



*Dedicated to  
Satisfying our Community's  
Water Needs*

**AGENDA  
MESA WATER DISTRICT  
BOARD OF DIRECTORS  
Thursday, September 24, 2015  
1965 Placentia Avenue, Costa Mesa, CA 92627  
3:30 p.m. Special Board Meeting**

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**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING  
Thursday, September 24, 2015 at 3:30 p.m.**

**Teleconference Site:  
401 Southwood Avenue  
Columbus, OH 43207**

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

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**PUBLIC COMMENTS**

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

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

**PRESENTATION AND DISCUSSION ITEMS:**

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

1. Legislative Consulting Services Update
2. Municipal Water District of Orange County Legislative Update
3. Social Media Metrics
4. Social Media Project RFP

**ACTION ITEMS:**

None

**REPORTS:**

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



**INFORMATION ITEMS:**

- 9. Drought-Reach 2.0 Update
- 10. 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](http://www.MesaWater.org). If materials are distributed to the Board less than 72 hours prior or during the meeting, the materials will be available at the time of the meeting.*

**ADJOURNMENT**



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## MEMORANDUM

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: September 24, 2015  
SUBJECT: Legislative Consulting Services Update

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### 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 December 17, 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 this calendar year; 3) a look ahead into what's upcoming for the 2016 legislative session; and, 4) information about priority legislation of interest to Mesa Water®.

### FINANCIAL IMPACT

\$60,000 was budgeted in the FY 2016 budget for legislative consulting services, funded from the Public & Government Affairs department's expense budget. To date, \$10,000 has been spent, with a remaining balance of \$50,000 in this account.

### ATTACHMENTS

None



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## MEMORANDUM

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: September 24, 2015  
SUBJECT: Municipal Water District of Orange County Legislative Update

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### 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

None.

### DISCUSSION

Mesa Water District (Mesa Water®) works collaboratively with Municipal Water District of Orange County (MWDOC) on legislative issues of mutual interest. Heather Baez, MWDOC's Governmental Affairs Manager, will present an update to the Committee regarding MWDOC's key Federal, State and regional legislative actions and priorities for calendar year 2015.

This presentation can be provided annually at a meeting of the Legislative & Public Affairs Committee (LPAC). The next presentation can be planned for a 2016 LPAC meeting.

### FINANCIAL IMPACT

None

### ATTACHMENTS

None

## MEMORANDUM



*Dedicated to  
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TO: Legislative & Public Affairs Committee  
FROM: Noelle Collins, Public Affairs Coordinator  
DATE: September 24, 2015  
SUBJECT: Social Media Metrics

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### 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 on LinkedIn and YouTube.

Mesa Water's followers on Facebook, Instagram, and Twitter have grown organically, 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:

	<u>FY 2016</u>		<u>FY 2015</u>		
Facebook –	Q1: 718	(+34%)	Q4: 533	(+11%)	Q3: 480
Instagram –	Q1: 116	(+35%)	Q4: 86	(+19%)	Q3: 72
Twitter –	Q1: 168	(+37%)	Q4: 123	(+38%)	Q3: 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.



In addition, the Board's #KeepSavingCA series was a successful outreach campaign for Mesa Water®, and our timely posts “from the pumphouse” and during a recent rainstorm garnered significant social media attention to the District in a positive manner.

Staff continues to plan, strategize, and implement Mesa Water's social media outreach to further the District's online presence and grow support from the community.

#### FINANCIAL IMPACT

The Public & Government Affairs department's FY 2015 expense budget totals \$700,875. To date, \$146,944 has been spent, with a remaining balance of \$553,931.

#### ATTACHMENTS

None.

## MEMORANDUM



*Dedicated to  
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TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: September 24, 2015  
SUBJECT: Social Media Project RFP

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### RECOMMENDATION

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

### 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, and the Committee recommended the item be discussed by the Board at the Legislative & Public Affairs Committee (LPAC) on September 24, 2015.

### DISCUSSION

Mesa Water® staff is developing a Request for Proposals in order to retain an expert consultant to review Mesa Water's use of social media, with a scope of work that consists of the following:

- Review online content and posts -- including comments and reviews, photos and videos, likes and shares, tweets/retweets and favorites, following and followers/subscribers, and more -- posted by the District's representatives over the past year;
- Evaluate performance analytics to date for Mesa Water's 4 social media platforms (Facebook, Instagram, Twitter, and YouTube);
- During FY 2016, monitor the District's and its representatives' social media activities, as well as social media metrics for Mesa Water's 4 social media platforms (Facebook, Instagram, Twitter, and YouTube);
- Provide feedback to Mesa Water®, summarizing the District's and its representatives' social media activities, and recommending social media engagement tactics to boost Mesa Water's audience connections, brand visibility and good reputation (i.e., posts frequency, messages tone/type, the District's "voice", etc.); and,
- Training (2 sessions) on social media best practices for the District's representatives (1 session for Board, another for staff).



FINANCIAL IMPACT

\$27,625 is approved in the FY 2016 Budget from the Public & Government Affairs department.

ATTACHMENTS

None

## MEMORANDUM



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*Water Needs*

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: September 24, 2015  
SUBJECT: Advocacy Consulting Services Report

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### 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 was budgeted in the FY 2016 budget for advocacy consulting services, funded from the Public & Government Affairs department's expense budget. To date, \$14,000 has been spent, with a remaining balance of \$70,000 in this account.

### ATTACHMENTS

None



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## MEMORANDUM

TO: Legislative & Public Affairs Committee  
FROM: Stacy Taylor, Public & Government Affairs Manager  
DATE: September 24, 2015  
SUBJECT: Legislative Consulting Services Report

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### 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 was budgeted in the FY 2016 budget for legislative consulting services, funded from the Public & Government Affairs department's expense budget. To date, \$10,000 has been spent, with a remaining balance of \$50,000 in this account.

### ATTACHMENTS

Attachment A: Report & Legislation Matrix



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**M E M O R A N D U M**

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**To:** Mesa Water®

**From:** Townsend Public Affairs, Inc.

**Date:** September 14, 2015

**Subject:** Monthly Political and Activity Report

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**Specific Activities for the Month:**

- TPA provided Mesa Water staff with updated information on the State legislative session, the Department of Water Resources Turf and Toilet Replacement Program, and on a draft 2016 water bond.
- TPA worked on scheduling meetings with Assemblymember Harper and Senator Moorlach over the State Legislature's summer recess. Several dates were provided to Mesa Water staff but none of them were able to be confirmed. Assemblymember Harper has a standing invitation for a conference call with Mesa Water Board Members throughout the final four weeks of 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. The Governor will now consider the 249 legislative proposals on his desk. He has until October 11 to sign or veto the proposed legislation.

Among the hot topics that were tackled during the final week of the legislative session were climate change, medical marijuana, redevelopment and physician-assisted suicide. Among the bills that the Legislature sent Governor Brown was an ambitious, yet scaled down, climate change bill. SB 350 (de Leon) calls for the state to boost energy efficiency in buildings by 50 percent and requires California to get half of its electricity from renewable sources by 2030. In the final days of session, in order to ensure passage of the bill, Democrats were forced to drop a mandate to cut petroleum use from the proposal. Despite this setback, the Governor has stated that he will continue to look at state regulatory rules to accomplish the cutbacks.

During the regular legislative session recess, special sessions on healthcare and transportation remain open and lawmakers can continue to address these policies throughout the Fall. The Legislature is expected to form a special committee to determine how to pay for an estimated \$59 billion backlog in state roads and highways repairs over the next decade. On the healthcare side, California has until July to restructure how it funds Medi-Cal, the state's health care program for the poor, so it does not lose \$1 billion in federal matching funds. The Obama administration warned California that its current system, which only taxes the plans that accept Medi-Cal patients, doesn't comply with federal law. Democratic proposals called for an expanded tax on health insurers and a new tobacco tax to help restore lost services and improve care. Both proposals stalled on the final days of session amid pushback from the health plans and Republicans and will continue to be discussed over the coming months.

In addition to the hundreds of bills that were being considered by the Legislature, there has also been actions regarding the future leadership of the Legislature. On August 27<sup>th</sup>, the Senate Republican Caucus voted in Senator Jean Fuller (R-Bakersfield) as its new minority leader. It had been announced several months ago that Senator Fuller would be the next Minority Leader, but this change occurred two months before the previously announced transition, which was to take place in November. Leading up to the final two weeks of the legislative session, Senate Republicans publically declined to discuss the circumstances of the vote. The Republican Caucus played an important role in the final two weeks of session as well as in the proposals that are being debated by the special sessions as all proposed new taxes require a two-thirds vote in each house, which means bi-partisan support.

On September 1st, the Assembly Republican Caucus voted for their next leader, electing Chad Mayes (R-Yucca Valley) to replace Kristin Olsen as the next Assembly Minority Leader. Assembly Members Mayes and Olsen will work together to ensure a smooth transition and Mayes will assume the position when the Legislature reconvenes on January 4, 2016. Assemblyman Mayes was recently elected to the Legislature in 2014, so he will have the opportunity to serve as the Minority Leader until he terms out in 2026.

On September 3, the Assembly Democratic Caucus voted to select Assemblyman Anthony Rendon (D-Lakewood) as their next Speaker. This vote followed months of speculation and internal caucus politics over who would lead the Lower House for the better part of the next decade. The current Speaker, Toni Atkins, will remain in her position through the end of the Legislative Session until January, when an official vote will occur in the Assembly to elect Assemblyman Rendon.

On Friday, September 11, a bipartisan group of 47 state Assembly members delivered a letter to Governor Brown asking him to declare a special session to tackle problems related to California's ongoing drought. Key topics of this proposed special session were the State's sluggish response to the supposed state of emergency and ongoing state actions that have failed to deliver as promised. "We have seen from widespread reports that as much as half of the \$687 million set aside to help drought-stricken communities remains unspent in state accounts — and will remain there until 2016," says the letter. "In addition, we are seeing the same slow and lethargic project pace with the funds raised as a result of last year's Proposition 1 ballot measure." A spokesman for the Governor's office stated that a sound process is in place to ensure assistance is distributed properly. The spokesman also went on to say that hundreds of millions of dollars of relief has been committed and distributed thanks to the bipartisan effort of both the Republicans and Democrats, but without the need of a special session.

## **Cap and Trade**

On the final day of session, the Legislature decided to postpone the discussion of Cap and Trade revenues until January 2016. However, they did pass a budget trailer bill, SB 101, which includes funding for existing Cap and Trade and water programs at state agencies as well as other funds for infrastructure projects, education, and long-term care. SB 101 provisions include:

1. **Strategic Growth Council (SGC):** \$1.817 million that will count toward the continuously appropriated funds for SGC.
  - \$500,000 for technical assistance to disadvantaged communities.
2. **Department of Water Resources:** \$19 million to local agencies, JPAs, and nonprofits for water efficiency and energy efficiency programs, for continued implementation of the California Water Plan.
3. **Air Resources Board:** \$90 million for local assistance. \$18.686 million simply labeled "climate change."
  - \$1 million (of the \$18.6 million) to establish a tracking system to track projects funded through Cap-and-Trade
4. **Department of Food and Agriculture:** \$40 million for water and energy efficiency grants promoting water and energy savings.

## **Drought Update**

### ***AB 1164 (Gatto) Water Conservation: Drought Tolerant Landscaping***

This bill would prohibit cities and counties from enacting or enforcing any ordinance or regulation that prohibits the installation of synthetic grass or artificial turf on residential property. The \$300 million appropriation from this bill for turf removal was removed on the Senate Floor on September 4. The bill is now on the Governor's desk.

### ***State Water Use: July 2015***

Californians reduced their water use beyond the 25 percent target for the second month in a row. Californians cut overall urban use by 31%, compared with July 2013. In June, the first month of the Governor's mandatory reduction of 25 percent, Californians cut water use by 27 percent even though it

was the hottest June on record. The new data shows that 290 of 402 communities reached their conservation targets, or were within 1 percent in July. This is up seven percent from last month.

### ***Bay Delta Conservation Plan***

On August 27, the Department of Water Resources and the U.S. Bureau of Reclamation submitted a change petition to the State Water Resources Control Board seeking approval to add points of diversion to water rights permits as part of the proposed California WaterFix plan. The change position would affect existing water right permits and diversion authorizations held by the State Water Project (SWP) and the Central Valley Project (CVP) by constructing three new intakes, each with the capacity of 3,000 cubic feet per second. The intakes will allow more flexibility for the SWP and the CVP to move water from the north Delta to the south Delta. The State Water Resources Control Board will review the petition to ensure that it includes the required fish and wildlife protections as well as upholds the Delta Reform Act. A public hearing will also be available this fall for comment on the petition before the Board makes a final decision.

### **Water Supply Reliability and Drought Protection Act of 2016**

In recent weeks, Gerald Meral and the National Heritage Institute have begun to distribute draft language of a possible water bond for the 2016 ballot. According to Meral, the funding in this second water bond is designated for programs that were underfunded, or not funded at all, in the Proposition 1 that was approved by voters in November 2014. Meral is a former deputy secretary of the Natural Resources Agency and was the chief agent in Governor Brown's two-tunnel Delta plan. Meral has not yet included specific funding amounts for the bond, nor for the specific programs within the bond, however it is expected that a second bond would be significantly less than Proposition 1. The draft water bond that is currently being distributed would contain funding for the following activities:

- Capture and use of urban runoff and stormwater;
- Desalination and water recycling;
- Water Conservation:
  - Turf Replacement
  - Leak Detection
- Watershed improvement for water supply enhancement;
- Land and water management for water supply improvement;
- Flood management for improved water supply;
- Groundwater Planning and storage;
- Water for wildlife:
  - Acquisition of water rights
- Repair of flood control reservoirs
- Funding for water measurement; and,
- Equipment for water supply for firefighting.

### **Federal Legislative Update**

The U.S. House of Representatives (House) and the U.S. Senate (Senate) were in recess for the month of August and recently resumed legislative business on Tuesday, September 8 after the Labor Day holiday. For the remainder of September, Congress will focus efforts on addressing appropriations legislation which will likely result in the passage of a Continuing Resolution (C.R.), a short-term extension of the Fiscal Year 2015 spending bills.

The House has six legislative days to address appropriations bills and/or pass a C.R. before the end of the fiscal year. Given the time constrain Members face, it is assumed Congress will be unable to meet the September 30<sup>th</sup> deadline (last day of the fiscal year) to keep the government funded. Major barriers preventing passage of Fiscal Year 2016 spending bills include ongoing disputes over spending caps and policy riders. Currently, potential policy rider conversations do not include water-related provisions because leadership is primarily focused on addressing foreign affairs negotiations and social issues.

To avoid another government shutdown, Congress will likely pass a C.R. to keep the government funded at current funding levels. For water policy, this means, like all other appropriations bills, the Energy-Water Appropriations bill will be funded at the same levels as Fiscal Year 2015 until the C.R. expires. Past C.R. timelines indicate Congress may extend current funding levels until December, before Congress breaks for the year.

## **Legislative Efforts**

### ***Federal Drought Legislation***

With Congress back in session, the goal is to address looming deadlines regarding next year's budget and reauthorization packages. While drought legislation is not included in that list, it remains a top priority for some Members of leadership in both chambers and for committee leaders with jurisdiction over water policy. The recent introduction of drought legislation in both the House and Senate will generate key hearings in the Senate Energy and Natural Resources Committee. Energy and Natural Resources Committee Chairwoman, Senator Lisa Murkowski's (R-AK) will lead the Senate's drought bill this Congress and has articulated her willingness to work with Senator Feinstein and Senator Boxer on major drought legislation in particular with consideration of Senator Feinstein's California Emergency Drought Relief Act. As of now, Chairwoman Murkowski plans to introduce a drought bill before the end of the 2015 calendar year. It is expected the bill will be a larger, Western region bill rather than specific to California. Should Chairwoman Murkowski introduce and pass a drought bill in the Senate, a joint conference committee would be formed to resolve differences between the Senate version and H.R. 2898, Congressman Valadao's bill.

### ***Surface Transportation Reauthorization***

The House and the Senate passed a short-term extension of MAP-21, federal surface transportation authorization, until October 29<sup>th</sup>. However the Senate also passed a long-term (six year) reauthorization. Although the majority of the long-term Senate bill addresses federal-aid highway programs, the legislation does include provisions on water policy, specifically on the Water Infrastructure Finance and Innovation Act (WIFIA). The Senate's long-term bill removes limitations on using tax-exempt bonds to finance projects under WIFIA for projects that receive federal credit assistance.

The House has not been able to find consensus on a long-term bill that would also include WIFIA provisions. However, the House Committee on Transportation and Infrastructure is determined to release a proposal prior to the expiration (October 29) of the extension passed by both chambers in July and August. If the House can pass a long-term reauthorization and both chambers are willing to negotiate in conference, WIFIA could be updated with the passage of a long-term reauthorization of the Surface Transportation bill.



## Mesa Water® Priority Legislation

BILL	AUTHOR	SUMMARY	LATEST ACTION	MESA WATER POSITION	OTHER POSITIONS
<b>Proposed Legislation</b>					
<b>AB 1</b>	<b>Brown [D]</b>	<b>Drought: local governments: fines.</b> 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.	<b>7/13/15</b> Chaptered by Secretary of State - Chapter 62, Statutes of 2015.		ACWA-Watch Met- NYC MWDOC-Support OCWD-NYC IRWD-NYC CSDA-NYC
<b>AB 2</b>	<b>Alejo [D]</b>	<b>Community revitalization authority.</b> 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.	<b>9/12/15</b> Passed by Legislature. On Governor's desk.		ACWA-NYC Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support
<b>AB 149</b>	<b>Chavez [R]</b>	<b>Urban water management plans.</b> 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.	<b>7/6/15</b> Chaptered by Secretary of State - Chapter 49, Statutes of 2015.		ACWA-Favor Met- Support MWDOC-Support OCWD-NYC IRWD-Support CSDA-Watch



## Mesa Water® Priority Legislation

AB 182	Alejo [D]	<p><b>California Voting Rights Act of 2001.</b> Would prohibit the use of a district-based election in a political subdivision if it would impair the ability of a protected class, as defined, to elect candidates of its choice. The bill would require a court to implement specified remedies upon a finding that a district-based election was imposed or applied in a manner that impaired the ability of a protected class to elect candidates of its choice.</p>	<p><u>9/8/15</u> Passed by Legislature. On Governor's desk.</p>		<p>ACWA-Oppose Met- NYC MWDOC- NYC OCWD-NYC IRWD- NYC CSDA- Oppose</p>
AB 291	Medina [D]	<p><b>California Environmental Quality Act: local agencies: notice of determination: water.</b> 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.</p>	<p><u>7/17/15</u> Two Year Bill..</p>		<p>ACWA-Support Met- Support MWDOC-Support OCWD-NYC IRWD-NYC CSDA-Support</p>
AB 327	Gordon [D]	<p><b>Public works: volunteers.</b> All workers employed on public works projects are required to be paid not less than the general prevailing rate of per diem wages for work, except as specified. Current law governing public works does not apply to specified work performed by a volunteer, a volunteer coordinator, or a member of the California Conservation Corps or a community conservation corps. These provisions are effective only until January 1, 2017, and as of that date are repealed. This bill would extend those provisions until January 1, 2024, at which date those provisions would be repealed. The bill would also delete an obsolete provision. This bill contains other existing laws.</p>	<p><u>7/6/15</u> Chaptered by Secretary of State - Chapter 53, Statutes of 2015.</p>		<p>ACWA-NYC Met-NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support</p>
AB 341	Achadjian [R]	<p><b>Financial affairs: reports.</b> Current law requires the officer of each local agency, who has charge of the financial records of the local agency, to furnish to the Controller a report of all the financial transactions of the local agency during the next preceding fiscal year within 90 days of the close of each fiscal year, or within 110 days if the report is furnished in an electronic format. This bill would require the report to contain underlying data from audited financial statements, as specified, if this data is available.</p>	<p><u>7/2/15</u> Chaptered by Secretary of State - Chapter 37, Statutes of 2015.</p>		<p>ACWA-NYC Met-NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support</p>



## Mesa Water® Priority Legislation

AB 585	Melendez [R]	<p><b>Outdoor Water Efficiency Act of 2015: personal income tax credits: outdoor water efficiency.</b> 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.</p>	8/27/15 Two Year Bill.		ACWA- Favor Met- NYC MWDOC- NYC OCWD- NYC IRWD- Support CSDA- NYC
AB 606	Levine [D]	<p><b>Water Conservation.</b> 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>	9/10/15 Passed by Legislature. On Governor's desk.		ACWA-Favor Met- Support MWDOC-NYC OCWD-NYC IRWD-Support and Seek Amendments CSDA-NYC
AB 617	Perea [D]	<p><b>Groundwater.</b> 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>	9/10/15 Passed by Legislature. On Governor's desk.		ACWA-Support Met- NYC MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch
AB 647	Eggman [D]	<p><b>Groundwater:</b> 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.</p>	7/17/15 Two Year Bill.		ACWA - Watch Met - Support MWDOC - NYC OCWD - Oppose if Amended IRWD - NYC CSDA - Watch
AB 1139	Campos [D]	<p><b>Personal income taxes: credit: turf removal.</b> 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.</p>	5/4/2015- Two Year Bill		ACWA-Favor Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Watch



## Mesa Water® Priority Legislation

AB 1201	Salas [D]	<p><b>Fish and wildlife: Sacramento-San Joaquin Delta: predation by nonnative species.</b> 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><u>8/28/15</u> Two Year Bill.</p>		<p>ACWA-Support Met- Support MWDOC-NYC OCWD-NYC IRWD-Support CSDA-Watch</p>
AB 1347	Chiu [D]	<p><b>Public contracts: claims.</b> Would establish, for contracts entered into on or after January 1, 2016, a claim resolution process applicable to all public entity contracts. The bill would define a claim as a contractor's written demand or assertion, including a request for a modification, contract amendment, or change order, seeking an adjustment or interpretation of the terms of the contract documents, payment of money, extension of time, or other relief, including a determination of disputes or matters arising out of, or related to, the contract documents or the performance of work on a public work. This bill contains other related provisions and other existing laws.</p>	<p><u>9/11/15</u> Passed by Legislature. On Governor's desk.</p>		<p>ACWA-NYC Met- NYC MWDOC-Oppose OCWD-NYC IRWD-NYC CSDA-Neutral</p>
SB 88	Committee on Budget and Fiscal Review	<p><b>Trailer Bill; Water.</b> Would authorize the State Water Resources Control Board to order consolidation with a receiving water system where a public water system, or a state small water system within a disadvantaged community, consistently fails to provide an adequate supply of safe drinking water. This bill would authorize the state board to order the extension of service to an area that does not have access to an adequate supply of safe drinking water so long as the extension of service is an interim extension of service in preparation for consolidation.</p>	<p><u>6/24/15</u> Chaptered by Secretary of State - Chapter 27, Statutes of 2015</p>		<p>ACWA-Oppose Met- NYC MWDOC-NYC OCWD- NYC IRWD-NYC CSDA- Oppose</p>



## Mesa Water® Priority Legislation

SB 239	Hertzberg (D)	<p><b>Local Services: Contracts.</b> Current law permits a city or district to provide extended services, as defined, outside its jurisdictional boundaries only if it first requests and receives written approval from the local agency formation commission in the affected county. Under current law, the commission may authorize a city or district to provide new or extended services outside both its jurisdictional boundaries and its sphere of influence under specified circumstances. This bill would permit a public agency to exercise new or extended services outside the public agency's current service area pursuant to a fire protection reorganization contract, as defined, only if the public agency receives written approval from the local agency formation commission in the affected county.</p>	<p><b>9/11/15</b> Passed by Legislature. On Governor's desk.</p>		<p>ACWA - NYC CSDA - Oppose</p>
SB 272	Hertzberg (D)	<p><b>The California Public Records Act: Local Agencies: Inventory</b> Would require each local agency, in implementing the California Public Records Act, to create a catalog of enterprise systems, as defined, to make the catalog publicly available upon request in the office of the clerk of the agency's legislative body, and to post the catalog on the local agency's Internet Web site. The bill would require the catalog to disclose a list of the enterprise systems utilized by the agency, and, among other things, the current system vendor and product. Because the bill would require local agencies to perform additional duties, it would impose a state-mandated local program. This bill contains other related provisions and other existing laws.</p>	<p><b>9/11/15</b> Passed by Legislature. On Governor's desk.</p>		<p>ACWA-Oppose unless amended Met - NYC MWDOC - NYC CSDA - Oppose unless amended OCWD -NYC IRWD - NYC</p>
SB 355	Lara [D]	<p><b>San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy.</b> 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>	<p><b>9/1/15</b> Passed by Legislature. On Governor's desk.</p>		<p>OCWD - Oppose unless amended MWDOC - Oppose unless amended</p>



## Mesa Water® Priority Legislation

SB 385	Hueso [D]	<p><b>Primary drinking water standards: hexavalent chromium: compliance plan.</b> Would authorize, until January 1, 2020, the State Water Resources Control Board, at the request of a public water system that prepares and submits a compliance plan to the state board, to grant a period of time to achieve compliance with the primary drinking water standard for hexavalent chromium by approving the compliance plan, as prescribed. This bill would require a public water system to provide specified notice regarding the compliance plan to its customers and the public water system to send written status reports to the state board.</p>	<p><u>9/4/15</u> Chaptered by Secretary of State. Chapter 272, Statutes of 2015.</p>		<p>ACWA-Support Met- Support MWDOC-NYC OCWD-NYC IRWD-NYC CSDA-Support</p>
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**REPORTS AND INFORMATION ITEMS:**

7. REPORT OF THE GENERAL MANAGER:

**REPORTS AND INFORMATION ITEMS:**

8. 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: September 24, 2015  
SUBJECT: Drought-Reach 2.0 Update

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### 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.

### 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](http://MesaWaterSaver.org), email [conservation@MesaWater.org](mailto:conservation@MesaWater.org), call 949.631.1200, or visit the District's office.
- Thanks for being a *Mesa Water Saver!*

## FINANCIAL IMPACT

The total campaign budget approved by the Board is not-to-exceed \$240,000 with a maximum of



\$60,000 allocated for FY 2015 and the remaining \$180,000 allocated for FY 2016. To date, \$228,251 has been committed with \$11,749 pending allocation. Spending to date totals \$177,997.

#### ATTACHMENTS

Attachment A: Fraser Communications memo

Attachment B: Water Use Comparisons 2013/2014/2015

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

September 17, 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

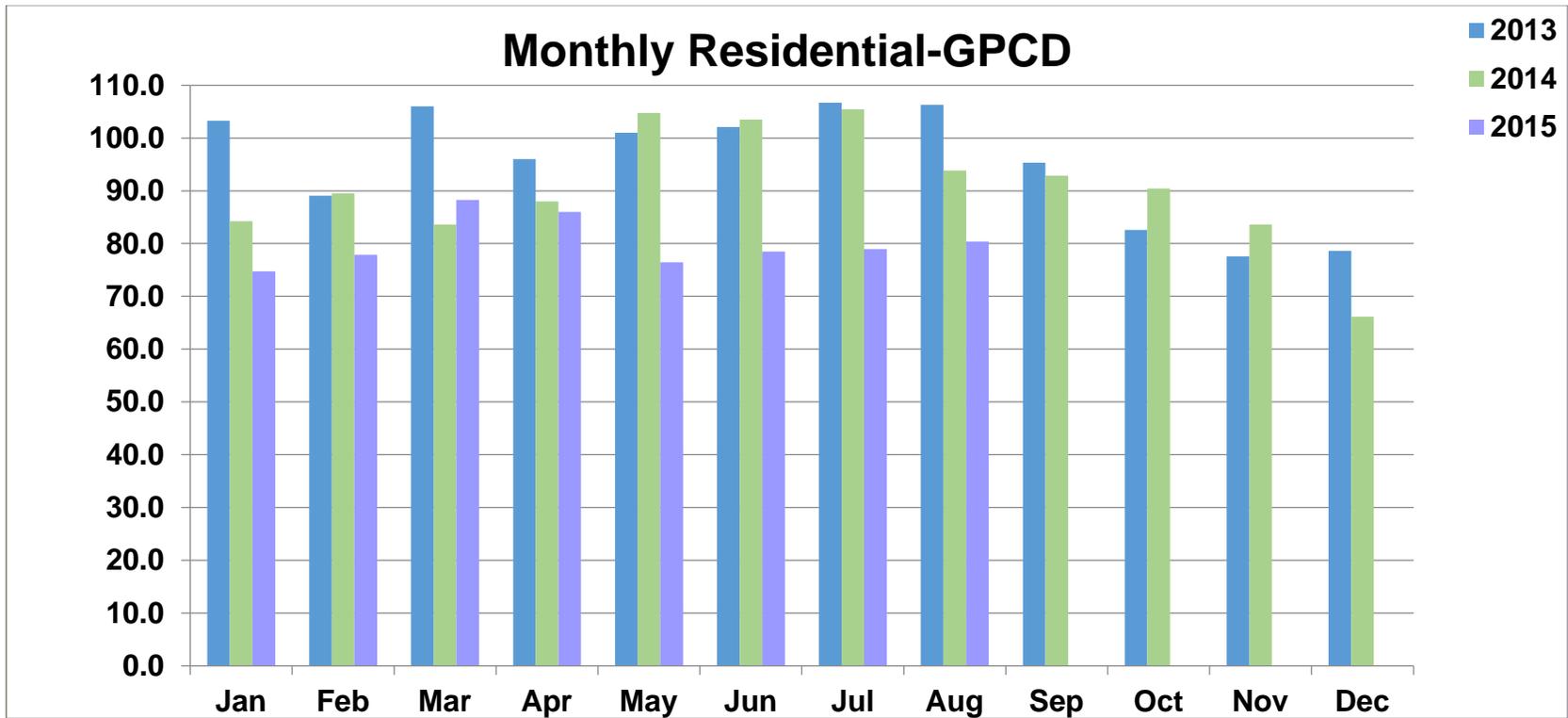
- Print, full page color insertions:
  - South Coast Metro 360 Magazine – August/September
  - Costa Mesa Recreation Guide – September

**Completed as of September 17, 2015**

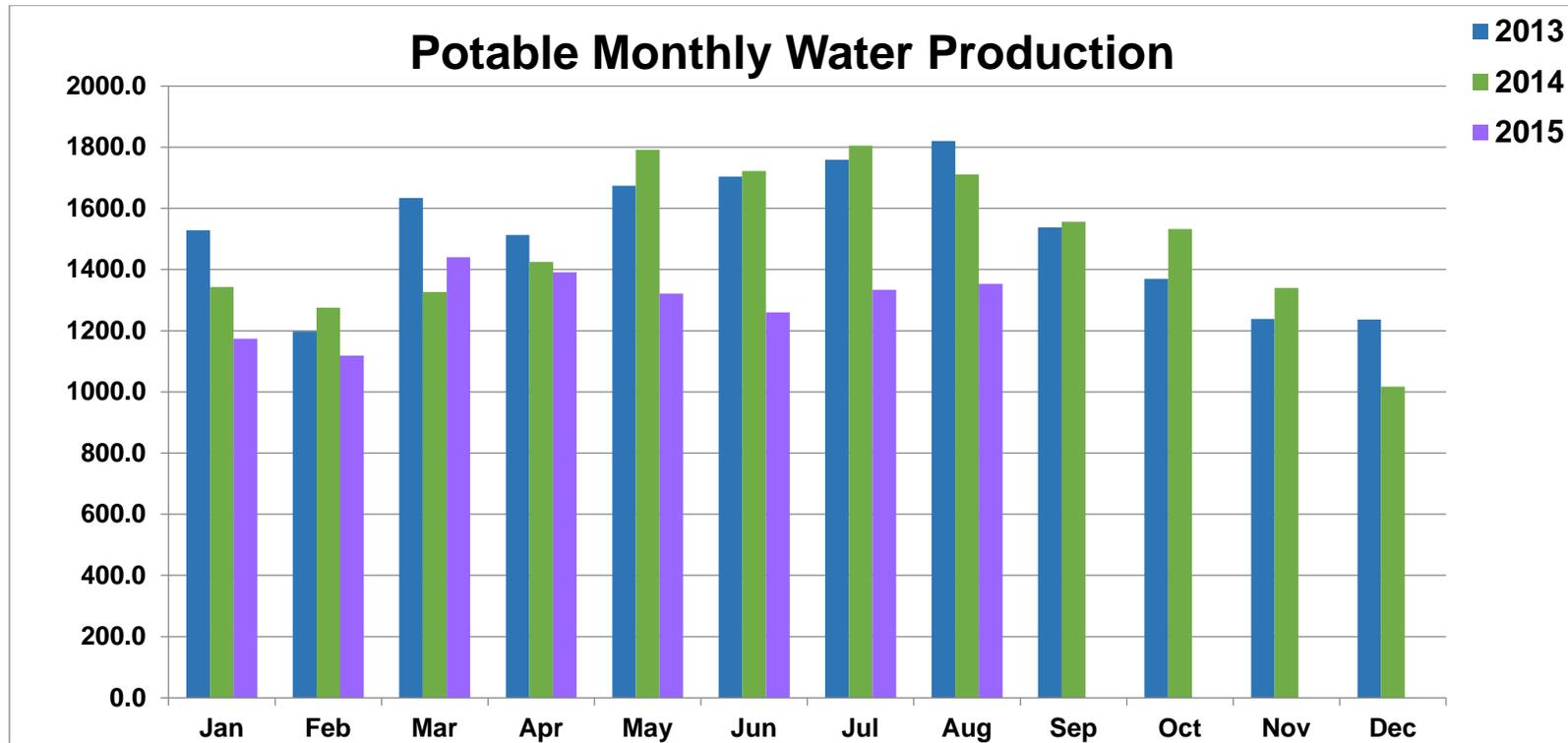
- KOCI radio 15's running and (2) interviews conducted
- Social Media posts written and posting
- Digital ad banner program to include video pre-roll and Pandora running
- Costa Mesa Recreation Guide, Costa Mesa Chamber Newsletter ads ran
- Mesa Water Saver webpage text translated into Spanish
- Bill 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**
- **St. Andrews print ad art delivered**

**Total Rated Paid Media Campaign Impressions:**

- 10,989,362



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD AVG
<b>2013</b>	103.3	89.1	106.0	96.0	101.0	102.1	106.7	106.3	95.3	82.6	77.6	78.6	<b>95.4</b>
<b>2014</b>	84.3	89.5	83.6	88.0	104.7	103.5	105.4	93.9	92.9	90.4	83.6	66.2	<b>90.5</b>
<b>% DIFF (versus 2013)</b>	-18.4%	+0.5%	-21.1%	-8.4%	+3.7%	+1.4%	-1.2%	-11.7%	-2.5%	+9.4%	+7.7%	-15.8%	
<b>2015</b>	74.7	77.9	88.3	86.0	76.4	78.5	78.9	80.4					<b>80.1</b>
<b>% DIFF (versus 2013)</b>	-27.6%	-12.6%	-16.7%	-10.4%	-24.3%	-23.1%	-26.0%	-24.4%					



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD TOTAL
<b>2013</b>	1527.9	1197.1	1634.0	1512.7	1673.6	1703.2	1759.1	1820.6	1537.2	1369.5	1238.1	1236.3	<b>18,209.3</b>
<b>2014</b>	1342.5	1275.8	1326.5	1425.0	1792.1	1722.2	1805.3	1710.3	1555.6	1532.2	1340.2	1017.5	<b>17,845.2</b>
<b>% DIFF (Prev Year)</b>	-12.1%	+6.6%	-18.8%	-5.8%	+7.1%	+1.1%	+2.6%	-6.1%	+1.2%	+11.9%	+8.2%	-17.7%	
<b>2015</b>	1173.5	1119.0	1440.6	1391.2	1321.8	1259.5	1333.3	1353.6					<b>10,392.5</b>
<b>% DIFF (Prev Year)</b>	-23.2%	-6.5%	-11.8%	-8.0%	-21.0%	-26.1%	-24.2%	-25.7%					

## MEMORANDUM



*Dedicated to  
Satisfying our Community's  
Water Needs*

TO: Legislative & Public Affairs Committee  
FROM: Noelle Collins, Public Affairs Coordinator  
DATE: September 24, 2015  
SUBJECT: Outreach Update

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### 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:
  - a. OC Taxpayer's Roses, Radishes, and Royalty Awards on September 25<sup>th</sup>;
  - b. Project Independence Walk on September 26<sup>th</sup>;
  - c. Susan G. Komen Race for the Cure on September 27<sup>th</sup>;



- d. Newport-Mesa Schools Foundation “State of the Schools” breakfast on September 30<sup>th</sup>;
- e. Lions Club’s Wild West Casino Night on October 16<sup>th</sup>;
- f. OCC’s Science Night on October 16<sup>th</sup>.

5<sup>th</sup> Grade Education Program/School Assemblies:

- Victoria Elementary School, 1025 Victoria St., Weds., Oct. 7, 9:30 am.
- Killybrooke Elementary School, 3155 Killybrooke Lane, Mon. Oct. 12, at 1:30 pm.
- Wilson School, 801 W. Wilson St., Fri. Oct. 16, at 2:00 pm.

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; Leadership Tomorrow’s “Water Day” at the MWRF on Thursday, October 15<sup>th</sup> at 10am.
3. Town Hall Talks – Mesa Water® staff is planning two town hall talks at the MWRF to address questions regarding the drought and Mesa Water’s emergency conservation regulations– town halls were hosted on Thursday, August 20<sup>th</sup> and Thursday, September 17<sup>th</sup>; the third will be hosted on Wednesday, October 14 from 4:30-6:00 pm.
4. “Well Wisher” Meetings – To date, Mesa Water® has received 312 “Well Wisher” support cards and hosted 986 constituents at the MWRF.

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

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

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

- Informing constituents about Southern California’s perpetual drought, the historical drought now facing California, and the importance of developing local and cost-effective sources of safe, reliable water for Mesa Water’s service area and the region at large;
- Educating Mesa Water® constituents about the importance of water -- and water stewardship -- in order to sustain Southern California’s population, quality of life, business, and economy;
- Educating constituents about Mesa Water’s stewardship of ratepayer funds and financial responsibility to fund, invest in, and save for the current and future provision of safe and reliable water for the District’s service area;
- Informing Mesa Water® constituents of the District’s infrastructure improvements to ensure water quality and water reliability for its service area;
- Learning from constituents and evolving as a well-informed Board of Directors;



- Promoting water use efficiency to Mesa Water's customers (ratepayers) and community members to help them save water, money, and the environment;
- For public health and safety reasons, ensuring that Mesa Water® customers and community members know the District as their water provider and as the source of information about water in emergency situations;
- Supporting Mesa Water's service area as an actively involved participant in programs that provide added value and benefits to the community;
- Informing the media of Mesa Water's activities that benefit the District's customers and community;
- Empowering Mesa Water's Board and staff with information that will help them provide the best possible service to the District's customers and community members; and,
- Strengthening Mesa Water's industry relations to provide opportunities for improving the District's business and operations -- including the areas of financial and human resources strength, infrastructure and technological innovation, and setting/supporting policies that have a positive impact on Mesa Water's service area -- so that the District can continue to provide safe, high-quality, reliable, and affordable water to its customers.

#### FINANCIAL IMPACT

The Public & Government Affairs department's FY 2015 expense budget totals \$700,875. To date, \$146,944 has been spent, with a remaining balance of \$553,931.

#### ATTACHMENTS

None.