (30) days, limit outdoor irrigation of ornamental landscapes or turf with potable water by the persons it serves to no more than two days per week.

(d) In furtherance of the promotion of water conservation each urban water supplier shall:

(1) Provide prompt notice to a customer whenever the supplier obtains information that indicates that a leak may exist within the end-users exclusive control.

(2) Prepare and submit to the State Water Resources Control Board by the 15th of each month a monitoring report on forms provided by the Board. The monitoring report shall include the amount of potable water the urban water supplier produced, including water provided by a wholesaler, in the preceding calendar month and shall compare that amount to the amount produced in the same calendar month in 2013. The monitoring report shall specify the population served by the urban water supplier, the percentage of water produced that is used for the residential sector, descriptive statistics on water
conservation compliance and enforcement efforts, and the number of days that outdoor
irrigation is allowed. The monitoring report shall also estimate the gallons of water per
person per day used by the residential customers it serves.

(e) To promote water conservation, each distributor of a public water supply, as
defined in Water Code section 350, that is not an urban water supplier shall, within thirty
(30) days, take one or more of the following actions:

1. Limit outdoor irrigation of ornamental landscapes or turf with potable water
   by the persons it serves to no more than two days per week; or
2. Implement another mandatory conservation measure or measures intended to
   achieve a 20 percent reduction in water consumption by the persons it serves relative to
   the amount consumed in 2013.

Authority: Wat. Code, § 1058.5.
References: Wat. Code, §§ 102, 104, 105; 350; 10617; 10632.
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: March 26, 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 – 480; Instagram – 72; Twitter – 89

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 expense budget is $388,925 for FY 2015. To date, $280,886 has been spent, with a remaining balance of $108,039.

ATTACHMENTS

None.
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: March 26, 2015
SUBJECT: Join Californians for Water Security

RECOMMENDATION

Recommend Board approval for the District to join the Californians for Water Security coalition.

STRATEGIC PLAN

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

Californians for Water Security (CWS) is a broad-based statewide coalition that is waging a comprehensive campaign to support the Governor’s plan to fix California’s aging water distribution system. Since its public launch in January, 2015, the CWS coalition has been continually growing its membership, including organizations among the following industry groups: agriculture; business; environment; infrastructure; labor; local government; minority/ethnic; and, water.

CWS is using an active advertising, grassroots lobbying, social media, and public advocacy campaign to support the important project to update and modernize California’s water distribution system and improve water reliability and security throughout the state.

CWS members support fixing California’s broken water distribution system through the implementation of the Bay Delta Conservation Plan (BCDP), which was created to address the severe vulnerabilities of the state’s water infrastructure. The BCDP will:

- Improve the safety of our water system by fixing aging infrastructure using the most innovative technologies and engineering practices.
- Protect water supplies by delivering them through a modern water pipeline, rather than relying solely on today’s deteriorating levee system.
- Build a water delivery system that is able to protect our water supplies from earthquakes, floods, and natural disasters.
• Improve the ability to move water in wet years to water storage facilities throughout the state in order to capture it for use in dry years.
• Restore habitat and more natural water flows above-ground, in rivers and streams, in order to reduce impacts on endangered fish and other wildlife.
• Build a water system that can reliably deliver water to people and businesses, while also protecting water supplies for the environment, fish, and wildlife.

The BDCP was drafted after nearly a decade of extensive expert review, planning, and scientific and environmental analysis by the state’s leading water experts, engineers, and conservationists. It is the only viable plan supported by leading scientists, water agencies, engineers, and other experts.


FINANCIAL IMPACT

There is no financial impact.

ATTACHMENTS

Attachment A: Californians for Water Security (CWS) background information
Fix California’s Aging Water Distribution System

What is Californians for Water Security?
Californians for Water Security (CWS) is a new and growing coalition of residents, business leaders, labor, family farmers, local governments, water experts, environmentalists and others that have come together to mount a comprehensive, multi-year campaign in support of the plan to fix California’s aging water distribution system, through implementation of the Bay Delta Conservation Plan (BDCP).

The coalition will wage an active advertising, grassroots lobbying, social media and public advocacy campaign to support this important project to fix our aging water distribution infrastructure and improve water reliability and security throughout the state.

We recognize there are many organizations and regional efforts underway to support this vital plan, but a coordinated statewide strategy and active campaign is essential to overcome a small but vocal minority who are fighting to maintain the status quo.

Who are members of the coalition?
Our coalition is recently formed and growing each day. Agriculture, business, labor, local government, water and environmental groups are joining together in this effort to generate broad-based support to improve the security of California’s water supplies by fixing our outdated water distribution infrastructure. For a complete coalition list visit www.watersecurityca.com.

Why is this plan needed?
Currently, two-thirds of water for Californians starts in the Sierra Nevada Mountains and flows through the state’s main water distribution system through the Sacramento San Joaquin Delta to other parts of the state, including Northern California, the Bay Area, Central Valley, and Southern California.

But this system of aging levees, aqueducts and pipes - that supplies water to 25 million Californians and 3 million acres of farmland - is outdated and at risk of collapse in the event of a major earthquake or flood. Scientists warn that a significant portion of the state’s water supply could be wiped out for a year or longer if a major earthquake strikes Northern California and disrupts our state’s main water distribution system.

And problems with this aging system have already resulted in significant water supply cutbacks and shortages for people, farms and businesses, as well as damage to fish, wildlife and the environment. We must act to fix our aging water distribution infrastructure.

What would this plan accomplish?
The BDCP was created to address the severe vulnerabilities of California’s water delivery system. The plan was drafted after nearly a decade of extensive expert review, planning and scientific and environmental

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analysis by the state’s leading water experts, engineers and conservationists, and unprecedented public comment and participation. It is the only viable plan supported by leading scientists, water agencies, engineers and other experts.

The BDCP plan will:

- **Improve the safety** of our water system by **fixing aging infrastructure** using the most innovative technologies and engineering practices.
- Protect water supplies by delivering them through a **modern water pipeline rather than solely through today’s deteriorating levee system**.
- Build a water delivery system that is able to **protect our water supplies from earthquakes, floods and natural disasters**.
- **Improve the ability to move water to storage facilities** throughout the state so we can capture it for use in dry years.
- Restoring habitat and **more natural water flows above ground** in rivers and streams in order to reduce impacts on endangered fish and other wildlife.
- Build a water system that can **reliably deliver water to people and businesses**, while also **protecting water supplies for the environment, fish and wildlife**.

**Why the urgency?**
Our state's main water distribution system has been unreliable for some time and continues to age and deteriorate. Without action, the safety and security of our water supply remain at risk... at **risk of collapse in the event of a major earthquake or flood**, at **risk of continued cutbacks**, at **risk of further environmental damage**.

Fortunately, after nearly a decade of extensive scientific and environmental analysis, thoughtful engineering and preparation, and unprecedented public review and involvement, California is ready to move forward with a responsible plan to fix our aging water distribution system.

But getting to this point has been difficult. It has taken considerable time, planning, public comment and input. **If we do not move forward with this responsible plan, or fail to capitalize on this momentum, it could be another generation before we get the chance again.** We must not let that happen.

**How will coalition endorsement be used?**
By signing up as a member of CWS, you agree that we may list your organization’s name in support of our coalition and our efforts to advocate in support of the Bay Delta Conservation Plan to fix our aging water distribution system. By joining our coalition, we will also work with you on ways to move this project forward, through aggressive grassroots outreach, public relations, regulatory and legislative outreach and paid media, as appropriate.

We value our coalition members’ commitment and will provide frequent updates as well as the tools and resources necessary to drive our messages to audiences that will garner additional support for this critical project.

**Californians for Water Security • 916.443.0872 • www.watersecurityca.com**
We Support the Plan to Fix California’s Aging Water Distribution System!

(3/17/15)

LABOR
California State Building Trades & Construction Council
Los Angeles/Orange Counties Building & Construction Trades Council
Santa Clara & San Benito Counties Building & Construction Trades Council
California State Council of Laborers Building & Construction Trades Council of Alameda County
San Mateo County Building & Construction Trades Council
San Diego County Building & Construction Trades Council
Bricklayers & Allied Craftworkers Local 3 Union
Humboldt and Del Norte Counties Building & Construction Trades Council
IBEW Local 234
IBEW Local 428
IBEW Local 441
IBEW Local 551
IBEW Local 952
Imperial County Building & Construction Trades Council
Insulators & Allied Workers Local 16
International Union of Operating Engineers Local 12
Kern, Inyo and Mono Building & Construction Trades Council
Laborers Union of North America Local 1184
Monterey/Santa Cruz Building & Construction Trades Council
Northeastern California Building & Construction Trades Council
Piping Industry Progress & Education Trust Fund (P.I.P.E.)
Plumbers, Pipefitters, Refrigeration UA Local 364

Plumbers & Steam Fitters Local 398
Plumbers & Steam Fitters Local 403
Sign Display & Allied Crafts Local Union No. 510
Sonoma, Mendocino and Lake Counties Building & Construction Trades Council
Southern California Pipe Trades District Council 16
Steam, Refrigeration, Air Conditioning, Pipefitters & Apprentices UA Local 250
United Association of Plumbers & Pipe Fitters Local 114
United Association of Plumbers & Steamfitters Local 484
UA Local Union 345 Landscape and Irrigation, Sewer & Storm, Underground Industrial Piping Industry

AGRICULTURE
California Citrus Mutual
Fresno County Farm Bureau
Kings County Farm Bureau
Western Growers

WATER
Association of Water Agencies of Ventura County
Calleguas Municipal Water District
Southern California Water Committee (SCWC)

ENVIRONMENT
Natural Heritage Institute
ETHNIC
California State Conference NAACP
California Black Chamber of Commerce

LOCAL GOVERNMENT
Association of California Cities – Orange County

INFRASTRUCTURE
California Alliance for Jobs
California Metals Coalition
Engineering Contractor's Association

BUSINESS
California Small Business Association
California Chamber of Commerce
California Building Industry Association (CBIA)
California Business Properties Association
Beverly Hills Chamber of Commerce
Burbank Chamber of Commerce
Camarillo Chamber of Commerce
Chamber of Commerce Alliance of Ventura & Santa Barbara Counties
Greater Bakersfield Chamber of Commerce
El Monte/South El Monte Chamber of Commerce
Greater Conejo Valley Chamber of Commerce
Greater Riverside Chambers of Commerce
Hueneme Chamber of Commerce
Huntington Beach Chamber of Commerce
Inland Empire Economic Partnership (IEEP)
La Verne Chamber of Commerce
Lemoore Chamber of Commerce
Los Angeles Area Chamber of Commerce
Los Angeles County Business Federation
Monrovia Chamber of Commerce
Newhall Land
Oxnard Chamber of Commerce
Redondo Beach Chamber of Commerce
Regional Chamber of Commerce – San Gabriel Valley
San Francisco Chamber of Commerce
San Gabriel Valley Economic Partnership
San Jose Silicon Valley Chamber of Commerce
Silicon Valley Leadership Group
Simi Valley Chamber of Commerce

South Bay Association of Chambers of Commerce
Southwest California Legislative Council
Torrance Area Chamber of Commerce
Valley Industry & Commerce Association
Ventura County Coalition of Labor, Agriculture & Business (VC COLAB)
Ventura County Economic Development Association
Coalition Sign-Up – Join Californians for Water Security

☐ Yes, you may list me/my organization in support of Californians for Water Security, a growing coalition of farmers, businesses, labor, local governments, water experts and others dedicated to making the state’s water supply more stable and reliable by modernizing the water infrastructure in the Sacramento San Joaquin Delta. Our coalition will work to support the proposed Bay Delta Conservation Plan (BDCP), a vital project that will protect the reliability of water for California’s residents, farms, businesses and the environment.

Please select a category:  ☐ Organization  ☐ Company  ☐ Individual

Please complete the following information:

Company or Organization Name/Employer

Name  Title/Occupation

Street address

City  State  Zip  County

Phone number  Fax number

E-mail Address

Signature (Required)  Date

Email or fax this form to: smadsen@bcfpublicaffairs.com or 916-442-3510 (fax)
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: March 26, 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, followed by an additional $18,000 allocated in December, 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, $38,000 has been spent, with a remaining balance of $40,000 in this account.

ATTACHMENTS

None.
REPORTS AND INFORMATION ITEMS:

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

7. DIRECTORS' REPORTS AND COMMENTS:
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: March 26, 2015
SUBJECT: Water Quality Report

RECOMMENDATION

This item is provided for discussion only and no action is required 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

The Legislative & Public Affairs Committee last discussed this item in March 2014.

DISCUSSION

Mesa Water District (Mesa Water®) Public & Government Affairs department works in collaboration with the District’s Water Quality staff to produce the annual Water Quality Report, also called the Consumer Confidence Report (CCR). Traditionally, the CCR has been printed for each resident in Mesa Water’s service area and distributed via bulk mail. Last year, Mesa Water® produced a postcard for the CCR that included a link to the full version of the CCR online that was distributed by mail to each resident, or 48,000 people.

The California Department of Public Health allows water agencies to produce a CCR in a variety of mediums: Printed; Printed and Mailed; Electronic; or, a combination thereof. The Municipal Water District of Orange County (MWDOC) is promoting these various opportunities, and the benefits of the Electronic medium.

Mesa Water® plans to produce and distribute the CCR for 2014 via a postcard to notify all consumers in the service area of the CCR’s availability, and of the availability of a printed version of the CCR upon request. Following are the benefits of continuing the Electronic and postcard distribution of the CCR:

• Cost savings of approximately $9,000;
• Paper savings of 48,000 sheets of paper; and,
• Accessibility of the document to anyone via the District’s website.
FINANCIAL IMPACT

This item was previously budgeted under Public & Government Affairs; however, the CCR is now budgeted under the Water Quality program. The estimated cost is $4,000.

ATTACHMENTS

None.
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: March 26, 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: Davis Magnet School Assembly on April 2nd; Wilson Elementary Assembly on April
16th, Pomona Elementary Assembly on April 20th; and the Costa Mesa Community Run on Saturday, April 25th.

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.

3. Town Hall Talks – For FY 2015, Mesa Water® hosted the 2nd anniversary of the dedication of the Mesa Water Reliability Facility (MWRF) as a Town Hall event and mixer on Friday, March 13, from 4:00 p.m. to 7:00 p.m. with 10 elected officials in attendance and 45 customers and community members.

4. “Well Wisher” Meetings – To date, Mesa Water® has received 297 “Well Wisher” support cards and hosted 840 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 expense budget is $388,925 for FY 2015. To date, $280,886 has been spent, with a remaining balance of $108,039.

ATTACHMENTS

None.