



*Dedicated to
Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Thursday, February 23, 2017
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

**LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING
Thursday, February 23, 2017 at 3:30 p.m.**

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

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

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

CONSENT CALENDAR ITEMS:

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

1. Advocacy 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.

None

ACTION ITEMS:

None

REPORTS:

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

INFORMATION ITEMS:

6. FY 2017 Strategic External Affairs Plan



In compliance with California law and the Americans with Disabilities Act, if you need disability-related modifications or accommodations, including auxiliary aids or services in order to participate in the meeting, or if you need the agenda provided in an alternative format, please contact the District Secretary at (949) 631-1206. Notification 48 hours prior to the meeting will enable Mesa Water District (Mesa Water) to make reasonable arrangements to accommodate your requests.

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

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

ADJOURNMENT

MEMORANDUM



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Water Needs

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: February 23, 2017
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; \$49,000 has been spent to date.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: February 23, 2017
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 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.

FINANCIAL IMPACT

In Fiscal Year 2017, \$60,000 is budgeted; \$35,000 has been spent to date.

ATTACHMENTS

Attachment A: TPA Monthly Political and Activity Report

MEMORANDUM

To: Mesa Water®

From: Townsend Public Affairs, Inc.

Date: February 14, 2017

Subject: Monthly Political and Activity Report

Specific Activities for the Month:

- TPA provided Mesa Water staff with updates regarding the major water issues being discussed in Sacramento: Proposition 218 reform, a Public Goods Charge on water, and the possibility of another water bond in 2018.
- TPA provided Mesa Water staff with a summary and analysis of the Governor's State of the State address on January 24.
- TPA provided Mesa Water staff with notes from the State Water Resources Control Board's public hearing on January 18 to discuss the extension of the emergency water conservation regulations, and also provided staff a summary of the Board's decision on February 8 to extend the regulations 270 days.
- TPA provided Mesa Water staff with information regarding upcoming Senate Natural Resources and Water Committee meetings. A memo with information regarding the hearings is attached.

State Political Update

Legislators in Sacramento have been busy preparing for the bill introduction deadline on February 17. To date, approximately 800 bills have been introduced in the first year of the 2017-2018 legislative session. It is expected that over a thousand additional bills will be introduced before the deadline on February 17. While these bills will vary in topic, the Legislature is expected to address several important policy issues this legislative session, including but not limited to transportation funding, affordable housing, and medicinal and recreational cannabis regulation.

Below is a list of key upcoming deadlines in the Legislature:

February 17 – Last day to introduce a new bill

April 6 – Spring Recess begins

April 28 – Last day for policy committees to hear and report fiscal bills to fiscal committees

Although policy committees are expected to start hearing legislation the week after the bill introduction deadline, some pieces of high-priority legislation have already been making its way through the legislative process including legislation on immigration and the parks bond.

On Friday, February 10, Governor Brown sent a letter to President Trump requesting that he declare a major disaster in California due to the damage caused by storms, floods, and severe wind in the past month. This is the first step toward seeking federal aid, as some federal grant programs require a disaster declaration from the President in order to receive funds to combat the effects of recent weather events. It is estimated that approximately \$162.5 million of damage was dealt during the series of dangerous weather events in the past month that contributed to eight fatalities.

Governor's State of the State Address

On January 24, the Governor delivered his annual State of the State address. The Governor did not lay out a series of policies that he will work to implement this year as he has done in years past, but instead focused his remarks on the uncertainty in Washington DC and reaffirmed that the priority of California is dealing with the new Administration.

The Governor acknowledged that the federal government develops immigration policy, but that California has enacted numerous laws to protect immigrants and that his Administration is prepared to defend those laws and all people of California. The Governor commented that immigrants are an integral part of what made California and what drives it forward.

The Governor also noted the uncertainty that surrounds possible federal actions on health care. Since the passage of the Affordable Care Act, over 5 million Californians have gained health insurance, and California has received billions of dollars to help provide that coverage. The Governor indicated that he will be working with other Governors to form a coalition of states that will work to protect health care for their residents.

The Governor also commented on the challenges facing California, and the rest of the world, related to climate change. He indicated that California will continue to be a global leader on the issue and will continue to work with other states and countries to reduce harmful pollution.

The Governor's final remark was that California cannot take an opposing stance on all issues and must find opportunities to work with the Trump Administration. Governor Brown specifically commented on working with the President on infrastructure. In his Inaugural Address, President Trump indicated that

he wanted to build large-scale infrastructure across the nation. The Governor welcomed the opportunity to work with the Administration at identifying projects in California that would help advance the President's infrastructure development agenda.

Overall, the State of the State reaffirmed that California will continue to be a leader in numerous industries and that the Governor will do all in his power to protect and advance the laws and priorities that govern all Californians.

Long Term Water Conservation Measures

On February 8, the State Water Resources Control Board (SWRCB) voted 5-0 to extend and amend the current urban water conservation regulations another 270 days until October 2017. Currently, regulations do not require mandatory conservation unless a water supplier reports that they have a shortfall of water supply and are unable to endure a three-year dry period. During the meeting on February 8, Board Members and SWRCB staff admitted that water conditions have greatly improved in the first half of the current water year, a stark contrast to the last four years. Snowpack is nearly double the historical average for this time, and water deliveries from the Central Valley Project and the State Water Project are higher than any point in the last three years. However, water supply conditions can rapidly change and SWRCB staff urged a cautious approach. The updated urban water conservation regulations will be subject for an additional review in May 2017 to discuss updated hydrology conditions.

The public comment portrayed during this meeting reflected much of the same concern that was discussed at the public meeting on January 18, calling for the SWRCB to allow the current regulations to expire. Water utilities who attended this meeting also stated that continued conservation regulations risk the credibility of both water utilities and the State, potentially impacting their ability to persuade water users to conserve in the future when necessary.

The adopted SWRCB staff proposal does the following:

- Extends the current regulations for an additional 270 days, or until drought emergency order is rescinded
- Amends the current regulations to allow water suppliers to submit or update their "stress test" by March 15, 2017. There is no requirement to do so, however the SWRCB will accept updated reports
- Eliminates small supplier reports – Reports from small water suppliers have a low response rate, are difficult to collect and not worth pursuing. The new Drinking Water Program's annual report will capture the same data from these small water suppliers

SWRCB staff cited three core reasons why the Board should extend the existing water conservation regulations:

- **Timing** - The current water year is less than halfway done. According to SWRCB staff, significant regulation adjustments should take place at the start of the water year. The current water year started in October 2016 and ends in October 2017
- **Groundwater Levels** – Groundwater levels are still critically low in some areas of the State. It takes longer for groundwater levels to replenish when compared to surface water levels
- **Drought Proclamation** - The Governor's drought proclamation is still in effect for the entire State. If the Governor rescinds his drought proclamation, SWRCB will consider modifying the existing water conservation regulations

State Reservoirs

Water supply in State reservoirs has increased dramatically as a result of recent storms. Consequently, the State's major reservoirs have been forced to make flood control releases to maintain ample storage capacity to safely capture inflows that otherwise could flood downstream areas. Below is a summary of the current storage levels of the State's principal reservoirs:

Reservoir Name	Capacity (AF)	Storage (AF)	% of Capacity	% of Average
Shasta	4,552,000	4,369,002	96	137
Oroville	3,537,577	3,533,936	100	148
Trinity	2,447,650	1,731,296	71	98
New Melones	2,400,000	1,327,711	55	92
Folsom	977,000	675,970	69	129

To make room for flood protection in the Oroville Dam, officials have been releasing water into the Feather River through the Dam's main spillway. On February 7, dam operators discovered a deep incision on the bottom half of the concrete spillway. In order to prevent further erosion and the possibility of the spillway becoming inoperable, dam operators significantly reduced the flows being released into the River. Before the Department of Water Resources, the primary managers of the Oroville Dam, or other state officials could fix the main spillway, Lake Oroville's water levels overflowed, engaging the emergency spillway. The emergency spillway isn't made of concrete or controlled via water release gates and simply allows water to flow down a hillside. As the dam was overflowing, the water eroded the hillside at an alarming rate and had the possibility of breaking the emergency spillway, flooding nearby areas within hours. Additionally, dam operators worry that water from the emergency spillway will move debris, trees, and mud into the Feather River and create significant problems downstream. Officials are currently releasing water through the main spillway despite its structural integrity to prevent a full dam failure while long term solutions are being considered.

State Water Use: December 2016

Despite large winter storms in several parts of the State, water savings for December 2016 was measured at 20.6 percent when compared to water use in December 2013. It is unclear if this strong conservation figure is due to rigorous conservation messaging or a lack of outdoor irrigation based on unusually wet circumstances. Without state-imposed mandates, 53 percent of urban water suppliers representing approximately 17 million people reported water savings above 20 percent, a 9 percent increase in urban water suppliers in November 2016.

In December:

- Statewide water savings for December 2016 was 20.6 percent, an increase from November 2016's 18.9 percent savings, and an increase from December 2015's 18.2 percent statewide savings. December 2016 water savings are 11 percent higher than December 2016 savings.
- Cumulative statewide percent reduction for June 2015 – December 2016 (19 months) is 22.5 percent, which equates to 2,434,323 acre-feet (793.2 billion gallons).

Priority Legislation

SCA 4 (Hertzberg) – Water conservation

The California Constitution requires that the water resources of the State be put to beneficial use to the fullest extent of which they are capable and that the waste or unreasonable use or unreasonable method of use of water be prevented. SCA 4 would declare the intent of the Legislature to amend the California Constitution to provide a program that would ensure that affordable water is available to all Californians and to ensure that water conservation is given a permanent role in California's future. Constitutional Amendments require a two-thirds vote to pass and are not subject to typical bill deadlines. If passed, SCA 4 will need to be approved statewide by voters.

SB 5 (de Leon) – California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018.

Would enact the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018, which, if approved by the voters, would authorize the issuance of bonds in an amount of \$3,000,000,000 pursuant to the State General Obligation Bond Law to finance a drought, water, parks, climate, coastal protection, and outdoor access for all program. \$1,500,000,000 of this bond would be designated for water, including funding Integrated Regional Water Management (IRWM), water recycling, groundwater sustainability, and clean, safe, reliable drinking water. SB 5 is currently in the Senate Natural Resources and Water Committee and will be heard on March 14.

SB 213 (Hertzberg) – Local government: fees and charges

SB 213 would further define the word “sewer” in state law, to better facilitate stormwater capture projects at the local level, with respect to Proposition 218 (1996). Currently, stormwater projects face significant hurdles when raising funds, preventing numerous stormwater projects from being built. SB 231 amends state law to clarify the authority of cities, counties, and local water agencies by providing direction on the interpretation of Proposition 218. SB 231 is currently in the Senate Rules Committee, waiting assignment to policy committees.

Federal Legislative Update

GROW Act (S. 612)

On the first day of the 115th Congress, Representative David Valadao (R-CA) introduced the “Gaining Responsibility on Water Act” or “GROW Act” (H.R. 23). The bill includes many of the provisions Central Valley House Republicans have sought in drought legislation over the past five years, but were ultimately left out of the WIIN Act (S. 612) signed into law by President Obama on December 16, 2016. Specifically, the bill would:

- Codify into federal law the 1994 Bay Delta Accord, which set water quality standards in the Bay Delta based on ecological conditions at that time;
- Set minimum water deliveries for certain Central Valley Project contractors, including in dry years;
- Set deadlines for the completion of Calfed feasibility studies for surface storage projects, such as Sites Dam, Temperance Flat Dam, Los Vaqueros Reservoir and the expansion of Shasta Lake;
- Require that natural-spawned fish and hatchery-spawned fish be treated equally to satisfy requirements of the Endangered Species Act;

- Allow for a warm water fishery to satisfy the terms of the San Joaquin Restoration Settlement Act;
- Authorize “one-stop-shop” permitting reforms aimed at building infrastructure; and,
- Authorize the Bureau of Reclamation to coordinate local, state and federal permitting of new dams.

While there remains a strong desire by House Republicans to move the legislation, the passage of the WIIN Act, combined with the strong start to the 2017 water year, will diminish the bill’s chances of advancing this year. The bill will likely face strong opposition from Governor Jerry Brown, Senator Dianne Feinstein (D-CA), and Senator Kamala Harris (D-CA). Additionally, Senate Energy and Natural Resources Committee Chairman Lisa Murkowski (R-AK) is unlikely to support another water bill just months after helping facilitate the inclusion of the Feinstein-McCarthy compromise in the WIIN Act at the end of the 114th Congress.

EPA Announces WIFIA Funding Availability

The Environmental Protection Agency has issued a notice of funding availability to access funding through the Water Infrastructure Innovative Finance Act (WIFIA). The WIFIA program was first established in the 2014 Water Resources Development Act (WRDA) as a pilot program, to be administered by the Army Corps and EPA, for loans and loan guarantees for certain flood damage reduction, public water supply, and wastewater projects. The WIIN Act amended the existing WIFIA authority to expand the EPA program’s authorities to address other projects, including those to mitigate the effects of drought.

The EPA estimates that funds appropriated to the WIFIA program can be leveraged at a ratio greater than 50 to one, which means the \$17 million appropriated last year could allow EPA estimates that current budget authority to provide more than \$1 billion in credit assistance. EPA is currently soliciting letters of interest from prospective borrowers seeking credit assistance. The deadline to submit a letter of interest is April 10, 2017.

New Bureau of Reclamation Acting Commissioner / Mid-Pacific Region Acting Director

On January 20, Mid-Pacific Regional Director David Murillo was named Acting Commissioner of the Bureau of Reclamation. He will serve in this capacity until a commissioner is nominated by President Donald Trump and confirmed by the Senate. Murillo served as Mid-Pacific Regional Director since December 2012, playing a critical role managing federal water supplies during California’s historic drought. Murillo previously held the position of Deputy Commissioner for Operations as well as a number of other positions since joining Reclamation in 2000.

Replacing Murillo as Acting Director of the Mid-Pacific Region will be Pablo Arroyave, who previously served as Deputy Regional Director. It is unclear if Arroyave will remain in that position permanently or if Murillo will return to his previous post upon the Senate’s confirmation of a new commissioner. As the head of Reclamation, the commissioner oversees a staff of 5,500 which is the largest wholesale water provider in the country, serving more than 31 million people. Reclamation is also the second largest producer of hydroelectric power in the Western United states with 53 power plants.

MEMORANDUM

To: Mesa Water®

From: Townsend Public Affairs, Inc.

Date: February 14, 2017

Subject: California WaterFix

California WaterFix:

The California WaterFix project seeks to build two 40 ft. diameter tunnels 150 ft. under the Delta to carry fresh water from the Sacramento River toward State Water Project and Central Valley Project delivery systems. The project design calls for 3 new intakes, each with 3000 cubic feet per second capacity and an average yield of 4.9 million acre-feet of water. This proposal has been projected to cost \$15 billion and has been the subject of concern for water utilities across the State who are wary of its cost to them and their ratepayers.

The Senate Natural Resources and Water Committee, including its new Chair Senator Robert Hertzberg (D – Van Nuys), has called an informational hearing to hear Agency presentations regarding this project and solicit feedback from the public. The hearing will take place on:

- **February 28th – 9:00 am, State Capitol Room 112 - Perspectives on the Plan**

Originally, the Committee called for two hearings, with the first one on February 14. The February 14 hearing was cancelled due to the important situation at Oroville Dam. The hearing would have consisted of State Agencies, including the Department of Water Resources, the State Water Resources Control Board, and the California Natural Resources Agency, providing updates to the Committee on the status of California WaterFix and pending State actions needed to continue with the plan. These presentations and speakers will be added to the agenda for the planned hearing on February 28.

The hearing on February 28 is also an opportunity for the public to comment on the proposed project. This comment period is expected to be robust and include a wide variety of concerns that the public has expressed over the last several years. An agenda for this meeting is not accessible at this time, however TPA will provide it to Mesa Water staff when it is available. Additionally, the Committee is also taking written comment on the proposed WaterFix plan at any time. TPA will facilitate the delivery of any such comments by Mesa Water.

BILL	AUTHOR	SUMMARY	LATEST ACTION	MESA WATER POSITION	OTHER POSITIONS
Mesa Water® Priority Legislation (FY 17-18)					
AB 18	Garcia [D]	California Clean Water, Climate, and Coastal Protection and Outdoor Access For All Act of 2018. Would enact the California Clean Water, Climate, and Coastal Protection and Outdoor Access For All Act of 2018, which, if approved by the voters, would authorize the issuance of bonds in an amount of \$3,005,000,000 pursuant to the State General Obligation Bond Law to finance a clean water, climate, and coastal protection and outdoor access for all program.	Passed the Assembly Water, Parks, and Wildlife Committee. Referred to the Assembly Appropriations Committee.		ACWA- Favor/Amend Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- NYC
AB 151	Burke [D]	California Global Warming Solutions Act of 2006: market-based compliance mechanisms: Would state the intent of the Legislature to enact legislation that authorizes the State Air Resources Board to utilize a market-based compliance mechanism after December 31, 2020, in furtherance of the statewide greenhouse gas emissions limit of at least 40% below the 1990 level by 2030. This is largely seen as the vehicle that will reauthorize the Cap and Trade program beyond its 2020 sunset date.	Introduced on January 11, 2017.		ACWA- NYC Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- NYC
AB 168	Eggman [D]	Employers: salary information. Would prohibit an employer, including state and local government employers, from seeking salary history information about an applicant for employment, except as otherwise provided. The bill would require an employer, except state and local government employers, upon reasonable request, to provide the pay scale for a position to an applicant for employment. The bill would specify that a violation of its provisions would not be subject to the misdemeanor provision.	Introduced on January 17, 2017.		ACWA- Not Favor Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- NYC
AB 196	Bigelow [R]	Greenhouse Gas Reduction Fund: water supply repairs. Current law requires moneys from the Greenhouse Gas Reduction Fund to be allocated for the purpose of reducing greenhouse gas emissions in this state and satisfying other purposes. Current law authorizes specified investments, including water use and supply, if the investment furthers the regulatory purposes of the California Global Warming Solutions Act of 2006 and is consistent with law. This bill would authorize the use of the moneys in the fund for water supply repairs if the investment furthers the regulatory purposes of the act and is consistent with law.	Referred to the Assembly Water, Parks, and Wildlife Committee and the Assembly Natural Resources Committee.		ACWA- Favor/Amend Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- NYC

AB 277	Mathis [R]	Water and Wastewater Loan and Grant Program. The Safe Drinking Water State Revolving Fund Law of 1997 establishes the Safe Drinking Water State Revolving Fund to provide grants or revolving fund loans for the design and construction of projects for public water systems that will enable those systems to meet safe drinking water standards. This bill would, to the extent funding is made available, authorize the State Water Resources Control Board to establish the Water and Wastewater Loan and Grant Program to provide funding to eligible applicants for specified purposes relating to drinking water and wastewater treatment.	Referred to the Assembly Water, Parks, and Wildlife Committee.		ACWA- NYC Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- NYC
AB 313	Gray [D]	Water. Current law establishes the State Water Resources Control Board in the California Environmental Protection Agency consisting of 5 members appointed by the Governor, including one member required to be an attorney admitted to practice law in this state who is qualified in the fields of water supply and water rights and one registered civil engineer under the laws of this state qualified in the fields of water supply and water rights. This bill would revise the qualifications for the membership to the board by eliminating those requirements for qualification in the field of water rights.	Introduced on February 6, 2017.		ACWA- NYC Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- NYC
SB 5	De Leon [D]	California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018. Would enact the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018, which, if approved by the voters, would authorize the issuance of bonds in an amount of \$3,000,000,000 pursuant to the State General Obligation Bond Law to finance a drought, water, parks, climate, coastal protection, and outdoor access for all program. \$1,500,000,000 of this would go toward Integrated Regional Water Management, groundwater sustainability, water recycling, and clean, safe, reliable drinking water.	Referred to the Senate Natural Resources and Water Committee.		ACWA- Favor/Amend Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- NYC
SB 80	Wieckowski [D]	California Environmental Quality Act: notices. The California Environmental Quality Act requires the lead agency to mail certain notices to persons who have filed a written request for notices. The act provides that if the agency offers to provide the notices by email, upon filing a written request for notices, a person may request that the notices be provided to him or her by email. This bill would require the lead agency to post those notices on the agency's Internet Web site. The bill would require the agency to offer to provide those notices by email. Because this bill would increase the level of service provided by a local agency, this bill would impose a state-mandated local program.	Referred to the Senate Environmental Quality Committee.		ACWA- NYC Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- NYC

SB 231	Hertzberg [D]	<p>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, in order to fund stormwater capture projects.</p>	Introduced on February 2, 2017.		ACWA- NYC Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- NYC
SCA 4	Hertzberg [D]	<p>Water conservation. The California Constitution requires that the water resources of the state be put to beneficial use to the fullest extent of which they are capable and that the waste or unreasonable use or unreasonable method of use of water be prevented. This measure would declare the intent of the Legislature to amend the California Constitution to provide a program that would ensure that affordable water is available to all Californians and to ensure that water conservation is given a permanent role in California's future.</p>	Introduced on February 2, 2017.		ACWA- NYC Met-NYC MWDOC- NYC OCWD- NYC IRWD- NYC CSDA- NYC

MEMORANDUM



*Dedicated to
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TO: Legislative & Public Affairs Committee
FROM: Noelle Collins, Public Affairs Coordinator
DATE: February 23, 2017
SUBJECT: Outreach Update

RECOMMENDATION

This item is provided for information only.

STRATEGIC PLAN

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

Goal #5: Attract and retain skilled employees.

Goal #6: Provide outstanding customer service.

Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

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

DISCUSSION

Mesa Water District's outreach program aims to connect Mesa Water® with its constituents in order to achieve Goal #4 of the District's Strategic Plan. Outreach activities are also designed to achieve the Strategic Plan goals related to human resources, customer service, and/or regional water issues involvement by educating and informing constituents about Mesa Water, water issues, and water in general. Constituents include external audiences -- such as customers; community members; elected officials; industry colleagues, water districts and special districts; and media -- as well as internal audiences such as staff, retirees and Board members.

Tours of the Mesa Water Reliability Facility (MWRF) are vital to the District's public outreach and education programs. To date, the number of visitors to the MWRF is 1,351.

Upcoming FY 2017 Events

1. Turf Removal and Water-Efficient Landscape Workshop on Saturday, March 11, 2017 from 8:30 a.m. to 12:00 p.m. in the Mesa Water Boardroom, 1965 Placentia Avenue, Costa Mesa.
2. Children's Water Education Festival on Wednesday and Thursday, March 29 and 30, 2017 from 9:00 a.m. to 2:00 p.m. at University of California, Irvine.
3. Smart Landscape EXPO on Saturday, April 15, 2017 from 9:00 a.m. to 1:00 p.m. at The Home Depot, 2300 S. Harbor Blvd., Costa Mesa.



4. Imaginology on Friday, April 21, 2017 from 9:00 a.m. to 3:00 p.m. at OC Fairgrounds, 88 Fair Drive, Costa Mesa.
5. Costa Mesa Community Run on Saturday, April 22, 2017 at 8:30 a.m. at Estancia High School, 2323 Placentia Avenue, Costa Mesa.
6. O.C. Water Summit on Friday, June 16, 2017 from 7:30 a.m. to 1:30 p.m. at the Disneyland Grand Californian Hotel, 1600 Disneyland Drive, Anaheim.

The benefits of Mesa Water's outreach program include:

- Informing constituents about California's persisting drought 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 customers and the community 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;
- 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; and
- Supporting Mesa Water's service area as an actively involved participant in programs that provide added value and benefits to the community.

FINANCIAL IMPACT

In Fiscal Year 2017, \$100,000 is budgeted; \$48,205 has been spent to date.

ATTACHMENTS

None.

REPORTS:

4. REPORT OF THE GENERAL MANAGER:

REPORTS:

5. DIRECTORS' REPORTS AND COMMENTS:

MEMORANDUM



*Dedicated to
Satisfying our Community's
Water Needs*

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, Public & Government Affairs Manager
DATE: February 23, 2017
SUBJECT: FY 2017 Strategic External Affairs Plan

RECOMMENDATION

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

STRATEGIC PLAN

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

This item is updated annually for the Legislative & Public Affairs Committee.

DISCUSSION

A written plan for Mesa Water District's External Affairs department is a key element for advancing the Board's Strategic Plan. Additionally, Mesa Water's FY 2017 Strategic External Affairs Plan will assist in achieving the District's mission -- *Dedicated to Satisfying our Community's Water Needs* -- and vision: *To Be A Top-Performing Public Water Agency*.

Primarily intended to advance Mesa Water's regional commitment (Goal #7), the District's FY 2017 Strategic External Affairs Plan is also designed to support all of the other goals listed in the Board's Strategic Plan. The audiences for Mesa Water's External Affairs activities are: elected officials and other legislative representatives, industry associations and colleagues, media, customers and community members, and Mesa Water's current Board and staff.



The plan includes the following elements:

- Objectives to primarily achieve Mesa Water’s Regional Commitment Goal #7, and to secondarily support the other six goals.
- Tactics to accomplish the External Affairs objectives that matter most for the District, divided into three strategic categories for Regional Commitment:

1) Advocacy & Legislative Affairs
2) Water / Utility / Government Industry Relations
3) Initiative-Related Constituent Relations

- Outcomes (expected results) from implementing the plan.
- Staff levels for Mesa Water’s External Affairs department to implement the plan.

FINANCIAL IMPACT

In Fiscal Year 2017, \$398,000 is budgeted for expenses; \$202,188 has been spent to date.

ATTACHMENTS

Attachment A: FY 2017 Strategic External Affairs Plan



MesaWater
DISTRICT®

**FY 2017 STRATEGIC
EXTERNAL AFFAIRS PLAN**

MESA WATER DISTRICT (Mesa Water®)
FY 2017 Strategic External Affairs Plan
July 1, 2016 – June 30, 2017

Goal: *Actively participate in regional water issues.*

Objectives

A. Direct Advocacy and Legislative Affairs

Actively engage in regional water issues and accomplish the Board's water policy priorities.

- 💧 Attend OCWD and MWDOC meetings, and engage in regional policies potentially impacting the District.
- 💧 Carry out and work to achieve the Board's water policy priorities.
- 💧 Lead Mesa Water's advocacy and legislative activities at the local, regional and statewide levels.
- 💧 Update the Board's policy positions and legislative platforms for priority matters that impact the District.

B. Conduct Water / Utility / Government Industry Relations

Facilitate relevant local, regional and statewide industry relations activities, events, meetings for Board and staff memberships/participation.

- 💧 Leverage and extend current Board and staff participation in local, regional and statewide water / utility / government organizations such as ACC-OC, City Council(s), ISDOC, MWDOC workgroups, OC LAFCO, OCWA, OCWD Groundwater Producers, SAWPA, SCWC, WACO, ACWA, ACWA/JPIA, CalDesal, CSDA, WaterReuse, UWI; and, proactively seek opportunities for additional participation.
- 💧 Develop and support Board and staff participation in business, community, environmental, non-governmental and other associations/organizations as appropriate (i.e., Chamber(s) of Commerce, OCBC, etc.); and, explore new opportunities for participation.

C. Manage / Implement Constituent Relations for Key Initiatives

- 💧 Conduct topical briefings with relevant elected officials and their staff.
- 💧 Educate and inform Mesa Water customers and community about key matters via grassroots outreach activities (i.e., events, meetings, publications, etc.).
- 💧 Execute proactive and reactive initiative-related media relations.

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- 💧 Provide topical communications training and messaging for Mesa Water Board and staff.

Outcomes

1. Create Mesa Water's FY 2017 Strategic External Affairs Plan.
2. Increase water / utility / government industry awareness of Mesa Water to garner positive recognition and enhanced visibility for the District.
3. Establish Mesa Water as a leader of local and regional water and governance issues.
4. Further Mesa Water's "Well Wisher" campaign with networking meetings between the District and industry colleagues, legislative representatives, business stakeholders, and other influential constituents.
5. Positively influence local, regional and statewide water policies important to Mesa Water.
6. Update Mesa Water's legislative platforms and policy positions (each calendar year).

External Affairs Staff

- 💧 **External Affairs Manager** (1 full-time) – Stacy Taylor
- 💧 **External Affairs Assistant** (1 part-time, shared with Public Affairs) – TBD/open