



*Dedicated to
Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, November 19, 2015
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, November 19, 2015 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.

None

ACTION ITEMS:

1. MesaWater.org Upgrade RFP Results

PRESENTATION AND DISCUSSION ITEMS:

2. Social Media Project RFP

REPORTS:

3. Advocacy Consulting Services Report
4. Legislative Consulting Services Report
5. Report of the General Manager
6. Directors' Reports and Comments

INFORMATION ITEMS:

7. Drought-Reach 2.0 Update
8. 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



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TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: November 19, 2015
SUBJECT: MesaWater.org Upgrade RFP Results

RECOMMENDATION

Recommend that the Mesa Water Board of Directors authorize an agreement with Zuno Studios for website design and maintenance services for an amount not to exceed \$75,000.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

The website redesign has been discussed at the following meetings:

- Legislative and Public Affairs Committee meeting on July 23, 2015; and,
- Board Workshop on March 20, 2015.

DISCUSSION

Hosting a dynamic, integrated, user-friendly website allows Mesa Water® to communicate effectively through the use of timely, relevant, and actionable content that incorporates graphics, images, video, maps, newsfeeds, text, and interactive online features.

On September 28, 2015, Mesa Water® requested proposals for professional services to upgrade MesaWater.org so that it may provide greater accessibility and create a well-branded, dynamic user experience for customers and the public. The current structure of MesaWater.org is static, challenging to update, and contains outdated tools, necessitating a structural change that allows for increased design flexibility, optimization for mobile devices and search engines, and access for key staff to make timely updates.

The website was initially launched in 2002, redesigned in 2007, and updated with Mesa Water's re-branding in 2013.

The website is utilized as an information center for public notification of board meetings, district events, drought updates, and two significant services that link to third-party vendors who manage online employment applications and online bill pay for customers. The redesign will additionally provide the following:



- Updated look and appearance;
- Easier access to Customer Services' paperless billing portal;
- Content Management System (CMS) to allow key staff to make timely updates;
- FTP portal for large file attachments;
- Mobile device optimization and Search Engine Optimization (SEO) strategy;
- Integrated online newsroom and social media platforms;
- Improved search function to more easily locate desired topics and documents;
- Interactive map to identify whether a property is in the service area and, if so, which Director Division represents that resident, business, or agency;
- Online RSVP capability for District events and tours;
- Expanded and updated water use efficiency section;
- Virtual tour of the Mesa Water Reliability Facility (MWRF);
- Hyperlinked newsletter stories and archives to allow easier access; and more.

Resulting from a competitive solicitation via Mesa Water's Request for Proposals (RFP) process, the District received twelve (12) well-qualified proposals on October 21, 2015 which were reviewed by a four-member panel with three Mesa Water® staff members -- two from the Public & Government Affairs department, and one from the Customer Services department -- and one staff member from the Municipal Water District of Orange County. The panelists selected five (5) firms to be shortlisted and interviewed on Monday, November 2, 2015.

Below is the list of the five shortlisted firms who were interviewed by the panel:

Firm Name	Ranking	Cost
Zuno Studios	1	\$75,000
Ripe Media	2	\$75,000
Civic Resource Group	3	\$74,963
Michael Baker International	4	\$69,660
Granite Sky Design	5	\$74,016

All of the firms presented well and had creative solutions for improving MesaWater.org. After much discussion and further research, the panel selected Zuno Studios as the best fit for Mesa Water® and the MesaWater.org upgrade project for the following reasons:

- The firm recommended Joomla as the most appropriate Content Management System (CMS) for Mesa Water® as it is reliable, flexible, utilized effectively by government agencies nationwide, and already possesses many of the features desired by Mesa Water®;
- The firm approached the website as a fundamental part of representing the Mesa Water® brand, and the need to provide both access and notification to customers, with a more streamlined path to reach Online Bill Pay and other Customer Services features;
- The firm will implement an interactive map that will easily identify customers in the service area and show which Director represents a Division; and,



- The firm provided several options for the virtual MWRf tour, with various technological approaches for the project; and more.

FINANCIAL IMPACT

\$75,000 is budgeted in fiscal year 2016; no funds have been spent to date.

ATTACHMENTS

None.

MEMORANDUM



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TO: Board of Directors
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: November 19, 2015
SUBJECT: Social Media Project - Request for Proposals

RECOMMENDATION

Approve staff to conduct a Request for Proposals (RFP) process for Social Media consulting services.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

Staff developed an updated scope of work to retain expert consulting services in order to enhance Mesa Water's social media presence. Staff plans to conduct an RFP process for this project that will include an assessment of the District's social media presence and effectiveness since inception, provide a recommendation for tactics moving forward, develop a dashboard for metrics, and provide social media best management practices materials and trainings for Mesa Water Board and staff. Following is a topline summary of the project's deliverables:

- Review the District's social media activities since inception, and assess the effectiveness of such in terms of quality, quantity, and reach;
- Provide a summary of the review/assessment of the District's social media activities to date, with recommendations on added strategies and tactics for Mesa Water® to implement moving forward in order to ensure a robust social media program for the District that further enhances its branding and outreach;
- Develop a dashboard of metrics for Mesa Water® to use moving forward in its social media activities in order to measure the program's effectiveness in terms of quality, quantity, and reach;
- Develop materials (handouts and presentation) for training Mesa Water Board and staff on best management practices for a public agency's use of social media; and,



- Conduct two (2) trainings -- 1 Board session, 1 staff session -- at the District on best management practices for a public agency's use of social media.

The timing for the project is mid-February through mid-August, 2016 (six months total).

FINANCIAL IMPACT

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

ATTACHMENTS

Attachment A: Social Media RFP

Mesa Water District

Social Media Project Request for Proposals

District Background

[Mesa Water District](#) (Mesa Water®), an independent special district, was formed on January 1, 1960, as a result of the merger of four water agencies. Mesa Water® has approximately 50 full-time employees and is governed by a five-member [Board of Directors](#) elected by the constituents of five divisions within the District's service area. Mesa Water® has no affiliation with the City of Costa Mesa or the County of Orange.

Mesa Water's primary purpose is to manage and deliver water and water-related services to customers within its service area. Mesa Water® distributes a combination of local groundwater and recycled water to approximately 23,500 retail accounts (population of 108,000) in an 18-square-mile area, which includes the City of Costa Mesa, parts of Newport Beach, and unincorporated areas of Orange County, including the John Wayne Airport. Additional key customers include the Mesa Verde Country Club, Newport-Mesa Unified School District, OC Fair, Orange Coast College, South Coast Plaza, and Vanguard University.

The Mesa Water® Board's [2015 Strategic Plan](#) includes the goal to "Increase public awareness about Mesa Water® and about water." Social media plays a strong role in achieving this goal.

Project Targets

This project targets the District's 23,500 retail customers in an effort to improve Mesa Water's social media presence and positive impact, and increase Mesa Water's social media engagement with key/top local influencers and organizations (for likes, retweets, etc.). Currently, Mesa Water® has 754 [Facebook](#) followers, 171 [Twitter](#) followers, and 128 [Instagram](#) followers. With just 3 followers on Mesa Water's [YouTube](#) channel, this project will also include recommendations for videos to add to this platform.

Project Budget Range

Mesa Water® has allocated a not-to-exceed budget of \$28,000 to implement the scope outlined in this RFP.

Project Timing and Scope

Mesa Water® currently uses four (4) social media platforms -- Facebook, Instagram, Twitter, and YouTube -- as a way to reach its customers. The consultant will be responsible for the following tasks to enhance Mesa Water's social media presence from February 16, 2016 to August 16, 2016 (180 days):

Deliverable #1 – Project Launch & Kickoff Meeting

- Project team meeting between consultant and Mesa Water® at the District to refine the project scope, budget, schedule/milestones, and define the project stakeholders, communications plan, quality parameters for deliverables and success risks.

Due – Feb. 16, 2016 (please tentatively reserve this date, timing TBD).

Deliverable #2 – Social Media Assessment, including:

- Evaluate analytics and review content/posts on Mesa Water's four social media platforms -- Facebook, Instagram, Twitter, and YouTube -- and of blogs and online news outlets relevant to the District's constituents; and,
- Provide a summary of the effectiveness, impact, and reach of Mesa Water's social media activities with regard to the quality and quantity of online outreach, and advancing the District's brand consistency (style, tone, voice), relevance, timeliness, and other important factors.

Due – 30 days from project launch.

Deliverable #3 – Social Media Metrics & Plan, including, but not necessarily limited to:

- Creating a dashboard of analytics for Mesa Water® to periodically assess its social media effectiveness and measure the District's return on investment, based on best management practices and success metrics for social media engagement by a public agency;
- Flagging proactive and reactive opportunities for engagement with Mesa Water's community, customers, legislative and industry contacts, media, and other relevant constituents/stakeholders;
- Identifying additional opportunities Mesa Water's online outreach via social networking;
- Offering guidance for Mesa Water® to monitor social media activities and interactions on its own platforms as well as on other platforms, blogs, and online news outlets relevant to the District's constituents;
- Providing recommendations for both earned and paid social media opportunities (including retweets from appropriate sources);
- Recommending integrated communications strategies for special promotions (i.e., events, media relations, rebates, etc.); and,
- Reviewing Mesa Water's [social media guidelines](#) for appropriate interactions and suggesting improvements to such.

Due – draft dashboard and report 60 days from launch, finalize 90 days from launch.

Deliverable #4 – Project Status Updates:

- Conduct weekly call (15-30 minutes) between consultant project lead and Mesa Water® team lead; and,
- Provide a written report of consultant's monthly activities and project status to Mesa Water® and use final metrics (dashboard analytics) as an attachment to the report.

Due – Weekly calls to be scheduled at kickoff meeting; 1st written status update due 30 days from project launch, and monthly thereafter through project completion; metrics with dashboard analytics (as an attachment to the written status update) due 90 days from launch and monthly thereafter through project completion.

Deliverable #5 – Social Media Training: To ensure a consistent social media presence for Mesa Water®, the consultant will provide two (2) trainings at the District about best practices, how to utilize analytics and social media tools, and increase followers. Activities should include:

- Developing the training curriculum;
- Preparing training documents and materials; and,
- Preparing, organizing, and delivering two (2) trainings at the District.

Due – submit draft training curriculum, documents and materials 120 days from launch, finalize 135 days from launch; conduct 2 trainings at the District within 150-165 days from launch.

Deliverable #6 – Board Presentation & Close Out:

- Present at Mesa Water's the Aug. 11, 2016 Board meeting; and,
- Submit final project report, invoice, documents and materials on Aug. 16, 2016.

RFP Requirements

All proposals must be printed and submitted on 8 ½" x 11" sheets of paper, typed, double-sided with standard (1-inch) margins and single-spaced with headings, sections and sub-sections identified appropriately. Font must be at least 11 pt. Each page, including attachments, must be clearly and consecutively numbered at the bottom center of each page.

Please include the following information for the consultant and all team members, including sub-consultants:

- **Scope of Work, Schedule, and Cost** – For each deliverable of the scope of work, list specific tasks (including meetings and conference calls with Mesa Water®),

estimated hours to complete each task, the time (labor) and materials cost of each task, expected results, and a timeline for the entire campaign broken down by deliverable and task. Provide cost information and scope information regarding any additional or recommended optional tasks.

- **Consultant and Sub-Consultant Experience/Qualifications** – Provide consultant and sub-consultant capabilities, experience, and qualifications to establish ability to perform the scope of work to satisfaction by reasons of a demonstrated track record (or case studies) for similar work and strengths/stability of consultant and sub-consultants (list all).
- **Proposed Team and Team Organization** – Identify the campaign team, staffing abilities and workloads, and provide an organization chart with each key staff’s responsibilities and reporting relationships defined for the proposed team. Provide a brief bio or resume with general education, experience, and professional credentials for key staff and proposed campaign team members. Specifics should include type and amount of experience, list of campaigns in which they were involved, and their capacity with these campaigns.
- **References** – Offer three to five references from similar campaigns in the last five years. Include a name and address of the organization, contact information (phone and email), description and dates of the work performed.

Expensive bindings, colored displays, and promotional materials are neither necessary nor desired. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on content completeness and clarity.

RFP Evaluation Criteria

The Mesa Water® evaluation panel will review, score, and rank the proposals, based on the following criteria:

Criteria	Weight
Scope, Schedule & Cost	40%
Experience & Qualifications	30%
Team & Team Organization	20%
References & Overall Proposal Quality	10%

RFP Timing

The RFP schedule is as follows:

RFP released	Dec. 11, 2015
Pre-proposal conference call/meeting (optional) at Mesa Water®	Dec. 17, 2015 at 9:30 a.m.
Project inquiries deadline	Jan. 5, 2016 at 4:00 p.m.
Response to project inquiries	Jan. 7, 2016
Proposals due date (no exceptions)	Jan. 19, 2016 at 4:00 p.m.
Shortlist announced	Jan. 28, 2016
Shortlisted firm interviews at Mesa Water®	Feb. 5, 2016 (please tentatively reserve)
Tentative award date	Feb. 11, 2016
Kickoff meeting at Mesa Water®	Feb. 16, 2016 (please tentatively reserve)

Proposal Submission

One (1) original, three (3) copies and one (1) electronic version (in PDF or Word format on USB Flash Drive) of the completed proposal must be received at the address listed below no later than 4:00 p.m. PST, Monday, December 7, 2015.

Proposals received after the deadline will not be considered. Faxed or e-mailed proposals will not be accepted. Postmarks will not be accepted in lieu of actual receipt.

Submit the original and all copies of the proposal in a sealed envelope, container or package to:

Stacy Taylor
Public & Government Affairs Manager
Mesa Water District
1965 Placentia Avenue
Costa Mesa, CA 92627

All materials submitted with the proposal become the property of Mesa Water® and will not be returned. The proposal will become public record subject to the disclosure provisions of the Public Records Act (Government Code Section 6250 et seq).

DRAFT

MEMORANDUM



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TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: November 19, 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

\$84,000 is budgeted in fiscal year 2016; \$28,000 has been spent to date.

ATTACHMENTS

None



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: November 19, 2015
SUBJECT: Legislative Consulting Services Report

RECOMMENDATION

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

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

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

FINANCIAL IMPACT

\$60,000 is budgeted in fiscal year 2016; \$20,000 has been spent to date.

ATTACHMENTS

Attachment A: Report & Legislation Matrix

MEMORANDUM

To: Mesa Water®

From: Townsend Public Affairs, Inc.

Date: November 9, 2015

Subject: Monthly Political and Activity Report

Specific Activities for the Month:

- TPA provided Mesa Water staff with updated information on the State legislative session, including bills signed by the Governor that were of interest to Mesa Water. Those bills included SB 355 (Lara), SB 758 (Block), AB 1164 (Gatto), AB 1390 (Alejo), SB 226 (Pavley), and the signing message for AB 401 (Dodd).
- On October 22, TPA attended the annual MET Legislative Coordinator Planning meeting and provided notes to Mesa Water staff.
- On October 28, TPA attended the Senate Natural Resources and Water Committee hearing in Van Nuys, and provided notes to Mesa Water staff.
- TPA provided Mesa Water with an opportunity to sign on to a coalition letter related to the federal Western State drought legislation.
- Attached to this memo, Mesa Water will find two legislative matrices. The first is a wrap-up of the priority legislation for the FY 15-16 legislative year. The second is a list of two year bills that are a priority as we enter into the second year of the two year session.

State Political Update

The 2015 regular session of the California legislative session ended at midnight on September 11. The legislature will reconvene for the second year of the two year session on January 4, 2016. With the legislative recess, most legislators have returned to their districts; however, some have traveled back to the Capitol to participate in informational hearings occurring within the active Special Sessions of the Legislature to deal with transportation and healthcare.

On October 11 the Governor concluded with his actions on pending legislation passed by the Legislature this year, at which point people began to shift their focus to upcoming policy issues. This session, the Governor considered 941 bills, the third lowest number he has considered since beginning his third term in office. Ultimately, Governor Brown signed 808 bills and vetoed 133, his second highest percentage of vetoed bills, at 14.13 percent.

One issue that continues to be discussed is how to continue to respond to the emergency water conservation regulations, passed in response to the Governor's Executive Order on the drought, which are set to expire in February 2016. The State Water Resources Control Board (SWRCB), in an effort to be more comprehensive in their approach towards the regulations, has convened a stakeholder group to consider how the emergency regulations may be modified should they be renewed in February. The SWRCB has already started looking at possible proposals, amendments, and modifications to the conservation measure exacted by the Governor, in an effort to address stakeholder concern while attempting to maintain a healthy California water system. The stakeholder group was hand-picked by the SWRCB and includes agencies from across the state that represent a broad field of water interests, including statewide associations, utilities, environmental groups, manufacturing, water retailers, and water wholesalers. The stakeholder group is working with SWRCB staff to develop proposals that may be incorporated into regulation modifications, including topics of additional credits for infrastructure investment, regional compliance for conservation, growth adjustments, and adjustments for groundwater. Prior to any official action by the SWRCB, a public workshop will be held on December 7 in order to solicit further feedback and input from all interested parties.

Like the SWRCB, legislators are beginning to look forward at issues that may be upcoming in 2016. One such issue that has been discussed is a proposed public goods charge on water. At the end of the legislative session, Senator Fran Pavley amended SB 20 so that it would create the "California Water Resiliency Investment Fund." While the bill does not currently include a proposal as to how funds would be allocated into the Fund, it is likely that the bill will be used as a vehicle to discuss a statewide public goods charge on water. The current language in the bill would allow funding to be used for: emergency drought response, integrated regional water resiliency, safe drinking water for disadvantaged communities, environmental protections for fish and wildlife, and for improved data collection and management. The Senator is planning to conduct two informational hearings, one in November and one in January, to further discuss the State's ongoing water funding needs and the subject of a public goods charge.

In additional drought related news, a recent poll conducted by Save Our Water and the Field Research Corporation, 76 percent of Californian's view the state's drought as "extremely serious". This is up nearly 10 percent when the same poll was conducted in May of this year. The results of this poll indicate that Californian's are continuing to recognize the severity of this drought and are doing their part to mitigate its effect. The poll was designed to gauge Californian's attitude toward continued water conservation into fall and winter and their willingness to make permanent landscape changes. The poll also showed that fewer than 40 percent of voters believe that the state's business and commercial water users are doing their part to help the state get through the current drought.

On November 2, the Secretary of State certified that the initiative requiring voter approval before the State can issue certain lease revenue bonds had collected enough signatures to be placed on the November 2016 ballot. If voters approve this proposed constitutional amendment, any public works project requiring more than \$2 billion in revenue bonds would need to receive voter approval before the bonds could be issued. Additionally, this measure would prevent the State from breaking large projects into smaller projects in an effort to bypass voter approval for revenue bonds. This initiative has the ability to impact many large scale state projects, including transportation projects, college facilities projects, and the proposed Delta tunnels project. The initiative was put forward by a businessman and farmer from the Stockton area named Dean Cortopassi. While Cortopassi has indicated that his measure is aimed at issues of state debt and limiting future debt, he has been very vocal in his opposition to the Delta tunnels project proposed by the Governor. While the election to consider this initiative is still a year away, a number of elected officials and interest groups are already lining up to express their opposition to the initiative, including Governor Jerry Brown. Furthermore, a group, led by the California Chamber of Commerce and the State Building and Construction Trades Council, has already formed a ballot committee to oppose the initiative.

Drought Update

Bay Delta Conservation Plan

The public comment period on the recirculated draft environmental documents for California WaterFix ended on October 30. California WaterFix is the preferred project by state and federal officials which aims to build two large pipes under the Delta in an effort to better protect Southern California's water future. The public comment period had been open since July 10 and the comments will help the State finalize the Environmental Impact Report (EIR). All comments will be addressed in the final EIR and will be considered during the decision making process. The state will not make final decisions about the proposed project until after the CEQA and NEQA processes have finished.

State Water Use: September 2015

For the fourth month in a row, California beat the Governor's 25 percent mandate, reducing their overall water use by 26.1 percent in September. Californian's have now saved a total of 777,739 acre-feet, equating to about 65 percent of its goal of 1.2 million acre-feet of water saved by February 2016. The cumulative water savings from June, July, August, and September when compared to the same months in 2013, is now 28.1 percent. The SWRCB is urging Californian's to continue their efforts to conserve throughout the winter months, regardless of the assumed increase in rainfall. The SWRCB has also been focused on informing residents about the importance of protecting their trees in times of drought, and to water them "slowly and carefully".

In September:

- Suppliers reported 77,763 compliance and enforcement actions taken in September, a significant decrease from the 92,868 actions reported in August.
- The Office of Enforcement continues to work with suppliers that have not met their conservation standard. Since June, the State Water Board has issued:
 - Eight conservation orders
 - 99 information orders
 - 68 warning letters
 - Seven alternative compliance orders

- Of the 389 suppliers reporting for September, six were more than 15 percentage points away from meeting their conservation standard

MET and LACSD Recycled Water Project

The Metropolitan Water District (MET) and the Los Angeles County Sanitation Districts (LACSD) have been engaging in talks regarding the construction of a recycled water plant capable of producing up to 150 million gallons a day of drinking water. The project will be partially modeled after the Groundwater Replenishment System, with LACSD providing the necessary flows to a recycled water plant funded and operated by MET. A memorandum of understanding (MOU) is currently under development between MET and LACSD, and Board action by MET to initiate a feasibility study could happen as soon as Tuesday, November 10. If the MET Board approves the MOU, they could launch a “demonstration project” that would treat up to 1 million gallons a day while officials conduct additional studies and develop a financing plan for the full project.

WRD Recycled Water Project

The Water Replenishment District (WRD) of Southern California is the latest agency to unveil a water recycling project that will help curb its reliance on imported water. On Tuesday, November 3, officials of the WRD released its plan to construct a \$95 million water purification plant which aims to use advanced procedures to purify water to meet and exceed drinking water standards before using it to recharge the Central and West Coast Groundwater Basins. Currently, the WRD uses a mixture of treated sewage water, imported water from the Metropolitan Water District, and storm water runoff in order to recharge its groundwater basins. The WRD hopes to decrease the amount of imported water to zero by 2018.

ACWA Region 10 Board

On October 5, ACWA announced the results for their Region elections. With ACWA Region 10 encompassing both Orange County and San Diego County, the Region 10 Board serves as an essential entity to provide representative input to the ACWA Board. Furthermore, Region 10 has the potential to be one of the most influential ACWA Regions in the State. Mesa Water District’s Jim Atkinson was elected to the Board for the 2016-17 term. Other members of the Region 10 Board include representatives from Fallbrook Public Utility District (San Diego County), Helix Water District (San Diego County), Vista Irrigation District (San Diego County), Orange County Water District (Orange County), Municipal Water District of Orange County (Orange County), and Santa Margarita Water District (Orange County).

Federal Political Update

Congress has four remaining legislative weeks left in 2015 before they conclude the first session of the 114th Congress.

U.S. House of Representatives Speaker John Boehner (R-OH) resigned from Congress at the end of October. Speaker Boehner made this unforeseen announcement in early October in a private meeting with House Republicans. The Speaker has been under fire from conservative Republicans, most recently regarding his reluctance to use the Continuing Resolution as a method of de-funding Planned Parenthood which would inevitably shut down the government.

Congressman Paul D. Ryan (R-WI) has been elected the 54th Speaker of the U.S. House of Representatives. Representative Ryan received 236 votes for Speaker — more than the 218 needed to win. At age 45, Congressman Ryan is the youngest Speaker in roughly 150 years. The decision ends

weeks of ambiguity over who would step up to lead the Republican conference of 247 members after outgoing Speaker John Boehner's resignation. Representative Ryan was tapped by the caucus to unify moderate and hardline Republican groups and resolve internal challenges. As former Budget Committee Chairman and Ways and Means Committee Chairman, Representative Ryan has pushed policy priorities including overhauling the tax system, rewriting federal poverty programs and consolidating programs for low-income households, and revamping Medicare and the Social Security Disability Insurance program.

Legislative Update

Before Speaker Boehner stepped down from the Speakership, he worked to pass a budget deal, setting the stage for Congress to address the current Continuing Resolution (set to expire on December 11th), and other "must-pass" legislation, including the Federal Surface Transportation Reauthorization (set to expire on November 20th).

Budget Deal

Congress released a combination budget deal and debt-limit deal on October 27th, H.R. 1314, the Bipartisan Budget Agreement of 2015. The package, negotiated with the White House, would extend U.S. borrowing authority until March of 2017 and includes sequester cap relief by raising both defense and non-defense spending caps for two years – both caps are raised by \$25 billion in the current Fiscal Year 2016 and \$15 billion in Fiscal Year 2017.

Appropriations

Now that a budget deal has passed, a spending blueprint and top-line caps have been set for Appropriators to re-ignite discussions over an omnibus spending bill. It is still unclear as to how lawmakers will reopen the appropriations process, given they are under a tight deadline of passing a spending bill to fund the government by the December 11th expiration of the current stopgap spending bill. Negotiations will likely take place between key Appropriators behind closed doors.

This week, Appropriators from both chambers will be at work negotiating the omnibus spending bill, which is expected to include more policy riders, including energy and environment provisions. At the top of that list is a measure that would block EPA's controversial Waters of the U.S. rule, which expands the scope of the Clean Water Act. Blocking the rule has been a priority particularly for Senate Republicans during budget negotiations.

This year, riders could echo provisions already approved in the Senate and House appropriations bills. The Senate's Interior-Environment spending bill proposed to cut the EPA budget by \$538 million and block the agency from implementing ozone rules, the Clean Power Plan and the Waters of the U.S. rule.

Federal Drought Legislation

Now that drought legislation has been introduced in both the House and Senate, Congress has been moving forward with key hearings regarding H.R. 2898 (Valadao), the Western Water and American Food Security Act of 2015 and S. 1894 (Feinstein), the California Emergency Drought Relief Act of 2015.

The Senate Energy and Natural Resources Committee held a legislative hearing on October 8th, 2015 on a package of bills relating to Western and Alaska Water legislation. H.R. 2898 (Valadao) and S. 1894 (Feinstein), took precedence in the hearing.

Senator Lisa Murkowski (R-AK), Chair of the Senate Energy and Natural Resources Committee, led the hearing to consider both the House and Senate version of drought relief bills in California and the Western

States. The Chairwoman is taking the lead on finding a compromise on these measures and shared her concerns and highlights on each. Both bills require agencies to use real-time monitoring to address environmental concerns associated with increased water flows through the Bay-Delta.

The Senate bill would provide guidance to federal agencies to increase flows through the Delta, while also giving agencies flexibility to make decisions on flow levels. It calls for significant increases in funding for a breadth of projects, including water storage. That said, concerns over the Senate bill reflect insufficient guidance to the agencies and underutilized current flexibility. Finally, opponents worry that the increased funding lacks necessary funding offsets.

Adversely, the House bill gives more direction, and less flexibility, to the agencies. It includes funding for storage and other activities and is fully paid-for, however concerns have risen that the bill is too rigid, does not fully consider and adhere to the Endangered Species Act, and does not provide sufficient funding for key programs.

The Committee hearing addressing both Congressman Valadao's and Senator Feinstein's legislation is a clear indication of the issue moving forward, and to the forefront of the Committee's priorities. That said, this is another necessary step in finding compromise between the two legislative vehicles, in order to have a single piece of legislation that can be signed by the President.

Chairwoman Lisa Murkowski (R-AK) will carry the Senate's drought bill in the 114th Congress and has articulated her openness to work with Senator Feinstein and Senator Boxer on finding common ground on major water and drought legislation, and will encompass regional issues in the Western area. The House bill has already passed through the Chamber, and Chairwoman Murkowski is expected to introduce legislation, potentially with Senator Feinstein and Senator Boxer provisions absorbed into the measure, before the end of the calendar year. Should Chairwoman Murkowski introduce and pass a drought bill in the Senate, a joint conference committee would be formed to resolve differences between the S. 1894 and H.R. 2898.

Administrative Update

- Bureau of Reclamation WaterSMART: Title XVI Water Reclamation and Reuse Program: Reclamation's water recycling and reuse program, titled "Title XVI," identifies and investigates opportunities to reclaim and reuse wastewaters and naturally impaired ground and surface water for all forms of governments in the 17 Western States and Hawaii.
 - Title XVI includes funding for the planning, design, and construction of water recycling and reuse projects, on a project specific basis, in partnership with local government entities.
- Bureau of Reclamation WaterSMART: Water and Energy Efficiency Grants for FY 2016: The objective of this Funding Opportunity Announcement (FOA) is to invest in projects that seek to conserve and use water more efficiently, increase the use of renewable energy and improve energy efficiency, benefit endangered and threatened species, facilitate water markets, or carry out other activities to address climate-related impacts on water or prevent any water-related crisis or conflict. Water Districts are eligible to apply.
 - The Bureau is looking for projects that implement renewable energy projects related to water management and delivery. Renewable energy projects related to water management and delivery include, but are not limited to:
 - Installing small-scale hydroelectric, solar-electric, wind energy, geothermal power systems, or other facilities that enable use of these or other renewable energy sources (e.g., replacing fossil fuel powered pumps with renewable energy based pumps, installing low-head hydrokinetic power generation units in a water system).

- Producing and using biomass or renewable fuels (including woody and herbaceous crops and residues, solid waste, sewage, and liquid fuels from agricultural products) (e.g., using technology that would transform algae into a renewable oil source).



Mesa Water® Priority Legislation

BILL	AUTHOR	SUMMARY	LATEST ACTION	MESA WATER POSITION	OTHER POSITIONS
FY 15-16 Legislation					
AB 1	Brown [D]	Drought: local governments: fines. Would prohibit a city, county, or city and county from imposing a fine under any local maintenance ordinance or other relevant ordinance for a failure to water a lawn or having a brown lawn during a period for which the Governor has issued a proclamation of a state of emergency based on drought conditions.	AB 1 has been signed by the Governor		ACWA-Watch Met- NYC MWDOC-Support OCWD-NYC IRWD-NYC CSDA-NYC
AB 2	Alejo [D]	Community revitalization authority. Would authorize certain local agencies to form a community revitalization authority (authority) within a community revitalization and investment area, as defined, to carry out provisions of the Community Redevelopment Law in that area for purposes related to, among other things, infrastructure, affordable housing, and economic revitalization. The bill would provide for the financing of these activities by, among other things, the issuance of bonds serviced by tax increment revenues, and would require the authority to adopt a community revitalization plan for the community revitalization and investment area that includes elements describing and governing revitalization activities.	AB 2 has been signed by the Governor		ACWA-NYC Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support
AB 149	Chavez [R]	Urban water management plans. The Urban Water Management Planning Act requires an urban water supplier to submit to the Department of Water Resources a copy of its urban water management plan and requires the department to prepare and submit to the Legislature, on or before December 31, in the years ending in 6 and 1, a report summarizing the status of plans adopted pursuant to the act. This bill, commencing January 1, 2017, would instead require an urban water supplier to update its plan at least once every 5 years on or before December 31 in years ending in 6 and one. The bill would instead require the department to submit its report to the Legislature, on or before December 31, in years ending in 7 and two.	AB 149 has been signed by the Governor		ACWA-Favor Met- Support MWDOC-Support OCWD-NYC IRWD-Support CSDA-Watch



Mesa Water® Priority Legislation

AB 327	Gordon [D]	<p>Public works: volunteers. All workers employed on public works projects are required to be paid not less than the general prevailing rate of per diem wages for work, except as specified. Current law governing public works does not apply to specified work performed by a volunteer, a volunteer coordinator, or a member of the California Conservation Corps or a community conservation corps. These provisions are effective only until January 1, 2017, and as of that date are repealed. This bill would extend those provisions until January 1, 2024, at which date those provisions would be repealed. The bill would also delete an obsolete provision. This bill contains other existing laws.</p>	AB 327 has been signed by the Governor		ACWA-NYC Met-NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support
AB 341	Achadjian [R]	<p>Financial affairs: reports. Current law requires the officer of each local agency, who has charge of the financial records of the local agency, to furnish to the Controller a report of all the financial transactions of the local agency during the next preceding fiscal year within 90 days of the close of each fiscal year, or within 110 days if the report is furnished in an electronic format. This bill would require the report to contain underlying data from audited financial statements, as specified, if this data is available.</p>	AB 341 has been signed by the Governor		ACWA-NYC Met-NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support
AB 349	Gonzalez [D]	<p>Common interest developments: property use and maintenance. Current law makes void and unenforceable any provision of the governing documents or architectural or landscaping guidelines or policies that prohibits use of low water-using plants, or prohibits or restricts compliance with water-efficient landscape ordinances or regulations on the use of water, as specified. This bill would make void and unenforceable any provision of the governing documents or architectural or landscaping guidelines or policies that prohibits use of artificial turf or any other synthetic surface that resembles grass. This bill contains other existing laws.</p>	AB 349 has been signed by the Governor		ACWA-Favor Met-Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-NYC
AB 401	Dodd [D]	<p>Low-Income Water Rate Assistance Program. Would require the State Water Resources Control Board, no later than January 1, 2018, in collaboration with the State Board of Equalization and relevant stakeholders, to develop a plan for the funding and implementation of the Low-Income Water Rate Assistance Program, which would include specified elements. The bill would permit the board to consider existing rate assistance programs authorized by the commission in developing the plan and would authorize the plan to include recommendations for other cost-effective methods of offering assistance to low-income water customers.</p>	AB 401 has been signed by the Governor		ACWA-Watch Met-NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch



Mesa Water® Priority Legislation

AB 606	Levine [D]	<p>Water Conservation. Would, when the Department of General Services replaces landscaping or irrigation on public property or when new public property is added to the department's statewide property inventory, require the department to reduce water consumption and increase water efficiencies for that property, where feasible, through replacement of landscaping, irrigation timers, or spray sprinkler heads, implementation of recycled water irrigation, or any combination thereof.</p>	AB 606 has been signed by the Governor		ACWA-Favor Met- Support MWDOC-NYC OCWD-NYC IRWD-Support and Seek Amendments CSDA-NYC
AB 617	Perea [D]	<p>Groundwater. Would revise the definition of "groundwater recharge" for the purposes of the Sustainable Groundwater Management Act to permit the inclusion of in-lieu recharge through delivery of water to persons that otherwise extract groundwater, leaving groundwater in the basin. This bill contains other related provisions and other existing laws.</p>	AB 617 has been signed by the Governor		ACWA-Support Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch
AB 939	Salas [D]	<p>Groundwater sustainability agencies. The Sustainable Groundwater Management Act requires a local agency, any time the Department of Water Resources changes these basin priorities and elevates a basin to a medium- or high-priority basin after January 31, 2015, to either establish a groundwater sustainability agency within 2 years of reprioritization and adopt a groundwater sustainability plan within 5 years of reprioritization, or to submit an alternative to the department that the local agency believes satisfies the objectives of these provisions within 2 years of reprioritization. This bill would impose the requirement to establish a groundwater sustainability agency or submit an alternative after reprioritization on a local agency or combination of local agencies overlying a groundwater basin.</p>	AB 939 has been signed by the Governor		ACWA-Watch Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch
AB 1164	Gatto [D]	<p>Water conservation: drought tolerant landscaping. Would prohibit a city, including a charter city, county, and city and county, from enacting or enforcing any ordinance or regulation that prohibits the installation of drought tolerant landscaping, synthetic grass, or artificial turf on residential property, as specified. The bill would additionally state that this is an issue of statewide concern. This bill contains other related provisions. This bill was amended to remove the \$300 million appropriation for turf removal.</p>	AB 1164 has been signed by the Governor		ACWA-Favor Met- Watch MWDOC-Support OCWD-NYC IRWD-NYC CSDA-Watch



Mesa Water® Priority Legislation

AB 1390	Alejo [D]	<p>Groundwater: comprehensive adjudication. The Sustainable Groundwater Management Act, which applies to all groundwater basins in the state, all basins designated as high- or medium-priority basins by the Department of Water Resources as basins that are subject to critical conditions of overdraft, as specified, are required to be managed under a groundwater sustainability plan or coordinated groundwater sustainability plans by January 31, 2020. This bill would establish special procedures for a comprehensive adjudication, which is defined as an action filed in superior court to comprehensively determine rights to extract groundwater in a basin.</p>	AB 1390 has been signed by the Governor		ACWA-Support if Amended Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch
SB 13	Pavley [D]	<p>Groundwater. Would specify that the State Water Resources Control Board is authorized to designate a high- or medium-priority basin as a probationary basin. This bill would provide a local agency or groundwater sustainability agency 90 or 180 days, as prescribed, to remedy certain deficiencies that caused the board to designate the basin as a probationary basin. This bill would authorize the board to develop an interim plan for certain probationary basins one year after the designation of the basin as a probationary basin.</p>	SB 13 has been signed by the Governor		ACWA-Favor/Amend Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch
SB 208	Lara [D]	<p>Integrated regional water management plans: grants: advanced payment. Would require a regional water management group, within 90 days of notice that a grant has been awarded, to provide the Department of Water Resources with a list of projects to be funded by the grant funds where the project proponent is a nonprofit organization, as defined, or a disadvantaged community, as defined, or the project benefits a disadvantaged community. This bill would require the department, within 60 days of receiving the project information, to provide advanced payment of 50% of the grant award for those projects that satisfy specified criteria and would require the advanced funds to be handled, as prescribed.</p>	SB 208 has been signed by the Governor		ACWA-Favor Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support if Amended
SB 226	Pavley [D]	<p>Sustainable Groundwater Management Act: groundwater adjudication. Current law authorizes a court to order a reference to the State Water Resources Control Board, as referee, of any and all issues involved in a suit brought in any court of competent jurisdiction in this state for determination of rights to water. This bill would authorize the state to intervene in a comprehensive adjudication conducted as specified in AB 1390 of the 2015- 16 Regular Session.</p>	SB 226 has been signed by the Governor		ACWA-Oppose unless Amended Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch



Mesa Water® Priority Legislation

SB 239	Hertzberg [D]	<p>Local Services: Contracts. Current law permits a city or district to provide extended services, as defined, outside its jurisdictional boundaries only if it first requests and receives written approval from the local agency formation commission in the affected county. Under current law, the commission may authorize a city or district to provide new or extended services outside both its jurisdictional boundaries and its sphere of influence under specified circumstances. This bill would permit a public agency to exercise new or extended services outside the public agency's current service area pursuant to a fire protection reorganization contract, as defined, only if the public agency receives written approval from the local agency formation commission in the affected county.</p>	SB 239 has been signed by the Governor		ACWA-Watch Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Oppose
SB 272	Hertzberg [D]	<p>The California Public Records Act: Local Agencies: Inventory Would require each local agency, in implementing the California Public Records Act, to create a catalog of enterprise systems, as defined, to make the catalog publicly available upon request in the office of the clerk of the agency's legislative body, and to post the catalog on the local agency's Internet Web site. The bill would require the catalog to disclose a list of the enterprise systems utilized by the agency, and, among other things, the current system vendor and product. Because the bill would require local agencies to perform additional duties, it would impose a state-mandated local program. This bill contains other related provisions and other existing laws.</p>	SB 272 has been signed by the Governor		ACWA-Oppose unless amended Met - NYC MWDOC - NYC OCWD -NYC IRWD - NYC CSDA - Oppose unless amended
SB 331	Mendoza [D]	<p>Public contracts: local agencies: negotiations. Would enact the Civic Reporting Openness in Negotiations Efficiency Act to establish specific procedures for the negotiation and approval of certain contracts valued at \$250,000 or more for goods or services by cities, counties, cities and counties, or special districts that have adopted a civic openness in negotiations ordinance, or COIN ordinance, defined as an ordinance imposing specified requirements as part of any collective bargaining process undertaken pursuant to the Meyers-Milias-Brown Act. The act would require the designation of an independent auditor to review and report on the cost of any proposed contract.</p>	SB 331 has been signed by the Governor		ACWA-Watch Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch



Mesa Water® Priority Legislation

SB 355	Lara [D]	<p>San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy. Would require that only one member of the Orange County Division of the League of California Cities be a voting member of the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy, and would require that a resident of a city bordering the Lower Los Angeles River, appointed by the Senator Committee on Rules, be a voting member. The bill would also increase the number of nonvoting members to 9, and would require that one Member of the Senate, appointed by the Senate Committee on Rules, and one Member of the Assembly, appointed by the Speaker of the Assembly, serve as those nonvoting members. Amended to preserve OC seat.</p>	SB 355 has been signed by the Governor		ACWA-NYC Met- NYC MWDOC-Oppose Unless Amended OCWD-Oppose Unless Amended IRWD-NYC CSDA-NYC
SB 385	Hueso [D]	<p>Primary drinking water standards: hexavalent chromium: compliance plan. Would authorize, until January 1, 2020, the State Water Resources Control Board, at the request of a public water system that prepares and submits a compliance plan to the state board, to grant a period of time to achieve compliance with the primary drinking water standard for hexavalent chromium by approving the compliance plan, as prescribed. This bill would require a public water system to provide specified notice regarding the compliance plan to its customers and the public water system to send written status reports to the state board.</p>	SB 385 has been signed by the Governor		ACWA-Support Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support



Mesa Water® Priority Legislation Two-Year Bills

BILL	AUTHOR	SUMMARY	LATEST ACTION	MESA WATER POSITION	OTHER POSITIONS
Two-Year Legislation (FY 16-17)					
AB 291	Medina [D]	California Environmental Quality Act: local agencies: notice of determination: water. Would authorize a local agency, for certain water projects, to file the notice with the county clerk of the county in which the local agency's principal office is located in lieu of the county clerk of each county in which the project is located and would, if the local agency exercises this authorization, require the local agency to file the notice with the Office of Planning and Research. This bill contains other existing laws.	AB 291 is a two-year bill		ACWA-Support Met- Support MWDOC-Support OCWD-NYC IRWD-NYC CSDA-Support
AB 585	Melendez [R]	Outdoor Water Efficiency Act of 2015: personal income tax credits: outdoor water efficiency. Would, for taxable years beginning on or after January 1, 2016, and before January 1, 2021, allow a credit equal to 25% of the amount paid or incurred by a qualified taxpayer for water-efficiency improvements, as defined, on qualified real property in this state, not to exceed \$2,500 per taxable year, as specified. The bill would limit the cumulative amount of the credit to \$2,500 for each qualified real property for all taxable years.	AB 585 is a two-year bill		ACWA- Favor Met- NYC MWDOC- NYC OCWD- NYC IRWD- Support CSDA- NYC
AB 647	Eggman [D]	Groundwater: Would declare that the storing of water underground constitutes a beneficial use of water if the diverted water is used while it is in underground storage for specified purposes. This bill would state the intent of the Legislature that this storage of water underground not injure any legal user of the water involved. This bill would provide that the period for the reversion of a water right does not include any period when the water is being used in the aquifer or storage area or is being held in storage for later application to beneficial use, as prescribed.	AB 647 is a two-year bill		ACWA - Watch Met - Support MWDOC - NYC OCWD - Oppose if Amended IRWD - NYC CSDA - Watch
AB 1139	Campos [D]	Personal income taxes: credit: turf removal. The Personal Income Tax Law allows various credits against the taxes imposed by that law. This bill would, for taxable years beginning on and after January 1, 2015, allow a credit to a taxpayer participating in a lawn replacement program, as defined, in an amount equal to \$2 per square foot of conventional lawn removed from the taxpayer's property, up to \$50,000 per taxable year, as provided. The bill would make findings and declarations in this regard.	AB 1139 is a two-year bill		ACWA-Favor Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch



Mesa Water®
Priority Legislation
Two-Year Bills

<p>AB 1201</p>	<p>Salas [D]</p>	<p>Fish and wildlife: Sacramento-San Joaquin Delta: predation by nonnative species. Under the California Endangered Species Act, the Department of Fish and Wildlife may authorize the take of listed species if the take is incidental to an otherwise lawful activity and the impacts are minimized and fully mitigated. This bill would require the department, by June 30, 2016, to develop and initiate a science-based approach that addresses predation by nonnative species upon species of fish listed pursuant to the act that reside all or a portion of their lives in the Sacramento-San Joaquin Delta.</p>	<p>AB 1201 is a two-year bill</p>		<p>ACWA-Support Met- Support MWDOC-NYC OCWD-NYC IRWD-Support CSDA-Watch</p>
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REPORTS AND INFORMATION ITEMS:

5. REPORT OF THE GENERAL MANAGER:

REPORTS AND INFORMATION ITEMS:

6. DIRECTORS' REPORTS AND COMMENTS:

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: November 19, 2015
SUBJECT: Drought-Reach 2.0 Update

RECOMMENDATION

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

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

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

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

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

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

DISCUSSION

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

The SWRCB's drought emergency regulations for urban water conservation mandated that all water providers enact water shortage contingency plans with outdoor watering restrictions and



prohibitions on specific outdoor watering activities. In response, Mesa Water® ensured its Water Conservation Ordinance (Ordinance 21) is in compliance, and the District initiated Drought-Reach activities to further educate the public about the drought and inform its service area about the State's requirements.

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

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

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

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

- This is one of the worst droughts in California's history and we are now into the fourth consecutive year of this drought which began in 2012.
- Furthermore, 2013 was the driest year on record in terms of rain; 2014 was the hottest year on record; and, 2015 had the lowest snow levels on record for California.
- Although we've had some rain, it is nowhere near enough to get us out of drought.
- While Mesa Water® has enough water, other areas across California are running low or running out of water.
- We are all in this together as one state with one water, and Governor Brown has asked everyone to reduce their water use; the State Water Board has determined Mesa Water's reduction to be 20%.
- To achieve this goal, Mesa Water's drought-reach campaign asks everyone -- businesses, public agencies, and residents -- to do only two days of outdoor watering per week (Tuesday and Saturday) before 8:00 a.m. or after 5:00 p.m.
- For questions or to request water conservation information, items, and rebates, go to MesaWaterSaver.org, email conservation@MesaWater.org, call 949.631.1200, or visit the District's office.
- Thanks for being a *Mesa Water Saver!*



FINANCIAL IMPACT

\$180,000 is budgeted in fiscal year 2016; \$179,384 has been spent to date.

ATTACHMENTS

Attachment A: Fraser Communications memo

Attachment B: Water Use Comparisons 2013/2014/2015

MESA WATER DISTRICT “DROUGHT-REACH” STATUS MEMO - DRAFT

November 12, 2015

Campaign Scope

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

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

The strategy for the campaign messaging is to clearly outline the new outdoor watering restrictions, with the campaign’s focus is on outdoor water usage.

Overarching Campaign Theme Development

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

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

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

JUNE

- KOCI Radio :15 second messages – 6/1-8/30
- Digital Ad Campaign, geo-fenced to the Mesa Water service area – 6/22-8/30
 - **Of Note: Pre-Roll is consistently seeing a very high 66% VTR meaning those who have viewed completely; typical view-throughs range between 55% - 70%**
- Pandora streaming radio, geo-fenced to the Mesa Water service area – 6/22-8/30
 - **Of Note: Audio ads combined with display banners are also consistently seeing a .48% CTR; slightly above the industry standard of 0.46%**

- **Solo mobile banner ads are also very strong with a 1.56% CTR; above the industry standard of 1.06%**
- Mesa Water Bill Stuffer, 2-sided, English and Spanish
- Mesa Water Truck Magnets/Vinyl's, English and Spanish

JULY

- Mailer, 2-sided, 6" x 11" English and Spanish to 30,500 residents and rate payers – week of 7/6
- Door Hanger, 2-sided, English and Spanish to 20,007 residential and renters – week of 7/6
- Print, full page color insertion: Costa Mesa Chamber Newsletter

JULY/AUGUST

- KOCI Radio Interview dates – 7/19 and 8/16
- (2) In-Cinema Advertising; :30 Video–6/29-8/23
- (4) Gas Pump Toppers; :30 Video – 7/6-8/30
- (12) Office Building Lobby and Elevators – 7/6-8/30
- Newspaper, two full page color insertions each:
 - Daily Pilot – 7/10 & 8/7
 - **Of Note: Digital site served banners are seeing a consistently high.12% CTR which is very strong for local site direct**
 - Newport Beach Costa Mesa Current w/ front page "Post-it Note" – 7/23 & 8/13
 - Excelsior (Spanish) – 7/17 & 8/14
- (2) E-Mails to 87,497 all residents and those who work in the Mesa Water service area – 7/21 & 8/18
 - **The 7/21 E-Mail had an extremely high open rate of 10.25% compared with the industry standard of 3%**
 - **Of note: the 8/18 E-Mail also had an extremely high open rate of 9.82% compared with the industry standard of 3%**
- OC Fair Sponsorship to include (5) Information Booth Signs and Flyer handout – 7/17-8/16

JULY/AUGUST/SEPTEMBER

- (4) Outdoor Billboard, high profile/high visibility 14' x 48' bulletins – 7/6-9/13

AUGUST

- (9) Bus Shelters – 7/27-8/23

AUGUST/SEPTEMBER

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

NOVEMBER

- Print, full page color insertions:
 - South Coast Metro 360 Magazine–2015/2016 Issue
 - St. Andrews sponsorship ad – December Vanguard Christmas Fantasia
 - Costa Mesa Home Tour – December

Completed as of November 12, 2015

- KOCI radio 15's running and (2) interviews conducted
- Social Media posts written and posting
- Digital ad banner program to include video pre-roll and Pandora running
- Costa Mesa Recreation Guide, Costa Mesa Chamber Newsletter ads ran
- Mesa Water Saver webpage text translated into Spanish
- Bill Stuffer printed
- Outdoor Billboard vinyl's posted
- OC Fair Sign and Flyer mechanicals printed
- Bus Shelter art posted
- Cinema, Gas Pump Topper :30 video videos started running
- Lobby and Elevator signs posted
- Daily Pilot and Excelsior (Spanish) newspaper ads ran
- Newport-Mesa Current newspaper ads and front page "post-it" notes ran
- Postcard mailer printed and mailed
- Door Hangers printed and delivered
- Email blasts deployed
- Costa Mesa Aquatics Banner art delivered
- City of Costa Mesa TV art delivered
- Estancia Banner art delivered
- AWCA Trade Ad and produced video art delivered
- **South Coast Metro 360 ad revised to corporate messaging - art delivered**
- **St. Andrews print ad revised to fall messaging - art delivered**
- **Costa Mesa Home Tour ad with corporate messaging - art delivered**

Total Rated Paid Media Campaign Impressions:

- 10,989,362

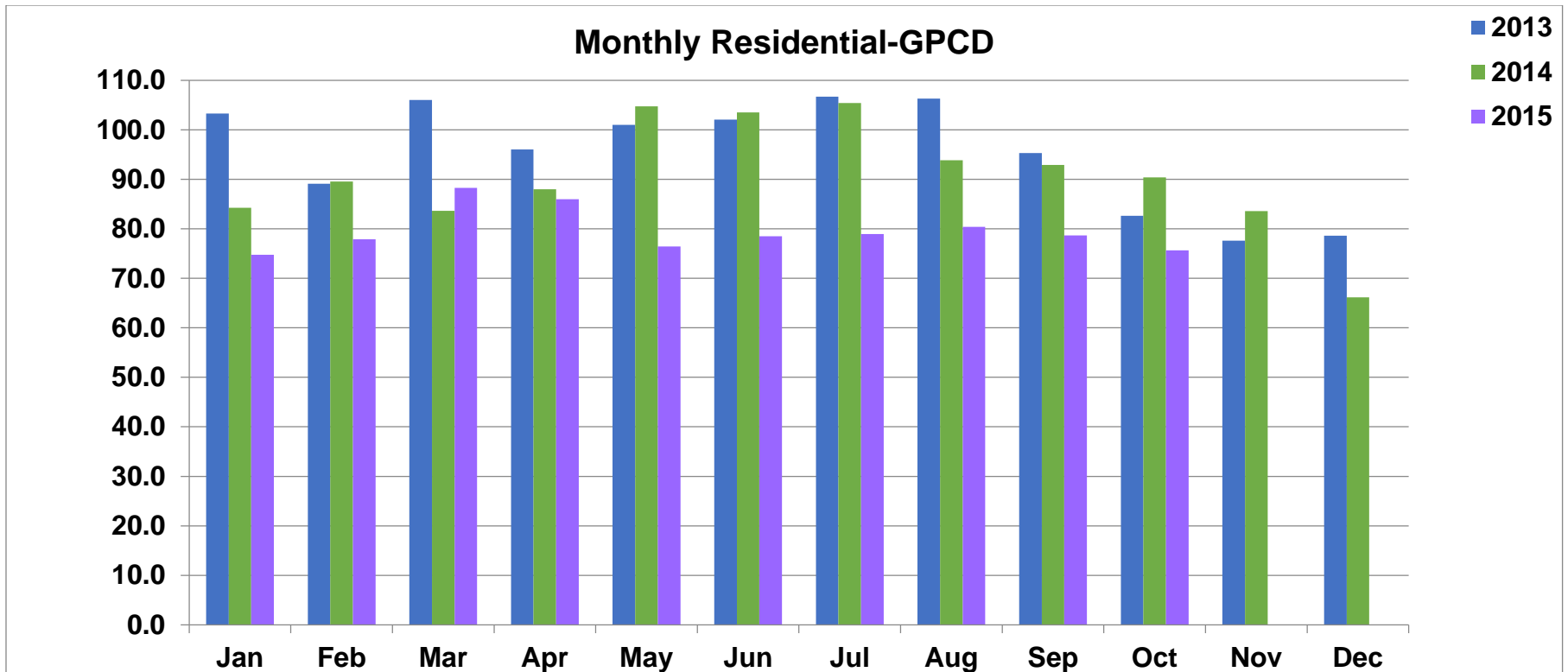
Budget

The total budget approved for the "Drought-Reach" program is \$239,384. To date the sum of \$238,884 has been committed via estimates and PO's (not actualized) with \$616 remaining.

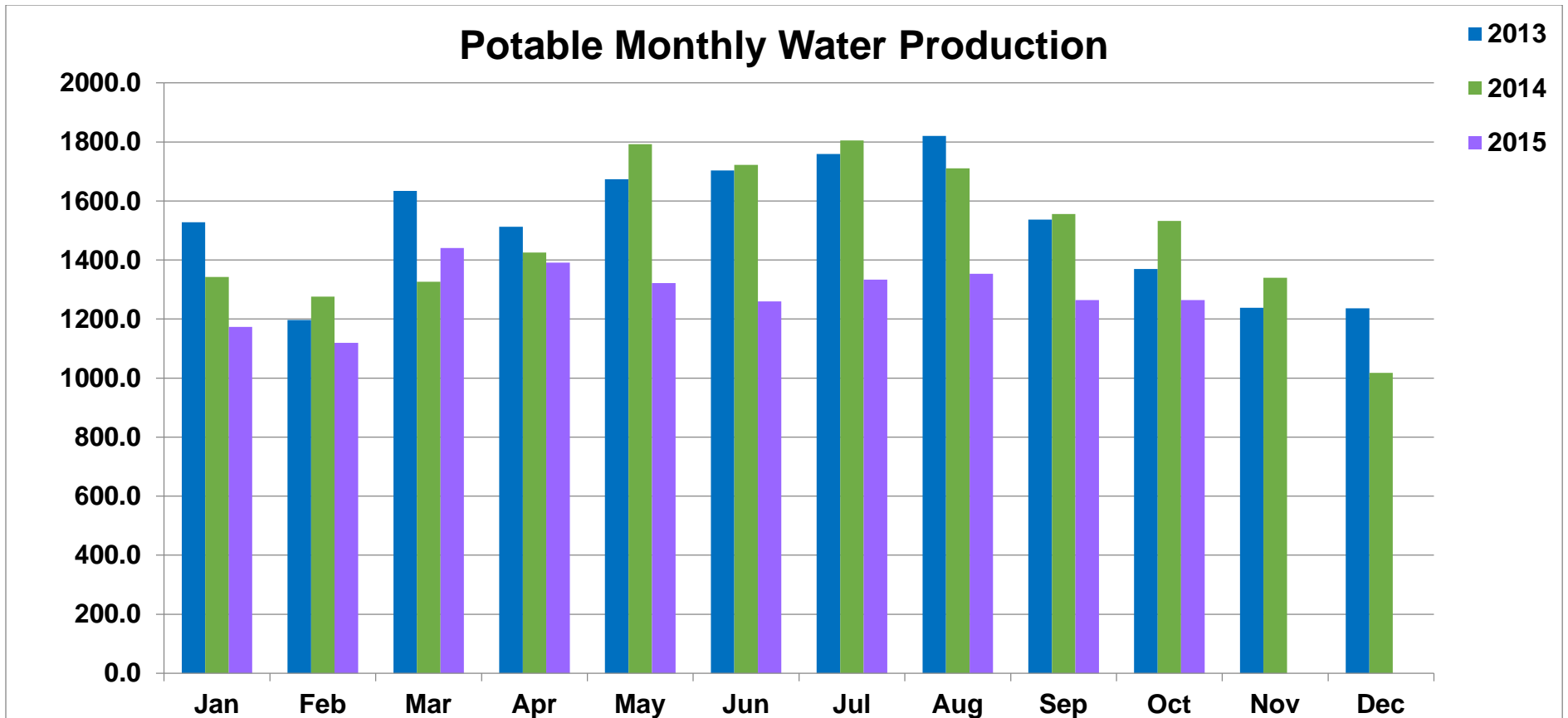
NEW: Fraser began initial media planning and scheduling for a winter campaign to support the need for further outside watering reductions and the possible introduction of Tier 2, one day a week



watering restriction. If approved, the \$150,000 campaign will run mid-December 2015 through February 2016 via multiple communications touchpoints to include: mailer, door hanger, bill stuffer, billboards, newspaper, digital, email, and social media.



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD AVG
2013	103.3	89.1	106.0	96.0	101.0	102.1	106.7	106.3	95.3	82.6	77.6	78.6	95.4
2014	84.3	89.5	83.6	88.0	104.7	103.5	105.4	93.9	92.9	90.4	83.6	66.2	90.5
% DIFF (versus 2013)	-18.4%	+0.5%	-21.1%	-8.4%	+3.7%	+1.4%	-1.2%	-11.7%	-2.5%	+9.4%	+7.7%	-15.8%	
2015	74.7	77.9	88.3	86.0	76.4	78.5	78.9	80.4	78.7	75.6			80.0
% DIFF (versus 2013)	-27.6%	-12.6%	-16.7%	-10.4%	-24.3%	-23.1%	-26.0%	-24.4%	-17.5%	-8.5%			



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD TOTAL
2013	1527.9	1197.1	1634.0	1512.7	1673.6	1703.2	1759.1	1820.6	1537.2	1369.5	1238.1	1236.3	18,209.3
2014	1342.5	1275.8	1326.5	1425.0	1792.1	1722.2	1805.3	1710.3	1555.6	1532.2	1340.2	1017.5	17,845.2
% DIFF (Prev Year)	-12.1%	+6.6%	-18.8%	-5.8%	+7.1%	+1.1%	+2.6%	-6.1%	+1.2%	+11.9%	+8.2%	-17.7%	
2015	1173.5	1119.0	1440.6	1391.2	1321.8	1259.5	1333.3	1353.6	1264.0	1264.5			12,920.8
% DIFF (Prev Year)	-23.2%	-6.5%	-11.8%	-8.0%	-21.0%	-26.1%	-24.2%	-25.7%	-17.8%	-7.7%			

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: November 19, 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:

- 5th Grade Education Program/School Assemblies:
 - College Park Elementary – Monday, November 23rd at 1:30 p.m.



- Whittier Elementary – Tuesday, November 24th at 9:30 a.m.
- Davis Magnet Elementary – Friday, December 4th at 9 a.m.
- Pomona Elementary – Friday, December 4th at 1 p.m.

Mesa Water® Drought Drive-Thru at Estancia High School (South parking lot) – Saturday, December 12th, 9 a.m.–12 p.m.

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 – Mesa Water® hosted three town hall talks and tours this fall, with a combined total of 65 constituents in attendance.
4. “Well Wisher” Meetings – To date, Mesa Water® has received 325 “Well Wisher” support cards and hosted 1,076 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

\$700,875 is budgeted in fiscal year 2016; \$226,610 has been spent to date.

ATTACHMENTS

None.