LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, August 25, 2016 at 3:30 p.m.

Teleconference Site:
Hilton San Diego Resort
1775 East Mission Bay Drive
San Diego, CA 92109
(619) 276-4010

(Members of the Public may attend and participate in the meeting at both locations. Notice indicating the room number of the teleconference site will be posted in the Hilton San Diego Resort lobby.)

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 Consulting Services Report
2. Legislative Consulting Services Report
3. Outreach Update

PRESENTATION AND DISCUSSION ITEMS:
Items recommended for approval at this meeting may be agendized for approval at a future Board meeting.

4. Aquifer Age Dating Study and Findings
5. FY 2017 District Memberships/Community Outreach Events/Sponsorships
6. Social Media Metrics Update
ACTION ITEMS:
7. Communications Consulting Services
8. ISDOC Executive Committee Election

REPORTS:
10. 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.

Agenda materials that are public records, which have been distributed to a majority of the Mesa Water Board of Directors (Board), will be available for public inspection at the District Boardroom, 1965 Placentia Avenue, Costa Mesa, CA and on Mesa Water’s website at www.MesaWater.org. If materials are distributed to the Board less than 72 hours prior or during the meeting, the materials will be available at the time of the meeting.

ADJOURNMENT
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: August 25, 2016
SUBJECT: Advocacy Consulting Services Report

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

Staff will provide a verbal report to the Board.

FINANCIAL IMPACT

In Fiscal Year 2017, $84,000 is budgeted; no funds have been spent to date.

ATTACHMENTS

None.
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: August 25, 2016
SUBJECT: Legislative Consulting Services Report

RECOMMENDATION
This item is provided for information only.

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

PRIOR BOARD ACTION/DISCUSSION
This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

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

FINANCIAL IMPACT
In Fiscal Year 2017, $60,000 is budgeted; no funds have been spent to date.

ATTACHMENTS
Attachment A: Report & Legislation Matrix
MEMORANDUM

To: Mesa Water®
From: Townsend Public Affairs, Inc.
Date: August 15, 2016
Subject: Monthly Political and Activity Report

Specific Activities for the Month:

- TPA provided Mesa Water staff with congratulations letters for the following:
  - Costa Mesa Chamber of Commerce President Tom Johnson
  - Costa Mesa Chamber of Commerce CEO Eileen Benjamin
  - Newport Banning Land Trust President Kate Klimow
  - Yorba Linda Water District for winning their legal battle regarding emergency rate increases

- TPA continues to work in coordination with California Advocates on SB 814 (Hill) and SB 1298 (Hertzberg).

- TPA provided Mesa Water staff with a comprehensive matrix of upcoming Board Meetings for various special districts.

- TPA provided Mesa Water staff with background information and a letter of support for AB 2022 (Gordon).

- TPA participated in the ACWA State Legislative Committee meeting on Friday, August 12.

- TPA participated in the WateReuse-CA Legislative and Regulatory Committee call on Friday, August 5 and provided notes to staff.
State Political Update

The Legislature returned from Summer Recess on August 1. All attention was placed on passing bills out of the Appropriations Committees before the deadline on August 12. Over 500 hundred bills were taken up by the Appropriations Committees the day before this legislative deadline. The Legislature has two weeks to address the several hundred remaining bills that are still moving through the legislative process. The Legislature will then adjourn on August 31 and will return in January 2017 to start the first year of a new two-year legislative session. Below is a list of the key remaining deadlines for the legislative session:

- **August 19** – Last day to amend bills on the Floor
- **August 31** – Last day for any bill to be passed
- **September 30** – Last day for the Governor to sign or veto bills

Climate Change and Cap and Trade

A new Public Policy Institute of California poll has found that 68 percent of adults that were surveyed support a proposal that would force the State to reign in its greenhouse gas emissions to 40% below 1990 levels by 2040. This would expand on the existing law created by AB 32 (Nunez, 2006) that would reduce statewide greenhouse gas emissions to 1990 levels by 2020.

The proposal, SB 32 (Pavley), passed off the Assembly Appropriations Committee’s Suspense File last week and is now on the Assembly Floor. While this bill has been held up in the Legislative process for the past two years, it has now become one of the main items of focus in the remaining month of the legislation session.

The Administration has recently offered draft amendments to SB 32 that would explicitly authorize an extension of the Cap and Trade program. The Administration has been expecting pushback regarding the extension of the Cap and Trade program, which is set to expire in 2020. Opponents of the program claim it does not work, citing poor auction proceeds in May’s quarterly auction. Additionally, the legality of the program has also been questioned, as many state that it is an unlawful tax on carbon and should be subject to a two-thirds vote in the Legislature instead of the simple majority vote as required of SB 32. The Governor has stated he is committed to the Cap and Trade program and will extend the program past 2020 one way or another.

California WaterFix

On August 10, the Joint Legislative Audit Committee voted to conduct a comprehensive audit of the funding mechanisms proposed by the State’s California WaterFix project. The project, which would build two 30-mile long tunnels under the Sacramento-San Juaquin River Delta, is estimated to cost approximately $16 billion. The audit was requested by Assemblymember Susan Eggman and Senator Lois Wolk, who both represent Districts in the Delta. Opponents of the plan cite, among various other issues, the lack of oversight and transparency in regards to the project’s high cost and ongoing operations and maintenance. The audit will determine if the proposed funding mechanisms are appropriate for the project, as well as investigate how millions of dollars were spent in the planning phase of the project.

Additionally, the State Water Resources Control Board (SWRCB) has started a series of public hearings to receive feedback from stakeholders regarding the Department of Water Resource’s (DWR) request to add three new points of diversion in the Delta for the California WaterFix Project. The hearings are expected to take place over the next several months and will set the stage for discussions in January 2017 regarding public trust issues such as fish and wildlife preservation and recreation.
State Water Use: June 2016

June was the first month in over a year in which California water supplier’s no longer had to comply with mandated water conservation standards. Despite this, Californian’s reduced their water use by 21.5 percent in June 2016 when compared to water use in June 2013. This is a decrease of about 6.7 percent from May 2016 when the State conserved 28.2 percent. This decrease was expected, as many California water agencies removed conservation requirements and determined they had sufficient water supplies to withstand three additional dry years. Residential gallons per capita per day (GPCD) increased dramatically in June 2016, to 104.9 gallons (an 18 percent increase).

In June:

- Statewide water savings for June 2016 was 21.5 percent (143,130 acre feet or 46.6 billion gallons), a decrease from May 2016’s 28.1 percent savings, and also a decrease from June 2015’s 27.5 percent statewide savings (60.6 billion gallons).
- Cumulative statewide percent reduction for June 2015 – June 2016 (thirteen months) is 24.2 percent, which equates to 1,752,918 acre-feet (571.2 billion gallons).
- Statewide average R-GPCD for June 2016 was 104.9 gallons; (an 18 percent increase) up from 86.7 R-GPCD in May 2016 and also above 98.1 R-GPCD reported for June 2015.

Priority Legislation

*SB 814 (Hill) Drought: excessive water use: urban retail water suppliers.* *(Mesa Water Opposes)*

SB 814 prohibits excessive water use by metered residential customers during specific types of drought emergencies. Additionally, this bill would require each urban retail water supplier to establish a method to identify and discourage excessive water use. Examples of methods include the creation of rate structures that contain block tiers, water budgets, or rate surcharges, or the establishment of a water use ordinance, rule, or tariff condition. SB 814 passed off the Assembly Floor and is now on the Governor’s Desk for his consideration.

*SB 1298 (Hertzberg) Local government: fees and charges*

SB 1298 would add the word “sewer” to the Omnibus Implementation Act (Proposition 218). This bill provides a definition of "sewer" in Proposition 218 using the definition of sewer from the Public Utilities Code. The definition of "water" and "sewer" under the Proposition 218 Omnibus Implementation Act is significant, because the election requirements are on fees for services other than water, sewer, and trash services. SB 1298 was amended in the Assembly Local Government Committee after the bill faced abundant opposition. Amendments taken in Committee removed language that authorized agencies to impose a conservation and efficiency fee or charge for water and focused the bill exclusively on stormwater. Several stakeholders have removed their opposition after the amendments were taken to narrow the bill’s scope. SB 1298 is currently on the Assembly Floor and has until August 31 to pass.

Federal Legislative Update

The House and Senate have been in recess since July 15 and won’t return until after Labor Day. Due to the early timing of the Democratic and Republican national conventions, this year’s summer recess is the longest in 60 years. When members return, there will be very few days in session before the election
(House 17 days; Senate 23 days) and in the lame duck session (House 16 days; Senate 20 days) to complete the necessary work before the end of the 114th Congress.

When Congress does return, members will have just weeks to pass and conference all twelve appropriations bill before the end of the fiscal year on September 30. Given that only the military construction appropriations bill is even in conference at this point, it is highly likely that a continuing resolution will be required at least until December. Depending upon the outcome of the election, members may opt for a full year continuing resolution then, abandoning the many controversial policy riders that have stymied progress on appropriations bills for months.

**Drought Legislation**

Though there are multiple efforts to move all or portions of the House drought bill (H.R. 2898) and/or Senator Feinstein’s drought bill (S. 2533), the limited remaining days in the 114th Congress and ongoing challenge moving appropriations bills make passage unlikely.

- **Stand Alone Drought Bills:** Despite years of effort and multiple versions seeking to resolve key stumbling blocks, Senator Feinstein’s bill continues to struggle to gain sufficient support among Senate Republicans to be passed out of the Energy and Natural Resources (ENR) Committee. ENR Committee members instead have focused their efforts on S. 2902, the Western Water Supply and Planning Enhancement Act, known as the Western drought bill. Sponsored by Senators Jeff Flake (R-AZ), John Barrasso (R-WY), John McCain (R-AZ), James Risch (R-ID), Dean Heller (R-NV), and Steve Daines (R-MT), the bill is an amalgamation of a number of other water-related bills sponsored by Western state Republicans designed to make better use of existing water infrastructure, increase conservation efforts, and protect state-issued water rights. The bill moved out of committee at the mark-up held just before the summer recess, which may be the last mark-up on water related bills this year.

  S. 2902 will have to compete with many other bills for floor time, and given Democratic objections and higher priority bills for ENR Chairwoman Senator Lisa Murkowski (R-AK), it is not a likely candidate. For the same reasons, the Senate is unlikely to debate the House-passed drought bill, H.R. 2898.

- **Appropriations:** Must-pass appropriations bills remain the last option for moving California drought legislation.

  The FY2017 Energy and Water Development Appropriations Act, includes a handful of provisions from H.R. 2898, some of which are highly controversial. One provision would require maximum Delta pumping by the Bureau of Reclamation unless that were to jeopardize the long-term survival of the Delta smelt or Chinook salmon. The House bill would also prohibit the use of federal funds to implement the San Joaquin River Restoration Settlement Agreement, the deal which ended decades of litigation between water users and environmental groups. As the ranking member on the Energy and Water Appropriations Subcommittee, Senator Feinstein will be a conferee and almost certainly object to the bill moving forward with these provisions.

  Additionally, the FY 2017 Interior, Environment, and Related Agencies Appropriations Act, passed on July 14, by a vote of 231 to 196, also contains provisions from H.R. 5538. However, this bill is notoriously plagued each year by policy riders that make it almost impossible to pass.

  As noted above, it will be difficult to conference these appropriations bills in the limited time remaining in the session, and even more so for bills containing controversial provisions like these.
Water Resources Development Act (WRDA)

Over the recess, congressional staff have been working on a strategy to pave the way for passage of WRDA in September that would sidestep political infighting and avoid convening a conference committee. Congressional staff are coordinating on as many passages as possible now so that the Senate can pass a substantial manager’s amendment on the floor upon returning from recess and prevent controversial amendments from being added. Senators James Inhofe (R-OK), chairman of the Senate Environment and Public Works Committee, and Barbara Boxer (D-CA), ranking member, asked fellow committee members to send amendments by July 29 in preparation for a manager’s amendment. For Senator Boxer, the bill may be her last major achievement before she retires.

The Senate bill currently includes financial assistance provisions for drinking water and wastewater systems and provisions for water supply management at federally managed reservoirs, both of which cross committee jurisdictions and complicate passage, but may give the bill an urgency that could ultimately help it get priority floor time.

The passage of WRDA 2016 could be an important step in Congress getting back to a two-year cycle of water infrastructure bills so that project authorizations are not backlogged. Congress made a commitment to do so after passing the 2014 WRDA, which was the first water infrastructure bill in 7 years.
<table>
<thead>
<tr>
<th>BILL</th>
<th>AUTHOR</th>
<th>SUMMARY</th>
<th>LATEST ACTION</th>
<th>MESA WATER POSITION</th>
<th>OTHER POSITIONS</th>
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<tbody>
<tr>
<td>AB 1520</td>
<td>Stone [D]</td>
<td><strong>Public Records</strong> Current law provides that the California Public Records Act shall not be construed to require the disclosure of specified information concerning utility customers of local agencies, except for certain purposes. This bill would remove requests for usage rates of industrial, institutional, and commercial water users from that exception to required disclosure. By increasing the duties of local officials, the bill would impose a state-mandated local program.</td>
<td>Currently on the Senate Floor</td>
<td>Watch</td>
<td>ACWA- Oppose Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- Oppose</td>
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<tr>
<td>AB 1755</td>
<td>Dodd [D]</td>
<td><strong>The Open and Transparent Water Data Act.</strong> Would enact the Open and Transparent Water Data Act. The act would require the department (DWR), by January 1, 2018, to create, operate, and maintain a statewide integrated water data platform that, among other things, would integrate existing water and ecological data information from multiple databases and provide data on completed water transfers and exchanges. The act would require the department, the state board, and the Department of Fish and Wildlife to develop protocols for data sharing, documentation, quality control, public access, and promotion of open-source platforms and decision support tools related to water data and to submit to the Legislature a report on those protocols.</td>
<td>Held in the Senate Appropriations Committee's Suspense File</td>
<td>Watch</td>
<td>ACWA- Support Met-Support MWDOC- Support OCWD- NYC IRWD- NYC CSDA- Watch</td>
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<tr>
<td>AB 2022</td>
<td>Gordon [D]</td>
<td><strong>Advanced purified demonstration water</strong>: Would authorize the operator of a facility producing advanced purified demonstration water, as defined, to cause that water to be bottled and distributed as samples for educational purposes and to promote water recycling. The bill would prohibit the advanced purified demonstration water from being distributed unless the water meets or is superior to all federal and state drinking water standards. The bill would authorize advanced purified demonstration water to be bottled at a licensed water-bottling plant in compliance with specified provisions. Amendments taken on 3/31/16 were minor</td>
<td>Currently on the Senate Floor</td>
<td>Support</td>
<td>ACWA-Favor Met-Support MWDOC-Support OCWD- Support IRWD-Sponsor CSDA-Support</td>
</tr>
<tr>
<td>Bill No.</td>
<td>Sponsor [D]</td>
<td>Description</td>
<td>Status</td>
<td>Watch</td>
<td>Supporting Organizations</td>
</tr>
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<td>AB 2348</td>
<td>Levine [D]</td>
<td><strong>Department of Finance: infrastructure investment.</strong> Would authorize the Department of Finance to identify infrastructure projects in the state for which the department will guarantee a rate of return on investment for an investment made in that infrastructure project by the Public Employees’ Retirement System. The bill would create the Reinvesting in California Special Fund as a continuously appropriated fund and would require the moneys in the fund to be used to pay the rate of return on investment. The bill would require the rate of return on investment to be subject to the availability of moneys in the fund.</td>
<td>Currently on the Senate Floor</td>
<td>Watch</td>
<td>ACWA-NYC Met-Watch MWDOC-Oppose OCWD- NYC IRWD- NYC CSDA-NYC</td>
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<tr>
<td>AB 2488</td>
<td>Dababneh [D]</td>
<td><strong>Protected species: unarmored threespine stickleback: taking or possession.</strong> Would permit the Department of Fish and Wildlife to authorize, under the California Endangered Species Act, the take of the unarmored threespine stickleback (Gasterosteus aculeatus williamsoni) attributable to the periodic dewatering, inspection, maintenance, or repair of the Metropolitan Water District of Southern California’s Foothill Feeder water supply facility from Castaic Dam to the Joseph Jensen Treatment Plant in the County of Los Angeles, as specified, if certain conditions are satisfied. Amendments on June 21 added a reporting requirement for MET.</td>
<td>Currently on the Senate Floor</td>
<td>Support</td>
<td>ACWA- Favor Met-Sponsor MWDOC- Support OCWD- NYC IRWD- Support CSDA- Support</td>
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<tr>
<td>AB 2909</td>
<td>Levine [D]</td>
<td><strong>Water: transfer or exchange: expedited review.</strong> Would require the State Water Resources Control Board to develop and implement an expedited 30-day review process for approval of petitions to temporarily change the point of diversion, place of use, or purpose of use due to a transfer or exchange of water or water rights if the transfer is for a reoccurring water transfer, as defined, or an environmentally beneficial transfer, as defined. The bill would require the Department of Water Resources to develop a 30-day review process for reoccurring water transfers between contractors for State Water Project water and for reoccurring water transfers that utilize facilities of the State Water Project. The bill would repeal its provisions as of January 1, 2022.</td>
<td>Held in the Senate Appropriations Committee’s Suspense File</td>
<td>Watch</td>
<td>ACWA- Favor if amended Met-Support if amended MWDOC- NYC OCWD- NYC IRWD- Support if amended CSDA- NYC</td>
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<tr>
<td>Bill</td>
<td>Sponsor</td>
<td>Description</td>
<td>Status</td>
<td>Support/Oppose</td>
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<tr>
<td>ACA 8</td>
<td>Bloom [D]</td>
<td>Local government financing: water facilities and infrastructure: voter approval. Would create an additional exception to the 1% limit for a rate imposed by a city, county, city and county, or special district to service bonded indebtedness incurred to fund the construction, reconstruction, rehabilitation, or replacement of wastewater treatment facilities and related infrastructure, potable water producing facilities and related infrastructure, nonpotable water producing facilities and related infrastructure, and stormwater treatment facilities and related infrastructure, that is approved by 55% of the voters of the city, county, city and county, or special district, as applicable, if the proposition meets specified requirements, and would authorize a city, county, city and county, or special district to levy a 55% vote ad valorem tax. This bill contains other related provisions and other existing laws.</td>
<td>Introduced 2/18/16</td>
<td>Watch</td>
<td></td>
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<tr>
<td>SB 163</td>
<td>Hertzberg [D]</td>
<td>Wastewater treatment: recycled water: SB 163 was amended the last week of the Legislative session to address wastewater treatment. The bill would declare that the discharge of treated wastewater from ocean outfalls, except in compliance with the bill's provisions, is a waste and unreasonable use of water in light of the cost-effective opportunities to recycle this water for further beneficial use. Amendments taken on June 8 changed the date of compliance to January 1, 2033 to achieve a 50% beneficial reuse of treated wastewater. Additionally, these amendments make it a waste of water for water replenishment districts or water districts to not take this treated water.</td>
<td>SB 163 was pulled by the author and is now dead. The author has indicated he will address this issue next session.</td>
<td>Watch</td>
<td></td>
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<tr>
<td>SB 814</td>
<td>Hill [D]</td>
<td>Drought: excessive water use: urban retail water suppliers. Would declare that excessive water use, as defined by each urban retail water supplier, is a waste or unreasonable use of water. This bill would prohibit excessive water use by a residential customer and would make a violation of this prohibition an infraction punishable by a fine of at least $500 per 100 cubic feet of water used above the excessive water use definition in a billing cycle. By creating a new infraction, this bill would impose a state-mandated local program. This bill contains other related provisions and other existing laws. Amendments on 6/21/16 were technical, and do not change the scope of the bill.</td>
<td>Passed the Assembly Floor and is now on the Governor's desk.</td>
<td>Oppose</td>
<td></td>
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</table>

ACWA: California Association of Water Agencies
MWDOC: Metropolitan Water District of Orange County
OCWD: Orange County Water District
IRWD: Irvine Ranch Water District
CSDA: California State Waterfowls Districts Association
| SB 919 | Hertzberg [D] | Water supply: creation or augmentation of local water supplies. This bill would require the CPUC to consult with the California Independent System Operator and adopt and implement policies or tariffs to address the oversupply of renewable energy resources by July 1, 2017. The adopted policies must include, but are not limited to, a tariff for use by facilities that create or augment local water supplies like desalination, brackish water desalting, water recycling, or water reuse facilities. Amendments taken on April 14 and May 31 were minor. | Currently on the Assembly Floor. | Watch | ACWA-Favor if Amended Met-NYC MWDOC-NYC OCWD- Support IRWD-NYC CSDA-Watch |
| SB 1298 | Hertzberg [D] | Local government: fees and charges. Articles XIII C and XIII D of the California Constitution generally require that assessments, fees, and charges be submitted to property owners for approval or rejection after the provision of written notice and the holding of a public hearing. Would define the term "sewer" and would recast the definition of "water" to mean "water service," for these purposes. | Amended on August 1 and August 11 to narrow the focus to only stormwater. Currently on the Assembly Floor. | Watch. Working with Coalition | ACWA- Oppose Met- NYC MWDOC- NYC OCWD- NYC IRWD- Concerns CSDA- Concerns |
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Cynthia Ragland, Interim Public Affairs Manager
DATE: August 25, 2016
SUBJECT: Outreach Update

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

FY 2016 Community Outreach

During FY 2016, staff coordinated and hosted 14 community outreach events and participated in 22 events offered by other agencies and organizations, reaching more than 70,000 constituents and community members.
<table>
<thead>
<tr>
<th>Mesa Water®-Hosted Events</th>
<th>Date</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town Hall Talks (3)</td>
<td>8/20, 9/17, 10/14</td>
<td>63</td>
</tr>
<tr>
<td>Leadership Tomorrow Talk and Tour</td>
<td>10/15</td>
<td>35</td>
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<tr>
<td>Drought Drive-Thru</td>
<td>12/12</td>
<td>148</td>
</tr>
<tr>
<td>Water Issues Study Group Sessions (3)</td>
<td>1/27, 2/10, 2/24</td>
<td>23</td>
</tr>
<tr>
<td>MWRF 3rd Anniversary Street Team Outreach</td>
<td>3/9</td>
<td>100</td>
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<tr>
<td>Well Wisher Meeting with Assemblyman Matt Harper</td>
<td>3/9</td>
<td>1</td>
</tr>
<tr>
<td>1,000 Days of Safety Breakfast</td>
<td>4/26</td>
<td>45</td>
</tr>
<tr>
<td>Well Wisher Meeting with Senator John Moorlach</td>
<td>5/27</td>
<td>1</td>
</tr>
<tr>
<td>South Coast Metro Alliance Luncheon Meeting</td>
<td>6/15</td>
<td>13</td>
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<tr>
<td>Water Issues Study Group – Alumni Meeting</td>
<td>6/25</td>
<td>56</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event Participation – Other Organizations or Agencies</th>
<th>Date</th>
<th>Attendance/Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concerts in the Park (4)</td>
<td>7/7, 7/14, 7/21, 7/28</td>
<td>4,000</td>
</tr>
<tr>
<td>OC Fair Talks and Tours (4)</td>
<td>7/22, 7/29, 8/5, 8/12</td>
<td>59,891</td>
</tr>
<tr>
<td>Festival of Children – VIP Event</td>
<td>9/2</td>
<td>500</td>
</tr>
<tr>
<td>OC Coastkeeper Dinner</td>
<td>9/17</td>
<td>250</td>
</tr>
<tr>
<td>Newport Mesa Schools Foundation Breakfast</td>
<td>9/30</td>
<td>270</td>
</tr>
<tr>
<td>Vanguard University Performance</td>
<td>12/7</td>
<td>1,670</td>
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<tr>
<td>Children’s Water Education Festival</td>
<td>3/23 &amp; 3/24</td>
<td>688</td>
</tr>
<tr>
<td>Costa Mesa High School Water Effect Expo</td>
<td>4/18</td>
<td>1,763</td>
</tr>
<tr>
<td>Costa Mesa Community Run</td>
<td>4/23</td>
<td>771</td>
</tr>
</tbody>
</table>
Upcoming FY 2017 Events

2. Festival of Children Opening Night at South Coast Plaza on Wednesday, August 31, 2016 from 5:30 p.m. to 8:30 p.m.
3. Susan G. Komen Race for the Cure at Fashion Island, Newport Beach on Sunday, September 25 at 7:30 a.m.

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 2016, $99,344 was spent on outreach activities.

In Fiscal Year 2017, $100,000 is budgeted; no funds have been spent to date.

ATTACHMENTS

None.
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Phil Lauri, Assistant General Manager
DATE: August 25, 2016
SUBJECT: Aquifer Age Dating Study and Findings

RECOMMENDATION

Receive the presentation.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

At the October 9, 2014 Board meeting, the Board awarded a contract to Geoscience Inc. for professional hydrogeology services in a not-to-exceed amount of $51,160 to evaluate deep aquifer characteristics.

DISCUSSION

In January 2013, Mesa Water® achieved a long-time goal of establishing 100% local water reliability with the completion of the Mesa Water Reliability Facility (MWRF). The MWRF treats amber-tinted groundwater from the Orange County Groundwater Basin’s deep aquifer. The deep aquifer has an amber-tint that is a result of naturally decomposing organic material that is believed to come from ancient coastal redwoods that were established during the Pleistocene era. While the deep aquifer water is of superior water quality and meets all drinking water regulations, Mesa Water® uses a nanomembrane treatment technology to remove the amber-tint from the source water to complement its local water supply portfolio.

To better understand the characteristics of the deep aquifer and the natural organics that comprise the deep aquifer groundwater, Mesa Water® performed an evaluation of the groundwater. This evaluation included the age dating of the decomposing organic material and groundwater and an assessment of organic material composition. The findings from this study indicate that the organic material is largely comprised of fulvic and humic acids while the age of the amber-tinted water is approximately 12,000 to 14,000 years old and the organic material is approximately 28,000 to 38,000 years old.

Mesa Water’s hydrogeology consultant will provide an overview of the age dating technology and results at the upcoming Legislative and Public Affairs Committee meeting.

FINANCIAL IMPACT

In Fiscal Year 2017, no funds are budgeted and no funds have been spent to date. A total of $42,036 was expended on the project in Fiscal Year 2015 and Fiscal Year 2016.
ATTACHMENTS

Attachment A: Evaluation of Age Dating of “Colored Water” and “Clear Water” Aquifers
Evaluation of Age Dating of “Colored Water” and “Clear Water” Aquifers in the Mesa Water District Service Area

Prepared for: Mesa Water District

February 2, 2016
EVALUATION OF AGE DATING OF
"COLORED WATER" AND "CLEAR WATER" AQUIFERS IN THE
MESA WATER DISTRICT SERVICE AREA

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FIGURE
<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>General Project Location</td>
</tr>
</tbody>
</table>
1.0 INTRODUCTION

1.1 Background

Colored groundwater is found to occur within the deeper aquifers along coastal portions of the Coastal Plain of the Orange County Groundwater Basin (Basin), underlying much of Mesa Water District’s (Mesa Water’s) service boundaries (see Figure 1). This colored water is generally of good quality but is typically not used as a source of potable water due to the aesthetic issues surrounding its color and odor.

Since the mid-1980s, Mesa Water (previously Mesa Consolidated Water District, MCWD) has been utilizing various treatment technologies to help develop the valuable and untapped colored water resource to augment groundwater production from non-colored water aquifers. In 2001, Mesa Water began operating the Colored Water Treatment Facility (CWTF), supplied by deep wells MCWD-6 and MCWD-11, and has more recently embarked on significant upgrades to allow for greater capacity and efficiency.

1.2 Purpose and Scope

In this study, GEOSCIENCE Support Services, Inc. (GEOSCIENCE) collected groundwater samples from Mesa Water wells completed in the colored water aquifer zone as well as in the clear water aquifer zone within the Mesa Water service area to determine relative indications of “young” or “old” water. Age dating can advance the understanding of a hydrogeologic system, especially in terms of possible interactions between different zones, and approximate travel times and pathways.
2.0 GEOHYDROLOGY

2.1 Geologic Setting

The Orange County Groundwater Basin consists of Holocene to Late Pliocene water-bearing marine and alluvial sediments that reach depths of over 2,000 ft (DWR, 1967). These sediments primarily consist of interbedded sequences of sand, gravel, silt and clay deposits. The lower permeability silt and clay deposits act as aquitards, restricting vertical flow and creating confined to semi-confined conditions in the aquifer. These silt and clay deposits thin and become more discontinuous inland and northeast of Interstate 5, allowing for greater interaction between shallow and deeper waters (OCWD, 2004). There is also evidence that the aquitards thin in the vicinity of the Mesa Water well field (Hutchinson, 2002).

2.2 Occurrence of Groundwater

Groundwater flow in the Basin is controlled by the complex geology in this area. As such, there are still many areas that are poorly understood. In general, groundwater flows southwest and south towards the Pacific Ocean in three defined aquifer units: the Upper, Principal (or Middle) and Lower Aquifers (MWDSC, 2007). The majority of wells in the area utilize the Principal Aquifer unit, which typically contains “clear water” with a lower color index. While color is not harmful, National Secondary Drinking Water Regulations (NSDWRs) have been established to help public water suppliers attain aesthetic targets to ensure consumer acceptance.

Colored water is prevalent in the Lower Aquifer system and in deeper portions of the Principal Aquifer system of the Orange County Coastal Plain, typically at depths greater than 600 ft (MCWD, 2005). The color in the water is the result of decomposition of natural organic materials that were buried with alluvial sediments. Over the years, the colored groundwater present within the deeper waters of the Orange County Coastal Plain has been attributed to the occurrence of ancient redwood forests and other organic contributions. While the sources and spatial distribution of organic materials causing chromophoric\(^1\) waters in the deep aquifer have not yet been well defined, several reports suggest the decomposition of a buried redwood forest as a potential cause (MWDSC, 2007; Sobhani and Rosso, 2011). Although redwood trees cannot survive in today’s southern California climate, investigations show that the Pleistocene paleoclimate was similar to that of modern day Monterey and that redwoods were able to periodically colonize coastal areas of southern California (Johnson, 1977; Miller and Peck, 1979; Axelrod and Govean, 1996). Sequoia forests would have been limited to coastal canyons, where trapped fog reduced evapotranspiration during drier summer months (Johnstone and Dawson, 2010). Hydrologic conditions at this time were conducive to formation of these types of geomorphic features as

\(^1\) Refers to selective light adsorption resulting in the coloration of certain organic compounds (Neuendorf et al., 2005).
significant lowering of sea levels caused streams to cut deeply through coastal deposits (Moran and Wiebe, 1992). These ancient coastal canyons (known as paleochannels) would now be buried beneath the modern coastal plain and may contain remnants of these forests. Because redwoods would have been narrowly distributed throughout the area of interest, decomposition of other buried coastal flora likely represent an equal or greater contribution to colored groundwater. These deposits may include sycamore and red cedar, also from riparian zones, as well as sage scrub and chaparral assemblages from drier areas (Johnson, 1977; Miller and Peck, 1979).

Several wells, including Mesa Water wells MCWD-6 and MCWD-11 and Irvine Ranch Water District (IRWD) Wells 51 and 52 (located northeast of the project area), pump from this colored zone and provide a reliable component of the Orange County Water District (OCWD) water budget. Water from wells MCWD-6 and MCWD-11 is treated at the CWTF and incorporated into the general water supply (GTC, 1998 and 2000).
3.0 GROUNDWATER AGE DATING

During this study, water samples from both the colored water zone and clear water zones within the Mesa Water service area were analyzed for carbon-14 ($^{14}$C) content and tritium ($^{3}$H) concentration. These concentrations provide insight into the general age of the water in these zones as well as interactions between different zones and approximate travel times and pathways.

3.1 Carbon-14

Carbon-14 ($^{14}$C) is formed in the upper atmosphere and is oxidized in air to form carbon dioxide. Plants and animals assimilate carbon-14 along with the stable forms of carbon throughout their lifetimes. Upon death, organisms will cease to assimilate carbon-14 from carbon dioxide and the amount of the isotope will decay at a rate consistent with an established half-life of 5,568 +/- 30 years. Measuring the amount of carbon-14 remaining and comparing it to the amount of carbon-12, a stable isotope, allows for estimation of the age.

Previous isotopic analyses of groundwater from the deeper aquifers confirm a heightened dissolved organic carbon (DOC) input (Hudson et al., 1995; Tan and Johnson, 2001). The primary DOC color constituents are humic and fulvic acids, which are produced during the microbially-mediated breakdown of organic matter (Makela and Manninen, 2007; Matilainen, 2007; Sobhani and Rosso, 2011). Water dominated by humic acid is typically dark-brown to grey-black, while fulvic acid waters are typically light-yellow to yellow-brown (Walther, 2008). Humic acid is heavier and less soluble than fulvic acid and likely causes increases in the color indices of waters sampled from greater depth.

Carbon-14 samples were collected from Mesa Water wells MCWD-6 and MCWD-11 (colored water wells) and wells MCWD-3b and MCWD-7 (clear water wells). Samples were field-filtered using a 0.45 um filter, sealed in glass amber bottles and sent on ice to the Accelerator Mass Spectrometry (AMS) Facility at the University of Arizona. Samples from the deeper wells (i.e., MCWD-6 and MCWD-11) were analyzed for both the DOC as well as the dissolved inorganic carbon (DIC) content. The samples from the two shallower wells (i.e., MCWD-3b and MCWD-7) were only analyzed for DIC content. Having values for both the DIC and DOC content of the deeper waters can provide a better understanding of the carbon sources to the groundwater. In general, the DIC content of the samples targets the age of the water while the DOC content targets the age of the humic and fulvic acid-producing organic matter. Laboratory results are presented in the following table.
### Carbon-14 Groundwater Analysis Results

<table>
<thead>
<tr>
<th>Well</th>
<th>DIC Apparent Age [yrs BP]</th>
<th>Error [+/- yrs]</th>
<th>DOC Apparent Age [yrs BP]</th>
<th>Error [+/- yrs]</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCWD-3b</td>
<td>Post-Bomb^2</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>MCWD-7</td>
<td>Post-Bomb^2</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>MCWD-6</td>
<td>13,558</td>
<td>53</td>
<td>39,100</td>
<td>1,000</td>
</tr>
<tr>
<td>MCWD-11</td>
<td>11,934</td>
<td>46</td>
<td>28,640</td>
<td>200</td>
</tr>
</tbody>
</table>

^1 DIC ages presented here have no δ^13C correction, which is typically used in ^14C dating of biological material (Hodgins, 2015).

^2 “Post-Bomb” indicates the sample contains a large fraction of modern carbon (i.e., >100% relative to the standard).

The carbon-14 results indicate that water from the clear water zone has a very high percentage of modern carbon and appears to have entered the aquifer system sometime since 1955; approximately 60 years before present (BP). Conversely, the water from the deeper and colored water zone has an apparent age of between approximately 12,000 and 14,000 years BP (DIC age). It should be noted that there is a certain degree of uncertainty with radiocarbon dating and that the results represent an average age from different sources, assuming mixing is present. So, while the results may not be a definitive “age”, they do provide a “marker” which can be used in future studies.

The DOC ages provide insight into the age of the paleoenvironment that led to the deposition of organic material. The results indicate that the color-causing material is likely late Pleistocene in age (approximately 29,000 to 39,000 years BP), which supports previous estimates (MWDSC, 2007; Sobhani and Rosso, 2011). While redwood trees cannot survive in southern California today, temperatures in the late Pleistocene were 4-5 °C cooler than today due to the extent of the Laurentide ice sheet (Anderson et al., 2002). During this epoch, redwoods were able to periodically colonize coastal southern California, primarily in coastal canyons where trapped fog would reduce evapotranspiration during drier summers (Johnstone and Dawson, 2010; Johnson, 1977; Miller and Peck, 1979). However, the decomposition of largely non-redwood, buried coastal forests may represent a greater contribution to groundwater color. As most buried plants will release chromophoric substances, the source for humic substances is not inherent to decomposed redwoods, but likely hails from a diversity of source types, including sycamore and red cedar from riparian zones, as well as sage scrub and chaparral assemblages from drier areas (Johnson, 1977; Miller and Peck, 1979). A geophysical study of buried channel deposits may help to further establish a relationship between buried redwoods in paleochannels and colored waters.
3.2 Tritium

Tritium is the radioactive isotope of hydrogen, which is often used as a tracer to target young waters (less than about 50 to 60 years old) and to show if there is a presence of modern recharge. The reported half-life of tritium varies; the current recommended half-life is 12.32 years, but some sources use the older half-life of 12.43 years (Kazemi et al., 2006; Tritium Laboratory, 2015). Tritium is produced through the natural cosmic ray bombardment of nitrogen and deuterium in the upper atmosphere, through the natural neutron radiation of lithium in rocks (especially granitic rocks), and through certain anthropogenic activities.

One of the most important and significant sources of tritium is from thermonuclear tests which were conducted in the northern hemisphere by the United States, United Kingdom, and former Soviet Union beginning in 1952 and peaking around 1963-1964. Additional French and Chinese tests were also conducted in the late 1970s. At the northern hemisphere peak in 1963, the tritium concentrations arising from thermonuclear weapons were three orders of magnitude greater than natural tritium concentrations, which usually range between 3-10 TU in the northern hemisphere and 1-5 TU in the southern hemisphere (Kazemi et al., 2006; Happle, 2010). This bomb pulse tritium signature can be traced into the subsurface and is sometimes used to provide information on the rate of groundwater recharge. However, waters younger than the mid-1960s will not show the bomb tritium peak.

Most methods used for analyzing tritium content yield only qualitative or semi-quantitative results; the precise age cannot be determined. Much of the reason for this is caused by uncertainty due to spatial and temporal variations in initial tritium concentrations at the time of recharge. In addition, it is possible to get similar tritium results from waters recharged before and after the tritium peak. This non-uniqueness is another uncertainty that has to be taken into consideration when analyzing the tritium results. The presence of tritium itself, however, indicates the presence of “young” water (i.e., less than about 50 to 60 years old) due to recharge, or possibly borehole leakage. Waters older than about the mid-1950s will generally yield values at or below the tritium detection level. The absence of tritium does not in itself necessarily indicate an absence of modern recharge. All groundwater samples from wells represent a mixture of water molecules that may have a very wide range of age distributions arising from differences in flow paths. Therefore, as with the carbon-14 concentrations, the reported concentrations represent some sort of an average that may be produced from the mixing of water of different ages.

Samples from wells MCWD-6 and MCWD-11 (colored water wells) and wells MCWD-3b and MCWD-7 (clear water wells) were sent the Rosentiel School of Marine and Atmospheric Science Tritium Laboratory at the University of Miami to be analyzed for tritium. The sample results are presented in the table below. Measured tritium concentrations are expressed in Tritium Units (TU) where one TU is...
equivalent to 0.1181 Becquerel per kilogram (Bq/kg), and where 1 Becquerel is equal to one decay per second (Tritium Laboratory, 2015).

Tritium Groundwater Analysis Results

<table>
<thead>
<tr>
<th>Well</th>
<th>Tritium Concentration [TU]</th>
<th>Error [ +/- TU]</th>
</tr>
</thead>
<tbody>
<tr>
<td>MCWD-3B</td>
<td>20.8</td>
<td>0.7</td>
</tr>
<tr>
<td>MCWD-7</td>
<td>16.8</td>
<td>0.6</td>
</tr>
<tr>
<td>MCWD-6</td>
<td>0.01</td>
<td>0.09</td>
</tr>
<tr>
<td>MCWD-11</td>
<td>0.05</td>
<td>0.09</td>
</tr>
</tbody>
</table>

The tritium results indicate that there is a distinct difference in the tritium concentrations between the shallower and deeper wells. Wells in the clear water producing zones contain appreciable amounts of tritium, indicating that the majority of water found within this zone is recharged within the last 50-60 years. The colored water wells (MCWD-6 and MCWD-11) have tritium concentrations that fall within the range of error. This indicates that the samples may not contain measurable quantities of tritium; therefore, water likely takes longer than 50 to 60 years to reach these depths. It should be noted, however, that the concentrations presented here represent some sort of an average of tritium concentrations from the probable mixing of waters with different ages (e.g., some younger water from upper water-bearing zones and much older water from even deeper water-bearing zones). In general though, it appears that the colored water coming from Mesa Water colored water wells MCWD-6 and MCWD-11 have residence times of greater than 50 to 60 years.
4.0 FINDINGS

Analyses of $^{14}$C content and $^3$H concentrations provide insight into the general age of the water in the colored clear water zones within the Mesa Water service area, as well as interactions between different zones and approximate travel times and pathways. Specifically:

- Water from the clear water zone has a very high percentage of modern carbon and appears to have entered the aquifer system sometime since 1955, while water from the deeper colored water zone has an apparent carbon-14 age (DIC) of between approximately 12,000 and 14,000 years BP.
- DOC carbon-14 ages indicate that the color-causing material is likely late Pleistocene in age (approximately 29,000 to 39,000 years BP).
- There is a distinct difference in the tritium concentrations between the shallower and deeper wells. Tritium concentrations from wells in the clear water producing zones indicate that the majority of water was recharged within the last 50 to 60 years. The colored water wells (MCWD-6 and MCWD-11) have tritium concentrations that fall within the range of error, indicating that this water likely takes longer than 50 to 60 years to reach these depths.
5.0 REFERENCES


Happle, J., 2010. Personal Communication. Research Associate Professor and Director, Rosenstiel School of Marine and Atmospheric Science Tritium Laboratory, University of Miami, Florida.


Tritium Laboratory, 2015. General Comments on Tritium Results. University of Miami Tritium Laboratory, Rosenstiel School of Marine and Atmospheric Science, Miami, Florida.

Figure 1

MESA WATER DISTRICT E VALUATION OF AGE DATING OF "COLORED WATER" AND "CLEAR WATER" AQUIFERS IN THE MESA WATER DISTRICT SERVICE AREA

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2-Feb-16

GIS_proj\mesa_wd_map\lr\study\0-101\MWI_Fig_1_Wells_Used_2-16.mxd

GEOSCIENCE Support Services, Inc.
P.O. Box 220, Claremont, CA 91711
Tel: (909) 451-6650   Fax: (909) 451-6638
www.gssiwater.com
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Cynthia Ragland, Interim Public Affairs Manager
DATE: August 25, 2016
SUBJECT: FY 2017 District Memberships/Community Outreach Events/Sponsorships

RECOMMENDATION

Approve Fiscal Year 2017 proposed new District Memberships/Community Outreach Events/Sponsorships.

STRATEGIC PLAN

Goal #3: Be financially responsible and transparent.
Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #5: Attract and retain skilled employees.
Goal #6: Provide outstanding customer service.
Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

During the May 19, 2016 Board meeting discussion of the Fiscal Year (FY) 2017 Budget, the Board of Directors (Board) determined to review and approve the District Memberships/Public Outreach Events separate from the adoption of the FY 2017 Budget.

DISCUSSION

Each year, the Board approves the District Memberships/Public Outreach Events in the annual budget. Both Board and staff participate in the organizations in which the District is a member. Participation includes committee representation, attending functions at discounted rates, industry networking, etc.

Detail related to the financial impact associated with each District Membership/Community Outreach Event/Sponsorship is attached.

With respect to Mesa Water’s attendance, participation in and/or sponsorship of community outreach events, staff follows a vetting process that includes:

- Verifying the event’s/organization’s nonprofit status;
- Reviewing the opportunity with respect to its beneficiaries, location, media coverage, mission, services, timing, etc.; and,
- Determining the opportunity’s outreach benefits and potential return on investment (ROI), in terms of cost per touch, for the District to reach its audiences.

Furthermore, even if the event/organization meets the above criteria, Mesa Water retains the right to decline the opportunity.
Staff has identified new opportunities to consider:

**District Memberships:**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Membership</th>
<th>Annual Dues</th>
</tr>
</thead>
<tbody>
<tr>
<td>CASA - California Association of Sanitation Agencies</td>
<td>District-Wide Only</td>
<td>$830 the lowest current designation, as we are water only</td>
</tr>
<tr>
<td>SWANA - Solid Waste Association of North America</td>
<td>Individual Only</td>
<td>$212 per individual, no discount for group</td>
</tr>
<tr>
<td>Newport Beach Chamber of Commerce</td>
<td>District-Wide</td>
<td>$440 per business, at the basic level</td>
</tr>
</tbody>
</table>

**Community Outreach Events/Sponsorships:**

<table>
<thead>
<tr>
<th>Organization</th>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Davis Magnet School Learning Garden</td>
<td>Welcome Kiosk with Mesa Water® logo</td>
<td>$5,000</td>
</tr>
<tr>
<td>SOCO Collection</td>
<td>Community Event</td>
<td>$500</td>
</tr>
<tr>
<td>Environmental Nature Center Art Contest</td>
<td>Sponsorship</td>
<td>$1,000 - $2,500</td>
</tr>
<tr>
<td>Newport-Mesa Schools Foundation State of the Schools Breakfast</td>
<td>Sponsorship</td>
<td>$1,000</td>
</tr>
<tr>
<td>Urban Water Institute Annual Conference</td>
<td>Sponsorship</td>
<td>$1,000</td>
</tr>
<tr>
<td>Y.E.S.</td>
<td>Sponsorship</td>
<td>$1,500 (FY 2016 total was $700 FY 2017 total is $1500 – an increase of $800 annually)</td>
</tr>
<tr>
<td>CALAFCO Annual Conference</td>
<td>Sponsorship</td>
<td>$500 - $1,500</td>
</tr>
<tr>
<td>ACWA/JPIA Annual Conference</td>
<td>Sponsorship</td>
<td>$500 - $1,500</td>
</tr>
</tbody>
</table>

At the June 20, 2016 Finance Committee meeting, OC Coastkeeper was removed from Community Events.
FINANCIAL IMPACT

In Fiscal Year 2017, $72,000 is budgeted for District Memberships and $51,500 is budgeted for Community Outreach Events/Sponsorships. To date, $10,000 has been spent on District Memberships and $7,500 has been spent on Community Outreach Events/Sponsorships.

ATTACHMENTS

Attachment A: FY 2017 District Memberships
Attachment B: FY 2017 Community Outreach Events/Sponsorships
<table>
<thead>
<tr>
<th>Membership</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association of California Water Agencies</td>
<td>$23,000</td>
</tr>
<tr>
<td>California Special Districts Association</td>
<td>$6,000</td>
</tr>
<tr>
<td>Association of CA Cities - Orange County</td>
<td>$5,000</td>
</tr>
<tr>
<td>CalDesal</td>
<td>$5,000</td>
</tr>
<tr>
<td>Chamber of Commerce</td>
<td>$5,000</td>
</tr>
<tr>
<td>Miscellaneous memberships</td>
<td>$5,000</td>
</tr>
<tr>
<td>Orange County Business Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>American Water Works Association (AWWA)</td>
<td>$4,000</td>
</tr>
<tr>
<td>WaterReuse</td>
<td>$3,600</td>
</tr>
<tr>
<td>AWWA Water Research Foundation</td>
<td>$3,000</td>
</tr>
<tr>
<td>Newspaper subscriptions - LA Times and OC Register</td>
<td>$1,500</td>
</tr>
<tr>
<td>Urban Water Institute</td>
<td>$1,300</td>
</tr>
<tr>
<td>Southern California Water Committee</td>
<td>$1,100</td>
</tr>
<tr>
<td>Foundation for Cross Connection Control &amp; Hydraulic Research</td>
<td>$1,000</td>
</tr>
<tr>
<td>Orange County Forum</td>
<td>$1,000</td>
</tr>
<tr>
<td>Southwest Membrane Operator Association</td>
<td>$1,000</td>
</tr>
<tr>
<td>Independent Special Districts of Orange County</td>
<td>$500</td>
</tr>
<tr>
<td><strong>Total District Memberships</strong></td>
<td><strong>$72,000</strong></td>
</tr>
</tbody>
</table>
## Community Outreach Events/Sponsorships

<table>
<thead>
<tr>
<th>Event</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>OC Fair</td>
<td>$10,500</td>
</tr>
<tr>
<td>OC Water Summit</td>
<td>$8,700</td>
</tr>
<tr>
<td>ACWA</td>
<td>$7,100</td>
</tr>
<tr>
<td>Festival of Children @ South Coast Plaza</td>
<td>$5,000</td>
</tr>
<tr>
<td>Susan G. Komen</td>
<td>$3,030</td>
</tr>
<tr>
<td>Newport Banning Land Trust</td>
<td>$3,000</td>
</tr>
<tr>
<td>Concerts in the Park</td>
<td>$2,500</td>
</tr>
<tr>
<td>Vanguard University</td>
<td>$2,500</td>
</tr>
<tr>
<td>Contingency (TBD)</td>
<td>$1,720</td>
</tr>
<tr>
<td>Costa Mesa Community Run</td>
<td>$1,500</td>
</tr>
<tr>
<td>Costa Mesa Library</td>
<td>$1,000</td>
</tr>
<tr>
<td>OC Tax</td>
<td>$1,500</td>
</tr>
<tr>
<td>Orange Coast College</td>
<td>$850</td>
</tr>
<tr>
<td>Y.E.S</td>
<td>$700</td>
</tr>
<tr>
<td>Newport Mesa Unified School District</td>
<td>$500</td>
</tr>
<tr>
<td>Costa Mesa Lions</td>
<td>$500</td>
</tr>
<tr>
<td>Costa Mesa Fish Fry</td>
<td>$250</td>
</tr>
<tr>
<td>Costa Mesa United</td>
<td>$250</td>
</tr>
<tr>
<td>Save Our Youth (&quot;S.O.Y.&quot;)</td>
<td>$250</td>
</tr>
<tr>
<td>Leadership Tomorrow</td>
<td>$150</td>
</tr>
<tr>
<td><strong>Total Community Outreach Events</strong></td>
<td><strong>$51,500</strong></td>
</tr>
</tbody>
</table>
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Cynthia Ragland, Interim Public Affairs Manager
DATE: August 25, 2016
SUBJECT: Social Media Metrics Update

RECOMMENDATION

Receive the plan and direct staff.

STRATEGIC PLAN

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

PRIOR BOARD ACTION/DISCUSSION

None.

DISCUSSION

In February 2016, Mesa Water District (Mesa Water®) entered into a consulting services contract with Communications Lab, the firm that was awarded the work as the result of a competitive RFP process. The firm was hired to conduct an assessment of Mesa Water’s current social media presence (Phase I) and to develop a social media plan (Phase II), which have been completed. Phase III includes social media training for the Board and staff, which has not taken place. Staff will provide additional feedback at the meeting.

FINANCIAL IMPACT

In Fiscal Year 2016, $28,000 was budgeted; $16,000 has been spent to date.

ATTACHMENTS

Attachment A: Social Media Metrics and Plan
Summary

Mesa Water District currently uses four social media platforms to deliver its message: Facebook, Twitter, Instagram and YouTube. While the quality of material is positive, the effectiveness, impact and reach need improvement so that the quality content can be seen by more people. In order to increase the district’s brand awareness through these social media platforms, Communications LAB recommends an implementation across the board of best management practices according to each individual platform’s needs.

Within this document you will find measurements used to calculate the effectiveness, impact and reach of each social media platform, strategies for following others on social media to organically grow your followers, a recommendation on which third party online social media monitoring tool we believe should be adopted by Mesa Water, best management practices for each social media platform, and recommendations for improving the district’s current social media guidelines.

Overall, the key takeaways from this document are:

- Social media is a conversation and it is extremely important to keep up with the conversation on your end. No one wants to be talked at. Your followers want to make sure you are actively participating as well.
- Consistency is key when posting, both in terms of how often you post and on what days and times.
Analytics Dashboard

Each of the current four social media platforms have four analytics dashboards, including:

- Overall Rating
- Effectiveness
- Impact
- Reach

The only exception is Instagram, for which reach is not being measured since the platform currently does not provide such metrics.

The categories chosen to be measured were those that could be calculated using best management practices, rated in an objective manner that could be translated into a dashboard, and used metrics made available through each individual platform.

Analytics Dashboard Sample
The following image is a sample of what the dashboard will look like. Communications LAB is currently in the process of designing a static image that can easily be manipulated to reflect each of the platform's scores.
Facebook

- **Overall Rating:** NEEDS IMPROVEMENT

Calculated by averaging out the three categories used to rate the platform, including: effectiveness, impact and reach.

- **Effectiveness:** NEEDS IMPROVEMENT

Calculated by how many criteria from the best management practices list the page meets averaged from a month to month basis. The criteria can be found under the “earned recommendations” section and contains such things as posting often and consistently, using full size images, and following the eighty/twenty rule (eighty percent of your posts should be providing information using things such as tips or sharing articles, and only twenty percent should be requests).

  - Meets 1 – 2 criteria when applicable – **No impact**
  - Meets 3 – 4 criteria when applicable – **Needs Improvement**
  - Meets all criteria when applicable – **Positive**

- **Impact:** NEEDS IMPROVEMENT

Calculated by the taking the percentage of interaction the posts are receiving, averaged out over the month. To calculate it, we take the percentage of the number of interactions (likes, comments and shares) each post has received when compared to its reach (how many individuals saw the post). If the post has a reach of 280 and 10 people interacted with it by either liking, sharing or commenting on it, then the post’s impact is 3.6%, which would make that post positive.

  - 0 – .99% interaction – **No Impact**
  - 1 – 1.99% interaction – **Needs Improvement**
  - 2% and up – **Positive**

- **Reach:** NEEDS IMPROVEMENT

Calculated by taking the percentage of reach each post has received when compared to the number of likes the Facebook page currently has. In the case of a boosted post, we would leave it out of this calculation since it would skew the numbers.

  - 0 – .99% interaction – **No Impact**
  - 1 – 1.99% interaction – **Needs Improvement**
  - 2% and up – **Positive**
Twitter

- Overall Rating: **NO IMPACT**

Calculated by averaging out the three categories used to rate the platform, including: effectiveness, impact and reach.

- **Effectiveness: NO IMPACT**

Calculated by noting how many posts were posted on average per week. Unlike other platforms, Twitter is less about quality and more about quantity since the feed is being constantly fed information and the life of your Tweet is significantly lower.

  - Less than 1 – 2 posts daily on weekdays (5 – 10 posts weekly) – **No Impact**
  - 1 – 2 posts daily on weekdays (5 – 10 posts weekly) – **Needs Improvement**
  - 3 – 5 posts daily on weekdays (15 – 25 posts weekly) – **Positive**

- **Impact: NO IMPACT**

Calculated by the taking the percentage of interaction the posts are receiving, averaged out over the month. To calculate it, we take the percentage of the number of interactions each post has received when compared to its reach, meaning how many individuals saw the post.

  - 0 – .99% interaction – **No Impact**
  - 1 – 1.99% interaction – **Needs Improvement**
  - 2% and up – **Positive**

- **Reach: (Not applicable yet)**

Since the audience is significantly broader on Twitter than it is in other platforms due to the extensive use of hashtags, we calculate reach by comparing the average of all posts for the month and comparing it to the previous month to see if there is any growth. Once a desired level is reached, the goal would then be to maintain that reach.

  - 0 – .99% increase from previous month – **No Impact**
  - 1 – 1.99% increase from previous month – **Needs Improvement**
  - 2% and up increase from previous month – **Positive**
Instagram

- Overall Rating: **NEEDS IMPROVEMENT**

  Calculated by averaging out both categories used to rate the platform, including effectiveness and impact. Reach is not used as a measurement because the platform does not yet provide those metrics.

- Effectiveness: **NEEDS IMPROVEMENT**

  Calculated by taking into account the consistency of posting, noting specifically the timeliness of each post from week to week.

  - No consistency – **No Impact**
  - 1 – 2 posts every other week on same day and time – **Needs Improvement**
  - 1 – 2 posts weekly on same day and time – **Positive**

- Impact: **POSITIVE**

  Calculated by taking the percentage of activity each post is receiving compared to the number of followers you have.

  - 0 – .99% interaction – **No Impact**
  - 1 – 1.99% interaction – **Needs Improvement**
  - 2% and up – **Positive**
YouTube

- **Overall Rating: NEEDS IMPROVEMENT**

  Calculated by averaging out the three categories used to rate the platform, including: effectiveness, impact and reach.

  - **Effectiveness: NEEDS IMPROVEMENT**

    Calculated by taking the average percentage viewed (how much of the video viewers saw) of all the videos for the month. While views are important, it is also important to note how much of your video was viewed on average. The more of your video people saw, the more effective it was at delivering its message.

      - 1 – 33% average percentage viewed – **No Impact**
      - 34 – 66% average percentage viewed – **Needs Improvement**
      - 67 – 100% average percentage viewed – **Positive**

  - **Impact: NEEDS IMPROVEMENT**

    Calculated by taking the average percentage of interactions for the videos compared to how many views the video received.

      - 0 – .99% interactions – **No Impact**
      - 1 – 1.99% interactions – **Needs Improvement**
      - 2% and up interactions – **Positive**

  - **Reach: (Not applicable yet)**

    Calculated by taking the average number of views each video received for the month and then comparing it to the previous month to get a percentage increase in viewership. Because each organization is different and each channel is being used for different reasons, the only organization Mesa Water should be comparing its reach to is itself. In other words, it should be measured by whether it is having a healthy growth rate over time on a monthly basis.

      - 0 – .99% views increase from previous month – **No Impact**
      - 1 – 1.99% views increase from previous month – **Needs Improvement**
      - 2% and up views increase from previous month – **Positive**

**Comprehensive**

The comprehensive analytics dashboards are each calculated by averaging out the scores for of the platforms.

- **Overall: NEEDS IMPROVEMENT**
- **Effectiveness: NEEDS IMPROVEMENT**
- **Impact: NEEDS IMPROVEMENT**
- **Reach: NEEDS IMPROVEMENT**
Identify Opportunities

Following Strategy

The difference between traditional media platforms, such as television and print, and social media is that social media was designed with the purpose of connecting individuals socially. It is an ongoing conversation. As such, it is important to keep in mind that as a public agency, you have to introduce yourself and then actively participate in that conversation to remain relevant.

This means that you should not only ask to be followed, but follow in return and engage. If they ask a question on Facebook, respond as soon as possible. If they Tweet at you on Twitter, Tweet them back. It helps followers see that there is a person behind the platform.

As to who you should follow on social media, there are several factors that should be taken into consideration. First, any individual should always be interacted with. To see whether they are following or interacting with you in earnest, we always take a brief glance at their history to see how often they post and what they post about, just to make sure it is an actual person handling the account.

For other entities on social media, including groups, business organizations and other public agencies, we always look at three things to see if it is someone we should take the time to interact with:

- Relevance: the content shared by the entity is of interest to your organization (sometimes it can be as obvious as water topics for a water agency, or sometimes it could just be information about the community for which the agency provides services)
- Reach: the number of individuals Mesa Water District could reach is significant enough to warrant spending time interacting with the entity.
- Resonance: the other entity’s content would resonate with your own followers

For the most part, we always recommend following and interacting with anyone the public agency would deem a key stakeholder within their own community. Communications LAB mostly uses these criteria with entities who are wanting to interact that are not within the district’s boundaries and are therefore not naturally a stakeholder. We have included an appendix with a list of recommendations for individuals or entities we believe Mesa Water District should consider following and interacting with to organically increase their reach within their target demographic area.

Hashtag Strategy

Prior to incorporating any hashtag into a social media campaign, Communications LAB recommends vetting it to ensure that it is not being used by another entity for counterproductive uses. For example, something like #WaterWise may be being used widely in a sarcastic tone. In such instances, even though it makes sense, its use would be detrimental to the campaign.

Once the hashtags have been vetted, best management practices dictate the following:

- No more than three hashtags should be used in any given post across any platform. Social media is visual, and in instances where individuals are scrolling through their
phones to get their information, they are not going to want to take the time to try and interpret five or ten hashtags that are difficult to read.
  o Keep the hashtags as short as possible.
  o Separate out the words by using capital letters in place of spacing and maintain it consistently every time that hashtag is used. For example, if you would like to use water wise as a hashtag, use #WaterWise.

The overall goal is to use hashtags as a tool, not a deterrent, when increasing the reach of your post. This is done through consistency of use as it catches on and gets used by your followers. They are less likely to do so if the length is too long and takes up too much space of their message, especially in Twitter, or if it gets lost with too many other hashtags.

**Increasing reach within target demographic area**

Regardless of the social media platform, there are three key rules Communications LAB recommends to increase an agency’s reach.
  o Visually appealing posts
  o Consistency in posting
  o Constant interaction

Whether you post five times a day, such as with Twitter, or once a week, as may happen with YouTube, the content has to be able to draw people in as they are scrolling and it has to be posted consistently enough that followers begin to recognize a pattern. Most importantly of all, though, the page must be active in interacting with its followers, otherwise you lose the people whose attention you drew in the first place.
Monitoring Guidance

The overall benefit of using a third party software program to assist with monitoring and posting is that it can provide you with the ability to not only schedule posts across multiple platforms from a single online tool, but it can also help you collect all of the analytics from a single source as well, making managing such a time intensive process a little easier to bear. Communications LAB has evaluated two online tools that provide such services.

Hootsuite

Hootsuite is a social media management system. Its interface takes the form of an easy-to-use dashboard and supports integrations with Twitter, Facebook, LinkedIn, Google+ and WordPress with additional integrations available for Instagram and YouTube, among others.

The dashboard allows you to see a side-by-side view of each of the platforms you have synced it with as well as a view of all of the posts you have scheduled within those platforms. It also allows for immediate posting if it is so desired. That way, instead of having to sign on to four or five different platforms at once, you can do it all through this one home screen.

It also allows you to create an ow.ly, a link that has been shortened. This is important for three specific reasons. First, from a visual standpoint, it is much better to have a short, tightened link appear than a long, visually unappealing one that in some cases is longer than the message itself. Second, in platforms such as Twitter where characters are limited, you need to make sure to save as much space as possible. Third, it provides you with an additional layer of analytics. It does so by allowing you to track the number of times the link was clicked on since it was created within the platform.

Sprout Social

Sprout Social is a social media management and engagement platform for businesses. Like Hootsuite, it allows the user to publish content and provides its own analytics. It can be integrated with Twitter, Facebook, LinkedIn, Instagram and Google+.

Recommendation

From both a cost and usability perspective, Communications LAB recommends that Mesa Water go with Hootsuite. Their dashboard is significantly more user friendly than Sprout Social’s and their ability to integrate with YouTube is a plus. Also, while they serve the same function, users are required to pay for additional ad-ons to get the same abilities that Hootsuite provides in one comprehensive package. The purpose of using these tools is to make social media management simple and more time efficient, which Hootsuite does, with added bonuses.
Earned/Paid Recommendations

Earned Recommendations

Summary

The following bulleted recommendations for earned strategy are best management practices for when, what, and how often to post for each individual social media platform to gain the most reach organically.

Overall, when planning the content, it is important to remember the 80/20 rule. Depending on which platform you are applying it to and how often you post within that platform, this can apply to the posts per day (Twitter), posts per week (Facebook), or even posts per month (YouTube). It basically means that a successful campaign has about eighty percent of their content be informative while the other twenty percent can be spent on advertising yourself or a specific message.

Also, each platform has its own design specifications for how much it allows you to customize the page. It is important to develop a consistent image that can be used as a header across all platforms while adhering to each of the platforms’ specific guidelines to make sure that they are being portrayed as vibrantly as possible.

Facebook

- Post a minimum of 3 times a week
- Post a maximum of 10 times a week
- No more than two posts a day
- Always use full size images
  - Original are most effective when available
- If you use an original video, keep it under a minute and embed directly into the Facebook post
  - Do not include a link to the video. This creates a barrier for individuals to view the content and makes them less likely to do so.
- When posting links, use the shortened versions, using services such as Hootsuite or Bitly
- Keep regularly scheduled posts and the times they are posted consistent
- Hashtags can now be used on Facebook, but in most cases it does not do anything, especially since users don’t automatically associate the two. Keep use as minimal as possible.

Twitter

- Post three to five times a day
  - Keep at least one or two posts for original content. The rest can be re-tweets from individuals or organizations you follow
- Keep the hashtag use to at most three
- When possible, try to incorporate the hashtag into the Tweet itself
- Always research hashtags before you use them to make sure they will be reaching the audience you wish to reach
• Keep Tweets short. Those that are 100 characters or less seem to get the most traffic.
• Don’t just sell. Your followers want to learn things; they don’t just want to constantly be told what to do.
• As with other social media platforms, visual is important. Use images when you can.
• Interaction is key. To gain followers and keep them organically, you have to converse with your advocates. Find them, follow them, Tweet them.

Instagram

• Use high quality images. While this platform allows for you to incorporate a written message below the image, people aren’t going to get to it if the image doesn’t draw them in first. This is especially true on this specific platform, whose main purpose is to bypass text and get people to focus the majority of their time on the images.
• Thoughtfully plan out visual campaigns so that the images are posted with a message in mind. Once you get people to go to your page, they will judge who you are and what you are about based off the first six images they see before they even begin scrolling. If there is consistency in your branding and messaging, they are more likely to follow you as they can more easily identify whether you align with their interests.
• As with all other social media platforms, it is vital that you engage. If someone follows you, go to their page and see what they are about. Follow the guidelines under the “following strategy” section to see if you should follow them back. Most importantly, if they comment, comment back as soon as possible. Show them that you want to maintain an open dialogue.
• Keep the hashtag use to at most three
• When possible, try to incorporate the hashtag into the sentence itself
• Always research hashtags before you use them to make sure they will be reaching the audience you wish to reach
• There is no magic number for how often to post on Instagram. Instead, the golden rule is consistency. Whether you post once a week or five times a week, make sure you try and maintain the pace, especially on the same day each time. Try to keep the posts to one per day. If it during a special event, one or two extra should be fine.

YouTube

• Two kinds of videos:
  o Short informational segments that give specific information in a concise manner about a given subject within the context of a campaign
  o More generalized, higher produced, longer videos that explain the campaign in more detail
• To have a successful YouTube channel, you have to publish with consistency, whether once a week or once a month. The more regularly you update it, the better. However, it is also important to be realistic about the available resources you have. You don’t want to create a daily or weekly series if you don’t have the time to do one.
• Actively use video tags to categorize your videos properly so they can be found when people are searching for a certain type of video
• Keep a running database to see which times and days of the week are the best for you to get the most viewers.
• Make sure that the videos are optimized for mobile viewing. Be careful to make sure that none of the videos have anything that would be too small to read from a phone screen.
• Always read any comments people may leave on your videos as well as on other similar videos and channel pages for ideas on what to create a video about next.
• Create a short “trailer” of you and what you are about as well as the type of content people can find on your YouTube channel to peak their interest and get them to come to your page to view your other videos. Include a call to have viewers subscribe to your page.
• Above all else, YouTube is a learning tool. You want to make sure that the content focuses mostly on information such as how-to’s or quick tips.
• Collaborate with other agencies or businesses to create informative videos that tie to your messaging and allow you to gain viewers from other backgrounds and interests.
• Identify which key words are getting the most traffic online that are pertinent to your messaging and create videos around those. Google AdWords offers a great keyword planner tool.

Paid Recommendations

The benefits of paid social media content are immediacy, scale and control. For example, on Facebook, you can choose to boost a post. Here, Mesa Water would have the opportunity to choose your desired content, select the targeted audience, choose the budget and the duration of the boost. You would even have the opportunity to choose your target audience based on either those who liked your page and their friends or specific “targeting,” including geographic locations, age groups, gender and interests.

Paying for social media warrants that Mesa Water’s content will be seen by the right people at the right time. It goes hand-in-hand with analytics that provide you with a deeper insight into the target audience and what impulses them to engage with your content.

Best practices for implementing paid social media include choosing the right medium and generating content that is proven to cause your followers to interact with it organically. To choose the right medium, establish goals of what it is you are trying to accomplish and who you are trying to reach out to, seeing as how each platform caters to a different demographic audience.

For Mesa Water District, Communications LAB would strongly recommend implementing a strong paid social media campaign on Facebook first. This is specifically because Facebook does the best job at allowing you to target your desired audience geographically, city by city. Once the page has been grown out enough, then we recommend evaluating which other platforms have been getting the best interaction organically to ensure that we get the highest return on investment.

A basic strategy that we use for implementing a paid social media campaign on Facebook is taking the monthly budget and using eighty percent for increasing page likes while using twenty percent and dividing it evenly across four weeks to boost a weekly post. We always try to maintain consistency when boosting the weekly post so that we boost the same type each week.

For example, if the campaign we are using to promote the page for the month is drought tolerant landscape, then we make sure to boost a weekly post on drought tolerant plants, making sure we have one cohesive message being actively promoted throughout the month.
Improve District Guidelines

Social media guidelines are typically one-page documents written by organizations to establish a set of rules, regulations, or directions that establish how their social media platforms are to be used, focusing on anything from proper etiquette given a variety of situations to placing liability for anything posted on individuals and not the organizations themselves.

Communications LAB found and evaluated the social media guidelines for various public agencies, specifically water agencies and cities, and compared them to Mesa Water’s current district social media guidelines to provide recommendations for how the district’s guidelines might be improved. Following are recommendations that we have put together.

- Specific language outlining lack of endorsement for comments, not just following individuals:
  - “A comment posted by a member of the public is the opinion of the commentator only, and publication of a comment does not imply endorsement of, or agreement by, the District, nor do such comments necessarily reflect the opinions or policies of the District.”
    - Orange County Water District
  - Some also state that they have the right to restrict outside users for being disrespectful
- Provide a section detailing social media posts as being documented in order to comply with California Public Records Act
  - Several public agencies include a clause stating that the organization’s social media use is being documented in order to comply with the public records act should content be requested
- Along those same lines, we would recommend a clause reminding all personnel within the district that social media platform communication is public record and therefore should be cautious because it is not the official method of communication for the district
- Some public agencies have included language that ask that they not be tagged by individuals (such as using @ or #) unless they are authorized to do so. That way people are less likely to incorporate the district with irrelevant or even negative conversation.
- Some public agencies ask that individuals who do wish to post about, tag or mention them include a disclaimer somewhere on their page that the postings are their own and do not reflect the official views of the district.
- Incorporate a code of conduct:
  - “Representatives of the City of Newport Beach utilizing social media shall, at all times, conduct themselves in an appropriate and professional manner.”
    - City of Newport Beach
MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: August 25, 2016
SUBJECT: Communications Consulting Services

RECOMMENDATION

Recommend the Board of Directors award a contract to Gladstone International, Inc. for Communications Consulting Services for an amount not to exceed $38,000.

STRATEGIC PLAN

Goal #3: Be financially responsible and transparent.
Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #5: Provide outstanding customer service.
Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

Mesa Water District initially retained Gladstone International, Inc. (Gladstone) in Fiscal Year 2014, without competitive solicitation, for Communications Consulting Services; Mesa Water® renewed Gladstone’s contract in Fiscal Years 2015 and 2016.

DISCUSSION

The table below summarizes the Communications Consulting Services’ expenditures with Gladstone in Fiscal Years 2014, 2015 and 2016:

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Expenditure</th>
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<tr>
<td>FY 2014</td>
<td>$18,100</td>
</tr>
<tr>
<td>FY 2015</td>
<td>$24,025</td>
</tr>
<tr>
<td>FY 2016</td>
<td>$22,250</td>
</tr>
<tr>
<td><strong>FY14-FY16 TOTAL</strong></td>
<td><strong>$64,375</strong></td>
</tr>
</tbody>
</table>

For Fiscal Year 2017, $38,000 is allocated for Gladstone’s services, per the table below:

<table>
<thead>
<tr>
<th>Department</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>External Affairs Department</strong></td>
<td></td>
</tr>
<tr>
<td>Media/Presentation Trainings for Board (2) &amp; Management/Staff (1)</td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>Public Affairs Department</strong></td>
<td></td>
</tr>
<tr>
<td>On-Call Communications (includes quarterly strategy meetings)</td>
<td>$23,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$38,000</strong></td>
</tr>
</tbody>
</table>
FINANCIAL IMPACT

In Fiscal Year 2017, $50,000 is budgeted; no funds have been spent to date.

ATTACHMENTS

None.
RECOMMENDATION

Recommend the Board of Directors designate President Shawn Dewane to vote on behalf of Mesa Water District in the Independent Special Districts of Orange County Executive Committee election.

If the election’s slate of candidates is available at time of the Legislative & Public Affairs Committee meeting, the list will be walked in to use for further discussion and direction.

STRATEGIC PLAN

Goal #1: Provide a safe, abundant, and reliable water supply.
Goal #2: Practice perpetual infrastructure renewal and improvement.
Goal #3: Be financially responsible and transparent.
Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #5: Attract and retain skilled employees.
Goal #6: Provide outstanding customer service.
Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

On August 11, 2016, the Board adopted Resolution No. 1483, endorsing the Candidacy of James R. Fisler to the Position of President of the Independent Special Districts of Orange County.

DISCUSSION

The Independent Special Districts of Orange County (ISDOC) will elect the members of their Executive Committee by mail ballot during the month of September; new officers will be announced at the general membership meeting on September 29, 2016. The elected Executive Committee members will serve a two-year term that begins January 1, 2017 and ends December 31, 2018. Meetings of the Executive Committee occur on the first Tuesday of every month at 7:30 a.m. at the offices of the Municipal Water District of Orange County (MWDOC) in Fountain Valley, CA.

In order to be considered, the candidates must be endorsed by his/her district in the form of a Board resolution. All Board resolutions must be received by Friday, August 19, 2016. All candidates nominated by their respective Boards will be placed on the ballot for the full membership to vote. The ballots will be placed in the mail by August 24, with a deadline to be returned by September 27. The votes will be announced at the general membership meeting on September 29.
The role of each Executive Committee positions is as follows:

**President** – Shall be chief executive officer of ISDOC; preside at all ISDOC meetings; appoint all committees; serve as an ex-officio member of all committees; serve as official spokesperson for ISDOC.

**1st Vice President** – Shall, in the absence or disability of the President, perform all the duties of the President; serve as Chair of the Program Committee.

**2nd Vice President** – Shall, in the absence or disability of the President and First Vice President, perform all the duties of the President; serve as Chair of the Membership Committee.

**3rd Vice President** – Shall, in the absence or disability of the President, First Vice President, and Second Vice President, perform all the duties of the President; serve as Chair of the Legislative Committee.

**Secretary** – Shall maintain a written record of all meetings of the Board of Directors and the Executive Committee; be responsible for all correspondence and mailing of information to members.

**Treasurer** – Shall maintain the complete financial records of ISDOC; establish and maintain bank accounts in the name of ISDOC; pay all bills duly approved by the Executive Committee in accordance with the yearly budget.

All positions may be held by elected or appointed officials of a regular member district. The slate of candidates will be announced via email and accompanied by a formal notice of the quarterly meeting.

The current Executive Committee members are as follows:

**President** – Mike Scheafer, Costa Mesa Sanitary District  
**1st Vice President** – Jim Fisler, Mesa Water District  
**2nd Vice President** – Saundra Jacobs, Santa Margarita Water District  
**3rd Vice President** – Joel Rattner, Rossmoor/Los Alamitos Area Sewer District  
**Secretary** – Leslie Keane, Orange County Cemetery District  
**Treasurer** – Joan C. Finnegan, Municipal Water District of Orange County

Each regular member District in good standing shall be entitled to one vote per position. In accordance with current bylaws, the votes must be cast (signed) by the District’s presiding officer or an alternate selected by the District’s Board.

**FINANCIAL IMPACT**

None; the annual membership dues to ISDOC are estimated at $500.

**ATTACHMENTS**

None.
REPORTS AND INFORMATION ITEMS:

9. REPORT OF THE GENERAL MANAGER:
10. DIRECTORS’ REPORTS AND COMMENTS: