



*Dedicated to
Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, August 24, 2017
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, August 24, 2017 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.

CONSENT CALENDAR ITEMS:

Approve all matters under the Consent Calendar by one motion unless a Board member, staff, or a member of the public requests a separate action.

1. Advocacy Update
2. Outreach Update

PRESENTATION AND DISCUSSION ITEMS:

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

3. Community Outreach Event – New Vending Machine Launch

ACTION ITEMS:

4. ACWA Committee Appointment Nominations

REPORTS:

5. Report of the General Manager
6. Directors' Reports and Comments

INFORMATION ITEMS:

None.



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.

Members of the public desiring to make verbal comments utilizing a translator to present their comments into English shall be provided reasonable time accommodations that are consistent with California law.

*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



MesaWater
DISTRICT®

Dedicated to

Satisfying our Community's

Water Needs

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: August 24, 2017
SUBJECT: Advocacy Update

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

Staff will provide a verbal report to the Board.

FINANCIAL IMPACT

In Fiscal Year 2018, \$84,000 is budgeted; \$7,000 has been spent to date.

ATTACHMENTS

None.

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: August 24, 2017
SUBJECT: Outreach Update

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

Goal #5: Attract and retain skilled employees.

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

Mesa Water District's outreach program aims to connect Mesa Water with its constituents in order to achieve Goal #4 of the District's Strategic Plan. Outreach activities are also designed to achieve the Strategic Plan goals related to human resources, customer service, and/or regional water issues involvement by educating and informing the District's constituents about Mesa Water, water issues, and water in general. Mesa Water's 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 staff, retirees and Board members.

Upcoming FY 2018 Events

1. OCBC Tour of the Mesa Water Reliability Facility on Wednesday, August 30, 2017 from 10:30 to 11:30 a.m. at the MWRF, 1350 Gisler Avenue, Costa Mesa, CA 92626.
2. Festival of Children Opening Night Reception on Wednesday, August 30, 2017 from 5:30 to 8:00 p.m. in the Garden Terrace at South Coast Plaza, located adjacent to Macy's.
3. Water Vending Machine Event on Saturday, September 23, 2017 from 9:00 a.m. to 12:00 p.m. in the Mesa Water District parking lot, 1965 Placentia Avenue, Costa Mesa, CA 92627.
4. State of the Schools Breakfast on Wednesday, September 27, 2017 from 7:00 to 9:00 a.m. in the Costa Mesa High School Gym, 2650 Fairview Road, Costa Mesa, CA 92626.
5. Festival of Children on Saturday, September 30, 2017 from 10:00 a.m. to 2:00 p.m., Carousel Court, South Coast Plaza, 3333 Bristol Ave, Costa Mesa, CA 92627.



The benefits of Mesa Water's outreach program include:

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

FINANCIAL IMPACT

In Fiscal Year 2018, \$373,200 is budgeted for support services to the District's Public Affairs department; \$29,000 has been spent to date.

ATTACHMENTS

None.

MEMORANDUM



TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: August 24, 2017
SUBJECT: Community Outreach Event – New Vending Machine Launch

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

This item was discussed at the July 27, 2017 meeting of the Legislative and Public Affairs Committee (LPAC) and at the August 15, 2017 meeting of the Engineering and Operations Committee.

DISCUSSION

Mesa Water District recently installed a new water vending machine at its headquarters, with plans well underway for a community outreach event to officially launch the machine and invigorate customers' interest in this resource, Mesa Water, and water in general.

Featuring fresh new graphics fitting Mesa Water's brand, staff is working on updating the water vending machine messaging in both English and Spanish to inform community members about the affordability, quality and safety of drinking water.

Designed to connect Mesa Water with residents who frequently use the District's water vending machine, the event will also provide an opportunity to advance our media relationships, as well as communicate -- to the District's industry, staff, and local elected officials -- our interest in engaging with diverse constituents within Mesa Water's service area.

Scheduled for 9:00 a.m. to noon on Saturday, September 23 at the District's headquarters, the event will celebrate health, happiness and community, formatted as a family festival. The event will be kicked off with a ribbon-cutting ceremony by the Costa Mesa Chamber of Commerce to officially "open" the new water vending machine.

To encourage attendance, Mesa Water's consultant, La Voz Marketing, is publicizing this event to local/regional consumer media, and promoting this event throughout Mesa Water's service



area, focusing on the Westside Neighborhood -- Division I -- where the District's headquarters and water vending machine are located.

Additionally, La Voz Marketing is coordinating event participation with several nonprofit organizations that serve Costa Mesa's community. These organizations will also promote and publicize the event to their audiences. Below is a list of organizations that have committed to participate in this event:

- City of Costa Mesa Parks & Recreation
- Costa Mesa Chamber of Commerce
- Costa Mesa Family Resource Center, including:
 - Human Options
 - Melinda Hoag Smith Center for Healthy Living
- Mika Community Development Corporation
- Save Our Youth ("SOY")
- Share Our Selves ("SOS")
- Vanguard Jesse Miranda Center for Hispanic Leadership
- Youth Employment Services ("YES")

FINANCIAL IMPACT

In Fiscal Year 2018, \$373,200 is budgeted for support services to the District's Public Affairs department; \$29,000 has been spent to date.

ATTACHMENTS

None.



*Dedicated to
Satisfying our Community's
Water Needs*

MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Paul E. Shoenberger, P.E., General Manager
DATE: August 24, 2017
SUBJECT: Association of California Water Agencies Committee
Appointment Nominations

RECOMMENDATION

Recommend approval of the appointment nominations for Mesa Water District representatives to serve on committees of the Association of California Water Agencies.

STRATEGIC PLAN

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

BACKGROUND

The Association of California Water Agencies (ACWA) is the nation's largest statewide coalition of public water agencies. Its nearly 430 public agency members, collectively, are responsible for 90 percent of the water delivered to California cities, farms, and businesses.

ACWA's mission is to assist its members in promoting the development, management, and reasonable beneficial use of good-quality water at the lowest practical cost in an environmentally balanced manner.

With its diverse membership and long track record, ACWA occupies a unique niche in California water policy as it engages on an array of legislative and regulatory issues to promote a more reliable and sustainable water system. ACWA also assists members in their implementation of local water resource programs, including addressing challenges such as climate change. Additionally, ACWA undertakes focused policy initiatives aimed at protecting water rights, promoting local groundwater basin management, and promoting regulatory decisions that facilitate member interests.

DISCUSSION

Mesa Water has been a member of ACWA since 1978. The ACWA Committees are an integral part of ACWA's activities and policy development. Structured to include representation from all ten ACWA regions (Mesa Water is in ACWA's Region 10), committees provide key technical and policy input to ACWA's Board of Directors and bring together expertise and perspectives from across the state.

Committee members are appointed for two-year terms that begin on January 1 of even-numbered years. ACWA members interested in serving on committees from 2018 to 2019 can submit a nomination form for appointment consideration by the deadline of September 29, 2017.



Below is an outline of recommended nominations for ACWA committee appointment consideration:

Name & Title	ACWA Committee	Rank
Jim Atkinson, Director	Water Quality	1
	Groundwater	2
Fred Bockmiller, P.E., Director	Energy	1
Shawn Dewane, Director	Federal Affairs	1
	Finance	2
James Fisler, Director	Local Government	1
Paul Shoenberger, P.E., General Manager	Water Management	1
Phil Lauri, P.E., Assistant General Manager	Groundwater	1
Tracy Manning, Operations Manager	Water Quality	1
Stacy Taylor, External Affairs Manager	State Legislative	1
	Communications	2

The benefits of Mesa Water’s ongoing service on ACWA committees include:

- Receiving the most recent data about Southern California’s water supply conditions so that Mesa Water can continue informing our constituents about the importance of developing local, reliable, and cost-effective sources of safe water;
- Engaging in important water policy advocacy and initiatives -- including legislation and regulation -- regarding water resource development and management, water rights, water quality and testing to ensure clean and safe drinking water, water affordability (production, treatment and delivery costs), water reliability, storage and sustainability, and other water-related challenges, issues, and solutions that can impact Mesa Water and its service area;
- Remaining updated on innovative water use efficiency programs that allow Mesa Water to continue educating our constituents about the importance of water for sustaining Southern California, and to continue promoting water use efficiency to our ratepayers and community members to help them save water, money, and the environment;
- Being informed on energy efficiency opportunities that can save costs for Mesa Water and our ratepayers, and that can result in further reducing the District’s greenhouse gas emissions and carbon footprint;
- Staying current on best management practices in the areas of finance and governance for public water agencies, to ensure Mesa Water’s continued responsible and transparent stewardship of ratepayer funds in providing safe and reliable water to its service area;
- Empowering Mesa Water’s Board and staff with information to help them provide the best possible service to our customers and community members; and,



- Strengthening Mesa Water as an actively-engaged participant in water industry programs that can provide added value to the District's service area.

FINANCIAL IMPACT

ACWA membership is currently \$23,000.00 per year. Funding for additional travel would come respectively from each of the following departments' budgets – Board of Directors, Office of the General Manager, Engineering, External Affairs, and Operations.

ATTACHMENTS

Attachment A: ACWA Committee Appointment Correspondence



[Click here to view it in your browser.](#)

OUTREACH **ADVISORY**

July 24, 2017

ACWA Committee Appointment Process Underway for the 2018-2019 Term

*Committee Consideration Forms
Due Sept. 29, 2017*

ACWA's committees are a great way to stay current, and they provide a forum to engage in important issues. ACWA has 12 active committees that meet throughout the year, providing key technical and policy input to the ACWA Board of Directors. The committees bring together expertise and perspectives from across the state on key state and federal issues to help ACWA advocate for members in Sacramento and in Washington, D.C.

If you're interested in serving on an ACWA committee, the appointment process is officially underway for the 2018-2019 term. Committee appointment information has been emailed to ACWA member agency general managers and board presidents.

To be considered for a committee appointment your completed and signed committee consideration form must be submitted to Region and Member Services Specialist Ana Javaid at anaj@acwa.com by Sept. 29, 2017. All consideration forms must be signed by the agency's general manager or board president. Committee information and materials are available at [ACWA's website](#) or by clicking on each link.

- [ACWA Policy Committee Composition](#)
- [ACWA Committee Consideration Form](#)
- [ACWA Committee Consideration Process Timeline](#)

In submitting names for consideration, please do so with the understanding that committees need active, involved individuals able to expend the time and provide their expertise, if appointed. Please keep in mind that the district is responsible for all costs associated with the participation of its representatives on committees.

If you have questions, please contact Region and Member Services Specialist Ana Javaid at anaj@acwa.com or (916) 441-4545.

2017 ACWA Committee Appointment Process Timeline 2018-2019 Term

- July 17:** **COMMITTEE CONSIDERATION FORMS EMAILED**
- Email packets sent to Agency General Managers and Board Presidents packets include:
 - List of agency staff and directors who currently serve on an ACWA Committee
 - Committee Composition
 - Committee Consideration Form
 - 2018-2019 Committee Timeline
- July 24:** **EMAIL NOTIFICATION TO CURRENT COMMITTEE MEMBERS**
- Current committee members notified that committee process has began
 - All current committee members **MUST** submit a Committee Consideration Form to be considered for reappointment
- September 29:** **COMPLETED CONSIDERATION FORM DEADLINE**
- All committee consideration forms **due by September 29**
 - Any consideration forms submitted after September 29 will be added to the waiting list and considered after ACWA President makes the initial committee appointments for the term
- October 27:** **ACWA REGION CHAIR AND VICE CHAIR CONFERENCE CALL**
- ACWA staff will hold a conference call with newly elected Region Chair and Vice Chairs to review 2018-2019 Committee recommendation process
 - Consideration forms compiled and submitted to incoming Region Chair and Vice Chair
- November 16:** **CHAIR AND VICE CHAIRS RECOMMENDATION DEADLINE**
- No Region recommendations will be accepted after November 16
- November 30:** **RECOMMENDATIONS GIVEN TO ACWA PRESIDENT**
- Incoming ACWA President will receive Region Chair and Vice Chairs recommendations along with all consideration forms at ACWA Fall Conference
- December 11:** **ACWA PRESIDENT APPOINTS MEMBERS OF COMMITTEES**
- Incoming ACWA President submits all appointments to ACWA Staff
- December 31:** **ACWA WILL NOTIFY COMMITTEE MEMBERS OF APPOINTMENTS**
- Letters emailed to members who have been appointed to serve on a committee for the 2018-2019 term
 - Letters emailed notifying those who were not appointed to a committee

ACWA COMMITTEE COMPOSITION

COMMITTEE

STAFF LIAISONS

Business Development Committee – Standing/Unlimited

Meetings: 2 times a year

The Business Development Committee develops and recommends to the Board of Directors programs and activities to be provided or administered by the association that generate non-dues revenue and provide a service or benefit to association members.

Paula Currie

Director of Member Services and Events

paulac@acwa.com

Communications Committee – Standing/Limited (40 maximum)

Meetings: 4 times a year

The Communications Committee develops and recommends to the Board of Directors and staff best practices regarding communications and public affairs programs. The committee promotes sound public information and education programs and practices among member agencies. It also prepares and distributes materials for use by member agencies in their local outreach efforts and provides guidance to ACWA's Communications Department.

Lisa Lien-Mager

Director of Communications

lisalm@acwa.com

Energy Committee – Standing/Unlimited

Meetings: 2 times a year

The Energy Committee develops and recommends to the Board of Directors, the State Legislative Committee and the Federal Affairs Committee policies and programs regarding the water-energy nexus.

Rebecca Franklin

Senior Regulatory Advocate

Rebeccaf@acwa.com

Federal Affairs Committee – Standing/Limited (5 Per Region)

Meetings: 2 times a year

The Federal Affairs Committee coordinates with other ACWA committees regarding input and recommendations on federal legislation and other issues before both Congress and the federal administrative branches.

David Reynolds

Director of Federal Affairs

direyns@sso.org

Finance Committee – Standing/Limited (2 Per Region – 1 Region Chair or Vice Chair; 1 with financial experience)

Meetings: 4-5 times a year

The Finance Committee develops and recommends to the Board of Directors policies and procedures related to annual budgets, investment strategies, annual audits and auditor selection, dues formula and schedule, and other financial matters.

Fili Gonzales

Director of Finance & Business Services

filig@acwa.com

Groundwater Committee – Standing/Unlimited

Meetings: 4 times a year

The Groundwater Committee develops and recommends to the Board of Directors policies and programs regarding groundwater issues. The committee monitors state and federal regulations and legislation affecting the quality and management of groundwater, conducts studies and gathers data on groundwater issues, develops policies regarding groundwater management and coordinates with other committees on groundwater issues.

Dave Bolland

Director of State Regulatory Relations

daveb@acwa.com

Legal Affairs Committee – Standing/Limited (45 Maximum)

Meetings: 2-3 times a year

The Legal Affairs Committee acts on requests for assistance on legal matters of significance to ACWA member agencies. The committee reviews proposed ACWA bylaw revisions and works with staff to produce publications to assist member agencies in complying with state and federal laws. The committee also files amicus curiae filings on important cases, comments on proposed regulations and guidelines of state agencies such as the Fair Political Practices Commission and monitors and engages in water rights waters of interest to member agencies.

**The committee shall be composed of attorneys, each of whom shall be, or act as, counsel for a member of the Association.*

Whitnie Wiley
Senior Legislative
Advocate
whitniew@acwa.com

Local Government Committee – Standing/Limited (3 Per Region)

Meetings: 4 times a year

The Local Government Committee develops and recommends to the Board of Directors and the State Legislative Committee policies regarding local government matters affecting water agencies, including planning issues, local government organization, and finance. The committee also gathers and disseminates information on the value of special districts, and shares information promoting excellence in local government service delivery.

Wendy Ridderbusch
Director of State
Legislative Relations
wendyr@acwa.com

Membership Committee – Standing/unlimited

Meetings: 2 times a year

The Membership Committee develops and recommends to the Board of Directors policies regarding membership, eligibility and applications for membership. The committee also assists staff in developing membership recruitment and retention programs and reviews and makes recommendations to the Finance Committee regarding an equitable dues structure.

Tiffany Giammona
Member Services
Group Manager
tiffanyg@acwa.com

State Legislative Committee – Standing/Limited (4 Per Region)

Meetings: 10-12 times a year

The State Legislative Committee sets official state legislative policy positions on behalf of the association. The committee reviews relevant legislation, develops advocacy strategies and makes recommendations to the Board of Directors on ballot measures and other major statewide policy issues. The committee also works with staff on legislative amendments and provides direction on legislative matters.

Wendy Ridderbusch
Director of State
Legislative Relations
wendyr@acwa.com

Water Management Committee – Standing/Limited (4 Per Region)

Meetings: 4 times a year

The Water Management Committee develops and recommends to the Board of Directors policies and programs regarding water management. The committee reviews and recommends positions on legislation and regulations as requested by other committees. The committee also assists in gathering and disseminating information regarding agricultural and urban water management, water conservation and water use efficiency, development and use of water resources, wastewater treatment and water recycling and reuse.

Dave Bolland
Director of State
Regulatory Relations
daveb@acwa.com

Water Quality Committee – Standing/Unlimited

Meetings: 4 times a year

The Water Quality Committee develops and recommends to the Board of Directors, the State Legislative Committee and the Federal Affairs Committee policies and programs regarding water quality issues. The committee promotes cost-effective state and federal water quality regulations and provides a forum for members to work together to develop and present unified comments on water quality regulations. The committee also develops and recommends positions and testimony on water quality regulatory issues.

Rebecca Franklin
Senior Regulatory
Advocate
Rebeccafr@acwa.com

PLEASE PRINT LEGIBLY

Agency Name (DO NOT use acronyms or abbreviations)	Phone
Agency Address	City, State & Zip

BELOW PLEASE LIST ALL THOSE INTERESTED IN BEING ON ACWA COMMITTEES FOR YOUR AGENCY. FOR ADDITIONAL RECOMMENDATIONS PLEASE FILL OUT ANOTHER FORM.

**If an individual is not an agency employee or director, please indicate company affiliation.*

Name	Title/Company*	Email Address
Committee 1st Choice	Committee 2nd Choice	Committee 3rd Choice
Name	Title/Company*	Email Address
Committee 1st Choice	Committee 2nd Choice	Committee 3rd Choice
Name	Title/Company*	Email Address
Committee 1st Choice	Committee 2nd Choice	Committee 3rd Choice
Name	Title/Company*	Email Address
Committee 1st Choice	Committee 2nd Choice	Committee 3rd Choice
Name	Title/Company*	Email Address
Committee 1st Choice	Committee 2nd Choice	Committee 3rd Choice
Name	Title/Company*	Email Address
Committee 1st Choice	Committee 2nd Choice	Committee 3rd Choice

Signature (Agency/District General Manager or Board President signature required) Title Date

QUESTIONS?

Contact Region and Member Services Specialist II
Ana Javaid at anaj@acwa.com or (916) 441-4545

910 K Street, Suite 100
Sacramento, CA 95814
www.acwa.com

REPORTS:

5. REPORT OF THE GENERAL MANAGER:

REPORTS:

6. DIRECTORS' REPORTS AND COMMENTS: