

## REVISED AGENDA

MEETING OF THE  
BOARD OF DIRECTORS OF THE  
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY  
Jointly with the  
**PUBLIC AFFAIRS AND LEGISLATION COMMITTEE**  
November 15, 2010, 8:30 a.m.  
Conference Room 101

**Committee:**

Director Hinman, Chairman  
Director Clark  
Director Dick

Staff: K. Hunt, K. Seckel, D. Cordero,  
K. Davanaugh, D. Burke

Ex Officio Member: J. Finnegan

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MWDOC Committee meetings are noticed and held as joint meetings of the Committee and the entire Board of Directors and all members of the Board of Directors may attend and participate in the discussion. Each Committee has designated Committee members, and other members of the Board are designated alternate committee members. If less than a quorum of the full Board is in attendance, the Board meeting will be adjourned for lack of a quorum and the meeting will proceed as a meeting of the Committee with those Committee members and alternate members in attendance acting as the Committee.

### PUBLIC PARTICIPATION

Public comments on agenda items and items under the jurisdiction of the Committee should be made at this time.

**ITEMS RECEIVED TOO LATE TO BE AGENDIZED** - Determine there is a need to take immediate action on item(s) and that the need for action came to the attention of the District subsequent to the posting of the Agenda. (Requires a unanimous vote of the Committee)

**ITEMS DISTRIBUTED TO THE BOARD LESS THAN 72 HOURS PRIOR TO MEETING --**

Pursuant to Government Code section 54957.5, non-exempt public records that relate to open session agenda items and are distributed to a majority of the Board less than seventy-two (72) hours prior to the meeting will be available for public inspection in the lobby of the District's business office located at 18700 Ward Street, Fountain Valley, California 92708, during regular business hours. When practical, these public records will also be made available on the District's Internet Web site, accessible at <http://www.mwdoc.com>.

### ACTION ITEMS

1. RESOLUTION COMMEMORATING THE 50<sup>TH</sup> ANNIVERSARY OF MOULTON NIGUEL WATER DISTRICT'S

2. EXTENSION OF WASHINGTON, D.C. COUNSEL CONTRACT WITH JAMES C. BARKER AND FEDERAL LEGISLATIVE PRIORITIES FOR 2011
3. CALDESAL CALL FOR NOMINATIONS

**DISCUSSION ITEMS**

4. OUTLINE OF FEDERAL LEGISLATIVE STRATEGY FOR 2011

**INFORMATION ITEMS** - (THE FOLLOWING ITEMS ARE FOR INFORMATIONAL PURPOSES ONLY – BACKGROUND INFORMATION IS INCLUDED IN THE PACKET. DISCUSSION IS NOT NECESSARY UNLESS REQUESTED BY A DIRECTOR.)

5. REGIONAL MESSAGING UPDATE
6. LEGISLATIVE ACTIVITIES
  - a. Washington Update (Barker)
  - b. State and Federal Political Update (Townsend)
7. PUBLIC AFFAIRS ACTIVITIES REPORT
8. NUMBER OF STUDENTS REACHED IN THE MWDOC SCHOOL PROGRAM

**OTHER ITEMS**

9. REVIEW ISSUES RELATED TO LEGISLATION, OUTREACH, PUBLIC INFORMATION ISSUES, AND MET

**ADDITIONAL ACTION ITEM**

10. NOMINATION FOR ACWA REGION 10 BOARD OF DIRECTORS

**ADJOURNMENT**

**NOTE:** At the discretion of the Committee, all items appearing on this agenda, whether or not expressly listed for action, may be deliberated, and may be subject to action by the Committee. On those items designated for Board action, the Committee reviews the items and makes a recommendation for final action to the full Board of Directors; final action will be taken by the Board of Directors. Agendas for Committee and Board meetings may be obtained from the District Secretary. Members of the public are advised that the Board consideration process includes consideration of each agenda item by one or more Committees indicated on the Board Action Sheet. Attendance at Committee meetings and the Board meeting considering an item consequently is advised.

Accommodations for the Disabled. Any person may make a request for a disability-related modification or accommodation needed for that person to be able to participate in the public meeting by telephoning Maribeth Goldsby, District Secretary, at (714) 963-3058, or writing to Municipal Water District of Orange County at P.O. Box 20895, Fountain Valley, CA 92728. Requests must specify the nature of the disability and the type of accommodation requested. A telephone number or other contact information should be included so that District staff may discuss appropriate arrangements. Persons requesting a disability-related accommodation should make the request with adequate time before the meeting for the District to provide the requested accommodation.



**ACTION ITEM**  
November 15, 2010

**TO:** Board of Directors

**FROM:** **Public Affairs & Legislation Committee**  
(Directors Hinman, Dick, Finnegan)

Kevin Hunt  
General Manager

Staff Contact: Karl Seckel  
David Cordero

**SUBJECT: RESOLUTION COMMEMORATING THE 50<sup>th</sup> ANNIVERSARY OF MOULTON NIGUEL WATER DISTRICT.**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors adopt a resolution commemorating the 50<sup>th</sup> anniversary of Moulton Niguel Water District.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting):

**SUMMARY**

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Moulton Niguel Water District is commemorating its 50<sup>th</sup> anniversary this month. Staff recommends that the Board of Directors adopt a resolution commemorating the occasion, which can be presented to Moulton Niguel Water District at a future meeting.

<b>Budgeted (Y/N):</b> N/A	Budgeted amount:
<b>Action item amount:</b>	Line item:
<b>Fiscal Impact (explain if unbudgeted):</b>	

**RESOLUTION  
OF THE BOARD OF DIRECTORS  
OF THE MUNICIPAL WATER DISTRICT OF ORANGE COUNTY  
COMMEMORATING THE 50<sup>th</sup> ANNIVERSARY OF  
MOULTON NIGUEL WATER DISTRICT**

**WHEREAS**, Moulton Niguel Water District was formed on November 16, 1960 when local ranchers came together to create a water agency charged with improving water reliability and ensuring adequate water supplies for their land and livestock; and

**WHEREAS**, at its inception, Moulton Niguel Water District served only eight customers in a service area formed out of two expansive Spanish land grants: Rancho Niguel and Rancho Mission Viejo; and

**WHEREAS**, within four years of its creation, Moulton Niguel Water District initiated its first expansion of service by providing sewage treatment and water reclamation for an area of south Orange County that was quickly transforming from ranch land to ranch homes; and

**WHEREAS**, as its customer base expanded and demand increased, Moulton Niguel Water District began constructing new water delivery pipelines and storage reservoirs to ensure continued reliability; and

**WHEREAS**, Moulton Niguel Water District, having recognized early on the necessity and value of recycled water use to maximize its imported water supply, in 1974 became one of the first water agencies in Orange County to deliver recycled water for irrigation, followed two years later by the initiation of its "Bullrush Project" to treat wastewater in a more natural way; and

**WHEREAS**, Moulton Niguel Water District also played a prominent leadership role during the 1970s in the development of the Allen-McColloch Pipeline which increased the supply of imported water to south Orange County; and

**WHEREAS**, to meet growing and future demand, Moulton Niguel Water District made major investments during the 1980s and 1990s in its water and wastewater systems, including system expansions, construction of a regional wastewater treatment facility, expansion of existing recycled water pipelines, and construction of a dedicated recycled water treatment facility that, by 2005, made recycled water account for 25 percent of the District's water supply – a five-fold increase from the time its recycled water master plan began; and

**WHEREAS**, Moulton Niguel Water District has also made a significant commitment to increase its emergency water reserves through several projects including capacity in the 266-million-gallon Upper Chiquita Reservoir Project and other emergency infrastructure projects that will enable the District to provide water to its customers for longer durations should imported supplies be cut off; and

**WHEREAS**, Moulton Niguel Water District today provides water and wastewater service to more than 167,000 people residing and working in Aliso Viejo, Laguna Niguel, Laguna Hills, Mission Viejo, and Dana Point, and stands ready to meet the challenges of the next 50

years with the same forward thinking and innovation that has driven its efforts during the past 50 years; and

**WHEREAS**, Moulton Niguel Water District remains committed to working on behalf of its customers by continuing to provide a safe and reliable water supply, maintaining affordable water rates, demonstrating fiscal responsibility, and assuming a leadership role in regional efforts to develop new water supplies, including participation in the South Orange Coastal Ocean Desalination Project.

**NOW, THEREFORE, BE IT RESOLVED** that Municipal Water District of Orange County congratulates Moulton Niguel Water District on the occasion of its 50<sup>th</sup> anniversary and wishes the District continued success in all of its endeavors in the years ahead.

Resolved on this Seventeenth Day of November, Two-Thousand-Ten.



**ACTION ITEM**  
November 15, 2010

**TO:** Board of Directors

**FROM:** **Public Affairs & Legislation Committee**  
(Directors Hinman, Dick, Finnegan)

Kevin Hunt  
General Manager

Staff Contact: Karl Seckel  
David Cordero

**SUBJECT: EXTENSION OF WASHINGTON, D.C. COUNSEL CONTRACT WITH  
JAMES C. BARKER AND FEDERAL LEGISLATIVE PRIORITIES FOR 2011**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors approve a one-year contract extension with James C. Barker for Washington, D.C. counsel services for 2011 at a cost not to exceed \$8,000 per month plus expenses. The scope of work will be based on the priorities outlined in this report.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting):

**SUMMARY**

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James C. Barker has provided federal legislative advocacy services to the Municipal Water District of Orange County since 2003. His primary objectives during this time have been to secure federal funding assistance for the District’s water reliability efforts, ocean water desalination and the Smart Irrigation Controller program.

Additionally, Mr. Barker works closely with staff each year in developing the District’s funding request strategies and also serves as its “on the ground” representation in meetings with committee staff, Members of Congress, Congressional personal staff, administration and department officials, and others. Mr. Barker is also responsible for recommending and

<b>Budgeted (Y/N):</b> Yes	Budgeted amount: \$48,000
<b>Action item amount:</b> \$96,000	Line item: 21-7040
<b>Fiscal Impact (explain if unbudgeted):</b> The additional \$48,000 is reimbursed by the South Orange Coastal Ocean Water Desalination project participants. Contract is calendar year, budget is fiscal year.	

scheduling meetings for District directors/staff with Congressional members and these other representatives throughout the Congressional session.

Mr. Barker will continue working with MWDOC to identify priorities and opportunities as well as implement strategies for securing funding support in the FY 2012 federal budget and seek federal authorizations for various MWDOC projects. The priorities outlined below represent the scope of work upon which Mr. Barker's contract with the District would be extended for the 2011 calendar year.

➤ **Seek funding towards the South Orange Coastal Ocean Desalination Project Bill for Federal Funding.**

MWDOC has received \$875,000 in federal funding appropriations to date, plus federal grants from the Bureau of Reclamation and Environmental Protection Agency in excess of \$500,000. We are waiting to hear on our pending request of \$1.3 million for FY2011.

Our strategy for 2011 (FY 2012) will be to seek a legislative authorization and federal funding for this project in the Water Resources Development Act (WRDA) or other legislative vehicles depending upon what recommendations we may receive from meeting with various House and Senate contacts. We will emphasize the critical nature of California's Water Supply situation and how this project provides a NEW source of water in an environmentally sensitive manner and it could have technology applications in many coastal areas of the United States.

There will be coordination between the District and members of the Orange County Congressional Delegation and Senators Boxer and Feinstein to ensure support for the request. Additionally, the District will collaborate with the five participating desal agencies (Laguna Beach County Water District, Moulton Niguel Water District, San Clemente, San Juan Capistrano, and South Coast Water District) and keep them engaged as stakeholders in this process.

➤ **Provide assistance to other Orange County entities in helping their projects to move forward. These might include:**

- GWRS Expansion
- Poseidon Huntington Beach Ocean Desalination Project
- Title XVI Projects
- North Orange County Water Recycling Project
- Other

➤ **Seek an appropriation for the Smart Irrigation Controller Program.**

Funds will again be requested through the U.S. Department of Agriculture's Natural Resources Conservation Service to support this program. To date, MWDOC has received approximately \$552,000 in federal funding with approximately \$4.5 million being spent on this program which has put about 4,670 controllers into operation. Additional funding would allow further expansion of the program and cover ongoing program management expenses. MWDOC is slated to receive another \$134,000 in the FY 2011 appropriations bill.



**ACTION ITEM**  
November 17, 2010

**TO:** Board of Directors

**FROM:** **Public Affairs & Legislation Committee**  
(Directors Hinman, Dick, Clark)

Kevin Hunt  
General Manager

**SUBJECT: CAL DESAL CALL FOR NOMINATIONS**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors: Review and discuss.

**COMMITTEE RECOMMENDATION**

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To be determined.

**SUMMARY**

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Earlier this year, the Board approved a financial contribution of \$5,000 to the CalDesal (a start-up advocacy organization regarding desalination).

On December 1, 2010 (at the ACWA Conference), CalDesal will hold its first membership meeting at which time it will be necessary for the membership to adopt the bylaws, confirm Board members, and confirm the Executive Committee members.

CalDesal has issued a "Call for Nominations" from its members, and staff is recommending the Board discuss who would be the appropriate board member to represent MWDOC and cast its ballot for Executive Committee member at the December 1<sup>st</sup> meeting.

<b>Budgeted (Y/N):</b>	Budgeted amount:
<b>Action item amount:</b>	Line item:
<b>Fiscal Impact (explain if unbudgeted):</b>	



# CalDesal Email Alert

November 3, 2010

## Call for Nominations:

Our upcoming Membership Meeting is fast approaching. Our meeting is going to be held at the Renaissance Esmeralda Resort during the ACWA conference. Please note your calendar for 7:00 am on December 1, 2010 in the meeting room called Malta A & B.

At the meeting, we will:

- Adopt By Laws
- Confirm Board Members
- Confirm Executive Committee

As a voting member, we need your help. Please review and respond to the following list of items needed.

1. Designate a board member from your organization
2. Confirm board member will attend Membership Meeting on December 1, 2010 or designate a representative that will attend on behalf of board member
3. Submit nominations for the Executive Committee that will be reviewed by the Nominating Committee to slate for a vote at the Membership Meeting

We ask that you send in your response via email to [carrief@caldesal.org](mailto:carrief@caldesal.org) no later than November 17, 2010 by 3:00 pm.

## Upcoming Events:

### **CalDesal Membership Meeting**

Save the Date:  
Wednesday, December 1, 2010  
7:00 am  
Renaissance Esmeralda Resort & Spa

### **CalDesal-Mixer**

Please join us at Stir Lounge  
In the  
Renaissance Esmeralda  
Resort & Spa  
Wednesday, December 1, 2010  
4:00 – 5:30 pm



- **Strategic Meetings** – Periodic meetings with Members of Congress and their staff, key committee staff, administration officials, agency and department representatives in Washington D.C., etc. will continue during 2011. Continuing to represent MWDOC at these meetings would be Karl Seckel and Director Barbre, as well as Jim Barker and representatives from Townsend Public Affairs.
- **Briefings with Congressional Members & Staff (Orange County)**  
MWDOC staff is working with Townsend Public Affairs (TPA) to schedule meetings for the Directors with the Members of the Orange County Congressional Delegation and their district office staff. These meetings will occur through the end of 2010 and into 2011. The purpose of the meetings is to update the Members on the status of MWDOC's water reliability efforts, its federal funding initiatives, as well as discuss any federal legislation of interest or concern. A second round of briefings could be scheduled as needed later in 2011.
- **Orange County Legislative Staffers Briefing**  
For the past two years, MWDOC has hosted a briefing for the legislative staffers who represent Orange County supervisors, state legislators and Congressional members. It has provided an opportunity for the District to present information on state, regional and local water issues, water supply allocations, the water bond, and other issues of interest. The briefings have been presented as a lunch event in the MWDOC/OCWD Board Room and attendance has been extremely strong on both occasions. Staff intends to host this briefing again in 2011, in addition to the formal district office briefings with legislators and their staff which are in the process of being scheduled.
- **Orange County Water Issues Briefing & Luncheon (Washington, D.C.) –**  
MWDOC has historically co-hosted with Orange County Water District an annual Orange County Water Issues Briefing & Luncheon for the Orange County Congressional Delegation and their staff. The event has been held in conjunction with the ACWA Washington D.C. Conference in February or March. The briefing is usually well-attended by Members and staff and in recent years has been expanded to allow MWDOC member agencies to present information on reliability projects for which they are also seeking federal funding.

OCWD opted out co-hosting the 2010 briefing so it could concentrate its resources on a different federal outreach event, leaving MWDOC to host the event on its own. Despite the loss of participation and cost-sharing by OCWD, the briefing was again a success and well attended by Congressional Members and member agencies alike.

Funding for a 2011 briefing was eliminated from the FY 2010/11 budget in an effort to reduce non-essential travel and conference-related expenses. When the briefings began more than a decade ago, MWDOC was relatively unknown in Washington, D.C. The briefing provided the District with a once a year opportunity to meet with the Orange County Congressional Delegation and their key Capitol staff to update them on water issues affecting Orange County. As it has actively pursued federal funding in recent years, however, MWDOC has established itself as a presence in Washington, D.C. and has built relationships that are now reinforced by the periodic visits staff and directors make to provide updates and advance the Districts' funding objectives. As a result, the briefing neither serves the same purpose nor provides the same value that it once did. It has become ancillary to the more direct and effective

dialogue MWDOC now enjoys on a more regular basis. Furthermore, the amount of staff time and money spent organizing the event, coordinating and preparing materials, traveling, etc. for a 90-minute briefing is difficult to justify as public agencies across California are confronting many difficult economic choices affecting their workforce and their core services and activities.

One of the arguments in support of the briefing continuing is that it does provide a service to the Members and their staff as well as the MWDOC member agency that participate. The Members and their staff get a “big picture” education on the extent and types of water reliability projects being undertaken by the member agencies in Orange County, while the member agencies are provided a forum in which they can highlight their projects and solicit support for their federal funding requests from the members of the Orange County delegation in attendance.

If the Committee wishes for MWDOC to host a 2011 briefing and luncheon event in Washington, D.C. and that it be held in conjunction with the ACWA D.C. Conference, staff will need direction by the December PAL Committee meeting so planning may commence. The ACWA Washington D.C. Conference will be held March 1-3, 2011 at the Washington Court Hotel. The additional cost to the District for producing this event is approximately \$8,000, including staff time planning the event, preparing and printing materials, catering, and having one director and staff member in attendance. This does not include registration and other costs related to the ACWA conference.

- **Potential Federal Legislative Issues for 2011**

The Metropolitan Water District of Southern California (Metropolitan) is currently in the process of developing its own legislative agenda and priorities for 2011. Below are preliminary federal issues that Metropolitan staff has identified and proposed for the consideration of their Board. A formal adoption of these priorities is anticipated in December. MWDOC staff recommends that the District monitor the adoption of Metropolitan’s federal priorities for 2011 and that it provide support to Metropolitan in advancing its agenda, as appropriate.

- **Bay-Delta Improvements**
  - Support WRDA authorization to include Bay Delta Conservation Plan (BDCP) projects and initiatives.
- **Salinity Management**
  - Support funding authorization for ongoing research and management of salinity
- **Colorado River Supply Initiatives**
  - Support initiatives to protect/improve water quality (uranium, chromium, perchlorate, etc.)
- **Energy Initiatives**
  - Continue to pursue long-term contract for hydropower generated at Hoover Dam.
- **Invasive Species Mitigation**

- Support funding authorization for mitigating the ongoing impacts of Quagga Mussels.
- **Chlorine Gas as a Disinfectant**
  - Continue to support local jurisdiction over the use/storage of chlorine gas as a disinfectant

Staff welcomes director input and suggestions regarding this draft outline of federal legislative activities for 2011.



## INFORMATION ITEM

November 15, 2010

**TO:** Public Affairs and Legislation Committee

**FROM:** Kevin Hunt, General Manager                      Staff Contact: Darcy M. Burke

**SUBJECT: REGIONAL MESSAGING UPDATE**

### SUMMARY

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The Family of Orange County Water Agencies developed a regional messaging effort in 2009. This effort was driven by a number of key external factors including pending water allocations. The message was a collaborative effort that included MWDOC member agencies as well as the Three Cities. The message that resulted from this collaboration was Water: Do More with Less. As Metropolitan Water District of Southern California reconsiders water allocations, a review of the regional messaging goals, strategy and results should be re-visited.

### DETAILED REPORT

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In December of 2008, a federal court decision placed pumping restrictions on the State Water Project and the Central Valley Project. Along with these restrictions were a number of other drivers to develop a comprehensive, cohesive outreach plan. These drivers included:

- Extended drought on the Colorado River
- The need to develop a long-term Delta solution
- Water allocations
- 20% reduction by 2020
- Extended dry period locally

In response to these external factors, a comprehensive communications plan was developed. The plan identified regional, long-term messaging goals, an appropriate marketing strategy, outreach efforts and including new channels. The plan utilized a Guerrilla Marketing Strategy. This strategy was selected because it relies on time, energy and imagination with minimal budgeting requirements. Its format is unexpected and interactive.

The messaging goals that were outlined in the plan and developed over six months with the Family of Orange County Water Agencies were stated as follows:

- Must be sustainable
- Must be positive

- Must be customizable at the retail agency level
- Must focus on water-use efficiency, NOT conservation
- Must build a brand of Orange County's commitment to sustainability and resource stewardship
- Must be weather resistant

The message itself, Water: Do More with Less was developed in a collaborative manner over a six month time frame. It was clear in these meetings that there was a desire to do more at the retail level, but there was a clear lack of resources. This program is unique in many ways. The ultimate goal is to engage residents and businesses; not just inform them. The approach reaches all ages, but especially had been successful with the young adults. The methodology of developing strategic partnerships enhances the strategy of unexpected messages and with the face to face opportunities provides a truly interactive approach.

Many of Metropolitan's other member agencies are struggling with messaging and outreach approaches as water allocations are being re-considered. The Family of Orange County Water Agencies messaging will stay the same. The focus on efficiency meets the long term messaging goals originally addressed in the development of the message and strategies. Although Metropolitan may choose to suspend current allocation levels, the need to improve the overall efficiency and meet other mandates has not changed. Water allocations are part of an overall approach to sound water resource management. The current messaging and outreach strategy is in place to build on current water efficient practices and to expand the engagement of Orange County residents and business in the complex water issues facing southern California and beyond. Although the intensity of the messaging can be adjusted to address supply concerns, the overall concept of increasing efficiency stays the same.

**Public Affairs and Legislation  
Committee;  
Regional Messaging Update**

**Darcy M. Burke, M.B.A.  
Director of Public Affairs**



**Today's Agenda**

- **Drivers for regional messaging**
- **Communications Plan**
- **Marketing Strategy**
- **Regional Goals & Messaging**
- **Other Metropolitan Member Agency efforts**
- **Results**
- **Next steps**



## ***2009: Drivers for Communications Plan***

- **Pumping restrictions on State Water Project**
- **Extended drought on the Colorado River**
- **The need to develop a long-term Delta solution**
- **Water allocations**
- **20% reduction by 2020**
- **Extended dry period locally**



## **Communications Plan**

- **Identify regional long-term messaging goals**
- **Determine appropriate marketing strategy**
- **Effectively use existing outreach efforts as part of overall tactics**
- **Include new and emerging tactics**



## Guerrilla Marketing Strategy

- Unconventional system of promotions
- Relies on time, energy and imagination
  - Minimal budgeting requirements
- Unexpected
- Unconventional
- Interactive



## Regional Messaging Goals

- Must be sustainable for the long term
- Must be positive
- Must be customizable at the retail agency level
- Must focus on water-use efficiency, NOT conservation
- Must build a brand of Orange County's commitment to sustainability and resource stewardship
- Must be weather-resistant



## Campaign Development

- **Met with Family of Orange County Water Agencies**
  - Each agency doing different outreach activities
  - Using different messages
  - Desire to do more, but lack of resources
- **Development of regional conservation message**
  - **Positive**
    - Emphasis on long-term change – improved efficiency
  - **Customizable**
    - Agreement from everyone



**WATER: DO MORE WITH LESS**



## The Program Is Unique

- **Goal: engaged residents and businesses instead of informed**
- **Audience: all ages, esp. young adults**
- **Message: *Do More with Less*, focus on efficiency NOT conservation**
- **Methodology: strategic partnerships, messages in unexpected places, face to face interaction**
- **Partners: non-traditional**
- **Duration: Long term**



## Metropolitan Member Agencies

- Many member agencies focused on “conservation”
- Many have express concern if allocations are lifted or suspended
- Many focused on short term results rather than long term solutions
- Many use penalties and “water police” to raise awareness
- Most messaging is on a hiatus



## Results

- Campaign continues
  - Can be enhanced if/when allocation levels change
  - Effective in meeting water-use efficiency goals
  - Long term engagement
  - Increased awareness of water as an issue
- MWDOC achieved 10% below allocated amount
  - Over 22% below baseline amount
- Business community engaged
- Residents engaged



## Next Steps

- Continue regional messaging
- Continue focusing on efficiency, *not conservation*
- Continue engaging residents and business
- Continue to develop strategic partnerships
- Engage and educate on water issues for the long term



## Questions?



***Municipal Water District of Orange County***  
***Washington Update***  
***November 9, 2010***

**Note:** With the significant Republican election victories at hand, the GOP, particularly on the House side, is mapping out an aggressive agenda for the new Congress that calls for a radical reduction in government spending, a hard line stance against new taxes and a reexamination of federal regulations. With a national unemployment rate at 9.6 per cent and with various regional pockets of unemployment far in excess of that amount, much of the Republican effort will also be aimed at trying to create new jobs in the economy.

One of the many proposals being discussed involves a move to slash federal spending and reduce the size of the federal government. One preliminary proposal would cut federal spending by approximately 15 to 20 per cent, bringing our spending rate back to approximate 2007-2008 levels. House Republicans are discussing implementing a one year “earmark moratorium” again this year, but such a plan has not been approved by the House Republican Conference and will not be debated until the New Year. Meanwhile on the Senate side, the Democrats still control that body currently at 59-41 but will see the margin change to 51-47-2 (the two Independents will caucus with the Democrats) in the New Year.

House Democrats and the full Senate have steadfastly refused to implement any kind of earmark moratorium, in part because “federal earmarks” only account for roughly one per cent of federal spending.... (And if earmarks were totally eliminated, that one percent of spending, there would still be significant pressure and a critical need to provide federal funding for such programs either through the federal budgeting process with decisions to be made by federal administrators or through funds provided by a federal grants process. So as a matter of fact, there would not be a reduction of one per cent of the budget, much of the spending would simply be shifted with other offices deciding on how the funds should be spent.)

Any kind of significant spending reduction will mean reducing budgeted programs affecting programs in the commerce, education, transportation, interior, defense and EPA budgets, among others. The key to such a spending reduction will also turn on whether or not Republicans will either seek to slow the growth of defense or entitlement programs or both (read here federal spending for the aged, the handicapped, children, social security, veterans, etc.) or outright reduce spending in many of these program areas. And although largely ignored from a budgetary standpoint through 2001-2007, observers are now calling into question our nation’s defense spending which has soared with our country in its ninth year of war in the Middle East, which has had a significant spending and budgetary impact on our economy over and above any social spending policies.

Congress will return to finish the FY2011 Appropriations Bills the week of November 15<sup>th</sup>. *MWDOC currently has a standing House appropriation for \$134,000 and a \$1.3 Million request before the Senate still waiting for action.* Most observers believe we will see a rescission (a certain percentage reduction in spending) adopted by both Houses of Congress that will bring spending down to about 2008 levels. Earmarks, like other federal programs, would be reduced by the same percentage amount.

In addition to the need to deal with passage of the end of year appropriations bills, Congress intends to hold several oversight hearings on the foreclosure crisis in the country. Of course, Republicans are beginning to draft an agenda that will prompt the reconsideration of the Obama Health Care Package and other bills and programs, beginning in 2011.

Significantly, the MWDOC strategy to seek a federal legislative authorization for the Ocean Water Desalination Project overcomes much of the controversy surrounding earmarks and continues to be a sound course of action for the District.

**LEGISLATIVE REQUESTS FOR 2010**

<i>Potential Source of Funding</i>	<i>Description</i>	<i>Amount Requested</i>	<i>Status</i>
<b>Natural Resources Conservation Service (NRCS) – U.S. Dept of Agriculture</b>	SmarTimer Irrigation Controller Installations	\$0.5M	<p>The House Agriculture Appropriations Subcommittee met on June 30, 2010 and marked up its FY2011 Spending Bill. The Subcommittee allocated \$134,000 out of the Natural Resources Conservation Service Account for the MWDOC Irrigation Efficiency Program (SmarTimers). Congresswoman Loretta Sanchez was the sponsor of this Congressionally Directed Spending. Again, remember that none of the House Republicans from Orange County submitted any funding requests for any projects this year as part of the their one year moratorium on Congressionally Directed Spending.</p> <p>Once the program is fully implemented, there will be a significant annual reoccurring savings of some 30,000 acre feet of water. \$150,000 was received for this project for MWDOC for this fiscal year, FY2010.</p> <p>Senior Committee Staff have advised us that this new funding should be accepted by the Senate.</p>

<p><b>South Orange Coastal Ocean Water Desalination Project</b></p>	<p>Federal Appropriations and an Authorization for Federal Funds for the Desalination Project</p>	<p>\$1.3 M</p>	<p><b><i>Appropriations:</i></b>  To review, \$875,000 in federal funds were appropriated for a State and Tribal Assistance Grant (STAG Grant) for the Municipal Water District of Orange County for water infrastructure for the current fiscal year, FY2010. MWDOC is in the process of receiving these funds.</p> <p>MWDOC submitted a \$1.3 Million funding request with the Orange County Delegation and the two Senate Offices for federal funds for the South Orange Coastal Water Desalination Project. Senator Boxer has submitted this request to the Interior Appropriations Committee. While Senator Feinstein’s Office has continued to express support for our Desal Project, she did not submit a request for an appropriation to the Appropriations Committee.</p> <p>This funding is planned for the South Orange Coastal Ocean Water Desalination Project.</p> <p><b><i>Authorizations:</i></b>  To review, Senator Feinstein submitted a request to the Senate Environment and Public Works Committee (EPW Committee) for a \$1,000,000 Authorization for the MWDOC Desal Project. This proposed authorization, which still needs passage by the Committee and the Congress, would be part of the Water Resources Development Act or “WRDA” bill. This type of authorization is considered an “authority” for the Army Corps of Engineers to perform the work for this vital project.</p> <p>Senator Boxer’s Office has still not announced what projects they are officially submitting for Senate consideration. Senate EPW Committee Staff have advised us that over 245 California Projects were submitted to Senator Boxer’s Office. Because Senator</p>
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			<p>Boxer is Chairwoman of the Senate EPW Committee, she has asked that her Committee Staff review the merits of each submitted project. <i>She has also asked that the Army Corps of Engineers provide her with a report as to which projects are meritorious.</i> The Committee in turn has not announced the results of that review.</p> <p>There is a Senate EPW Committee Hearing on WRDA scheduled for November 17, 2010 at 10am.</p> <p>The Committee Staff does not know when they will be able to report which California Projects from the Boxer Office will be submitted to the Committee for inclusion in the WRDA Bill or when that announcement will be made.</p> <p>Given that the lame duck session will likely only deal with “must pass” pieces of legislation, the chances of WRDA passing in the lame duck session are now next to zero. That said, should there be formal committee consideration of the bill in the Senate, it is still very important that the South Orange Coastal Ocean Desalination Project be recommended for inclusion into the Bill this year, because that list will likely be the starting point for a bill next year.</p> <p>Meanwhile in the House, the House T&amp;I Committee passed its version of the WRDA Bill during the last week of July. Republican Members of Congress were not able to include any projects in the bill due to the one year moratorium discussed earlier. Most observers believe the House and the Senate will launch a new WRDA Bill early next year in earnest.</p>
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## GENERAL CONGRESSIONAL UPDATES

<b>Congressional Session Status</b>	<p>The new 2011-2012 political party make up in the Congress will be:</p> <p>Senate -- 51 Democrats to 47 Republicans, Independents –2.</p> <p>In the House, there are still a number of contested elections conducting recounts (11), but at the present time the current picture is 240 Republicans to 184 Democrats or a Republican pick up of 61 seats. To put this in a historical perspective, this is the most one party has gained in the US House of Representatives since the 1946 election.</p> <p>Senator Feinstein may switch Appropriations Chairmanships and become Chairman of the Senate Energy and Water Appropriations Subcommittee, a potential major benefit to California water interests. Of note, many, if not most of our Orange County Republican House Members, are likely to receive House Subcommittee Chairmanships during this next two year cycle.</p>
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## MEMORANDUM

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**To:** MWDOC Public Affairs and Legislative Committee

**From:** Christopher Townsend, President  
Heather Dion Stratman, Senior Director  
Dana DeBeaumont, Federal Legislative Director  
Casey Elliott, Senior Legislative Director  
Matthew Hicks, Associate

**Date:** November 8, 2010

**Subject:** State and Federal Political Update

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### **I. California Election Update and Analysis:**

Millions of Californians went to the polls to cast their ballot in the State's General Election. While hundreds of thousands of absentee and provisional ballots remain to be counted, the outcome of nearly all the races and ballot measures on the ballot are known, with the exception of the Attorney General's race which still has 1 million ballots to count. Attached you will find two documents, one providing the outcome of the statewide ballot measures and constitutional officers, and the other providing the outcome of legislative races. Both documents are based on election night results, and are therefore subject to change as the remaining absentee and provisional ballots are tallied. Below please find an early analysis of the outcomes of several races, we will provide additional information in the coming days, particularly as it pertains to information about the new Administration.

### **Governor**

The voters of California elected Democrat Jerry Brown as their next Governor. Brown defeated his Republican opponent, Meg Whitman, 53.8% to 41.2%. As a result of Brown's election, starting next year the Administration and both houses of the State Legislature will be controlled by the Democratic Party. While Brown has campaigned on a platform of "working together as Californians", it is highly likely that the Legislature and Governor will work together to advance many priorities of the Democrats that have stalled under the Schwarzenegger Administration. As Brown begins to assemble his transition team and assume his role as Governor over the next few months, his staff will

begin to take shape. It is likely that there will be a near complete turnover in Governor's Office staff; additionally, new State Agency and Department leadership will be appointed to reflect the priorities of the new Administration.

### **Legislature**

Across the country, there was a tidal wave of change. That change did not extend to the California State Legislature. While, due to the natural turnover from term-limits, a total of 38 new members were elected to the State Legislature, not one incumbent lost their bid for re-election and it appears that only one legislative seat will change partisan hands.

Overall, ten new members were elected to the State Senate; eight of the new members were previous members of the State Assembly and two are new to the State Legislature. The State Senate saw no overall change in their partisan composition, as the most competitive race, Senate District 12, ended up not being very competitive at all. SD 12, previously held by Republican Jeff Denham, was originally drawn as a Democratic seat after the 2000 census, but had been held by Republicans since 2002. The Senate Democrats put significant resources behind their nominee, Assembly Member Anna Caballero; however, she currently trails the Republican Mayor of Ceres, Anthony Cannella by 5.2%, or 6,600 votes. Other races that some thought might be competitive, turned out to be easy victories. SD 34, held by Orange County Democrat Lou Correa, was thought to be a seat that the Republicans might be able to pick up; however, over 63% of voters re-elected Senator Correa. Due to the recent passing of Senator Oropeza, some thought that the Republicans might be able to pick up SD 28; however, Senator Oropeza won the seat posthumously with over 58% of the vote. A special election will be held early next year to fill the vacancy.

There was a little more change in the State Assembly, with 28 new members being elected to that body and the Democrats picking up one seat. Assembly District 5, previously held by Roger Niello, looks like it will be won by Dr. Richard Pan. Dr. Pan currently has a 3,300 vote lead over his Republican challenger Andy Pugno. As was the case in the State Senate, the races which many thought would be competitive in the Assembly turned out to be relatively easy victories for incumbents. The Assembly Republicans put significant resources into challenging Democratic three incumbents: Alyson Huber (AD10), Joan Buchanan (AD15), and Marty Block (AD78); however, in all three cases the incumbent Assembly Members won re-election.

### **Statewide Ballot Measures**

There was mixed success for ballot measures, with four of the nine statewide measures passing. The measures that were approved by voters were: Prop 20 (requires Citizens Redistricting Commission to establish boundaries for Congressional Districts); Prop 22 (protects local revenues, including redevelopment and transportation funds, from the State); Prop 25 (lowers the vote threshold for adopting the state budget from a 2/3 vote

to a majority vote); and Prop 26 (raises the vote threshold for adopting fees from a majority vote to a 2/3 vote).

The measures that were approved by voters are all very “inside baseball” in nature, but have the potential to significantly change the way that business is conducted in Sacramento. The two measures that will likely receive the most attention are Propositions 25 and 26, which both alter voting thresholds, but in different directions. Proposition 25 lowers the voting threshold for the state budget to a majority vote, which has been a high priority for Democrats for a very long time. The passage of Prop 25 essentially means that the Democrats can adopt a budget without receiving a single vote from legislative Republicans; a power that Democrats say will improve the budget process. However, the passage of Proposition 26 will throw a wrinkle into the Democrats’ plan since now a 2/3 vote is required for the raising of fees. The new provisions of Proposition 26, when combined with current law requiring a 2/3 vote for the raising of taxes, will result in the Democrats needing to secure Republican votes for nearly all revenue proposals tied to the budget.

## **II. Federal Election Update and Analysis**

Washington D.C. is just beginning to digest the changes that are expected with the new Congress. Republicans won control of the House, even though California bucked the national trend. Two of the state’s Democratic-held seats remain undecided – the 11<sup>th</sup> congressional district (Jerry McNerney who leads by 121 votes) and the state’s 20<sup>th</sup> congressional district (Jim Costa who trails by approximately 1,800 votes).

With Democrats maintaining slim control of the Senate, Senator Barbara Boxer will keep her chairmanship of the Environment and Public Works Committee. Senator Dianne Feinstein will likely assume leadership of the Energy and Water Appropriations Subcommittee, both critical committees for MWDOC water interests.

Current House Minority Leader John Boehner of Ohio is expected to become the next Speaker of the House of Representatives. Our DC team enjoys a longstanding personal relationship with him, his family and his staff. California’s Kevin McCarthy of Bakersfield, who our TPA DC team works closely with (and our Associate Matthew Hicks interned for), is expected to be the state’s highest ranking House Republican as his party’s Whip.

Several Republicans from California are likely to become chairman of House committees: Jerry Lewis/Appropriations, Howard McKeon/Armed Services, Dan Lungren/House Administration, Darrell Issa/Oversight and Government Reform, David Dreier/Rules and Elton Gallegly/Intelligence. We also expect Democrat Representative Sam Farr to assume chairmanship of an appropriations subcommittee, most likely the Military Construction, Veterans Affairs and Related Agencies Appropriations Subcommittee.

TPA enjoys relationships with these Members and their staffs as well as most others in the delegation. Additionally, TPA enjoys a longstanding relationship with Representatives-elect Karen Bass, who replaces retiring Rep. Dianne Watson, and Jeff Denham, filling the seat vacated by George Radonovich. Both of these new Members served in the California legislature.

An issue of concern, however, is whether the Republicans will extend their current earmark moratorium that prohibits its Members from requesting direct line-item appropriations as well as their moratorium on projects requests in the Highway Authorization and Water Resources and Development Act authorization legislation in addition to introducing legislation that benefits a particular entity.

The issue of appropriations and Member interests remains fluid and will include reforms at the very least. One likely reform will probably require explicitly listing how all new spending will be paid for and how it conforms to the spirit of the U.S. Constitution as a federal responsibility.

Early indications are that the first legislation that the 112<sup>th</sup> Congress hopes to consider is extending the Bush Administration tax cuts, followed by repeal of portions of recently enacted healthcare reform.

There also are rumblings that Republicans hope to move a transportation authorization bill sometime next year, and the incoming Chair of the Transportation and Infrastructure Committee Chair, John Mica said this week that he will try to "cut red tape" and speed the approval process for infrastructure projects.

Congress returns to DC the week of November 15 and no votes are expected until November 17 at the earliest. Each party is expected to use this week to elect leaders and organize for the 112<sup>th</sup> Congress. Congress is also expected to return to the Nation's Capital again the week of November 30. This is when we expect the 111<sup>th</sup> Congress to address Fiscal Year 2011 Appropriations.

**Public Affairs Activities Report**  
**October 18, 2010 – November 14, 2010**

<p><b>Client Agency Relations</b></p>	<p>The public affairs department developed the monthly public affairs toolkit and distributed it electronically to the member agencies. The toolkit contained a flyer for a free crisis communication workshop at UCLA, a flyer for the November 4 Water Policy Dinner, a presentation from the US Air Force on social media protocol, and more.</p> <p>Jessica developed a mural project proposal for the City of Fountain Valley. MWDOC, Operation Clean Slate, and the City are proposing to develop a water awareness mural through grant funding received from Metropolitan. The mural design incorporates the artwork from the 2010 Poster and Slogan Contest while reminding residents to use water wisely. The mural would potentially be painted on the side of a reservoir or on a City structure at Mile Square Park.</p> <p>Jessica is planning the next Public Affairs Workgroup meeting, which will take place on Tuesday, November 16 at MWDOC. The meeting will feature a discussion on nomenclature: water use efficiency vs. conservation; a discussion on how to keep the water awareness message alive; an election recap; an update on strategic partnerships; and more.</p>
<p><b>Community Relations</b></p>	<p>Colonel Foley is scheduled to co-host a State Water Project inspection trip November 12-13. Darcy and Tiffany are providing staff support. The trip will be co-hosted with Director Randy Record and staff from Eastern Municipal Water District, as well as Director Glen Peterson and staff from Las Virgenes Municipal Water District. A complete guest list was distributed to the MWDOC Board and MWDOC Metropolitan Directors prior to the trip.</p> <p>Darcy and Tiffany are coordinating a special Inspection Trip for six members of the Orange County Grand Jury on Tuesday, November 9. This trip will feature a visit to Diemer Water Treatment Plant in Yorba Linda.</p>
<p><b>School Program</b></p>	<p>To date, Discovery Science Center has booked 47,101 students in the water assembly program. So far this school year, 13,862 students have been taught.</p> <p>Jessica and staff of Discovery Science Center continue to meet individually with the member agencies regarding additional funding for the School Program. During the past month, meetings were held with La Habra, San Juan Capistrano, and Mesa Consolidated. As result of the meetings, eight MWDOC member agencies have</p>

	<p>committed to funding an additional 9,319 students (total). When combined with the MWDOC-funded total of 42,850 and the three cities' 14,634 students, this brings the total number of students served through the program to 66,498. A detailed report was provided to the PAL committee in October.</p>
<p><b>Media Relations</b></p>	<p><b><u>Trinity Broadcasting Network</u></b>, Director Thomas and Darcy taped a segment on the Bay Delta and Water Use Efficiency to be aired November 19 and 22. Sue Perez was the host. This was MWDOC's third annual fall appearance. Copies are available for the Board to review.</p> <p><b><u>Patch. Com</u></b>, reporter Debbie Tharp contacted Darcy with interview questions for Colonel Foley. Colonel Foley completed the interview which should appear in a south Orange County edition sometime this year.</p> <p><b><u>The Orange County Register</u></b>, reporter Claudia Koerner, published a small article regarding the election of Colonel Foley as Chairman of Metropolitan Water District of Southern California on October 28, 2010. A copy of the article is attached.</p>
<p><b>Special Projects</b></p>	<p>Darcy continues to work with Ed Means as it relates to the Strategic Review. Efforts are now focused on developing the scorecard and tactics.</p> <p>Darcy and Jessica assisted with a small open house for the South Orange Coastal Ocean Desalination Project on October 28. This open house was for the California Water Environment Association's (CWEA) Young Professionals group. The next open house will be held on November 17th for the Orange County League of Women Voters.</p> <p>Darcy is working with Metropolitan staff to coordinate Chairman-Elect Foley's reception on Monday, January 10, 2011 at Union Station. The reception will follow committee meetings that day.</p> <p>Director Barbre, Darcy and Jessica are scheduled to meet with Pete Weitzner of Chapman College on November 10<sup>th</sup>, regarding MWDOC's audio visual needs and possible services the college could provide.</p> <p>Darcy conducted a new employee orientation on October 19 for three new employees.</p> <p>Jessica, David, Darcy, Tiffany Baca and Tiffany Bui planned and staffed the Water Policy and Forum dinner on Thursday, November 4, 2010. A reception honoring Director Linda Ackerman's appointment to the Santa Ana Regional Water Quality Control Board was held immediately prior to the dinner. Attorney Greg Wilkinson was the featured speaker. The next Water Policy Forum</p>

	<p>and Dinner is currently being planned for January. Colonel Foley will be the featured speaker.</p> <p>Darcy assisted Richard with an informative flyer regarding the red coloration of the rocks on the jetty near the South Orange Coastal Ocean Desalination Project.</p> <p>David and Jessica worked with staff of OCWD to develop an OC Water Hero newsletter. The newsletter was distributed electronically to participants in the Water Hero program.</p> <p>Jessica attended a free Crisis and Risk Communication workshop at UCLA on October 14. The workshop featured risk communication expert Doctor Vincent Covello. Jessica is working with the University of California's Institute on Global Conflict and Cooperation to bring a condensed version of the all-day workshop to Orange County (at no cost). The abbreviated workshop is tentatively scheduled for January 18 with the public affairs workgroup.</p> <p>On October 19, Jessica participated in the first planning meeting for the 2011 Children's Water Education Festival. The 2011 event will be held March 23-24 at the Richard Nixon Library in Yorba Linda. MWDOC will continue to be a presenting sponsor – with OCWD, NWRI, and Disneyland – for this event.</p>
<p><b>Water Use Efficiency Marketing</b></p>	<p>Jessica worked with the water use efficiency department to develop a survey regarding the monthly water use efficiency coordinators meetings. The survey was distributed electronically to the member agencies in an effort to get their feedback on how we can improve these meetings. Survey results were compiled and presented to the department for discussion. Based on the results, staff will be making the following changes to the meeting structure/content: meetings will be reduced from three to two or two and a half hours; a member agency updates section will be added to the agenda; staff will shorten the duration of the legislative and CUWCC updates; handouts will now be provided by email. Overall, the survey results were very positive and staff received a number of compliments. Survey results were presented at the November 4 water use efficiency coordinators meeting and are available upon request.</p> <p>Jessica worked with the water use efficiency department to post information to the website regarding the new Turf Removal Program. Participation information, terms and conditions, and the program application are now available on the MWDOC website.</p> <p>Jessica participated in the November 4 water use efficiency coordinators meeting hosted by the City of Huntington Beach. During the meeting, she presented on Metropolitan's water use efficiency marketing activities and discussed the materials that are available to member agencies.</p>

	<p>Jessica is working with the Orange County Stormwater Program to facilitate MWDOC's participation in a water forum for homeowners associations. MWDOC has been invited to participate in the planning and implementation of this County-sponsored event.</p> <p>Upon request, Jessica distributed a small quantity of water use efficiency brochures to the County of Orange.</p>
<p><b>Legislative Affairs</b></p>	<p>David and Darcy participated in Metropolitan Water District of Southern California's Member Agency Legislative Planning Retreat. Information was distributed regarding proposed legislative initiatives from member agencies, ACWA and others.</p> <p>David and Director Ackerman met to discuss general legislative issues from the recently completed legislative session, potential issues that may arise in 2011, and a recap of issues discussed at the Metropolitan Member Agency Legislative Planning Retreat.</p> <p>David attended the Orange County Council of Governments (OCCOG) Executive Management Committee meeting to discuss matters related to OCCOG, the Southern California Association of Governments (SCAG), the implementation of SB 375 and the status of development of a Sustainable Communities Strategy for Orange County. The Orange County Transportation Authority (OCTA) has been providing day-to-day management of OCCOG with Kris Murray serving as OCCOG Executive Director. It was announced that OCCOG Deputy Executive Director Dave Simpson has now assumed that role.</p> <p>David continues his participation in the meetings/teleconferences of the Southern California Association of Governments (SCAG) Plans and Programs Technical Advisory Committee, representing special districts. This committee receives updates and provides feedback to SCAG on matters related to the SB 375 regional target setting for transportation and housing.</p> <p>David participated in a conference call of the Southern California Water Committee's Legislative Advisory Taskforce in which the group discussed the recently completed legislative session and the general election, as well scheduling its annual legislative planning retreat, which will be held sometime in December – date, time and location to be determined.</p> <p>David, Karl, and Director Royce attended the November meeting of the OCBC Infrastructure Committee. Karl provided an update on the South Orange Coastal Ocean Desalination Project and Gary Crisp (GHD) made a presentation on the development of six ocean desalination plants in Australia in recent years.</p>





**ACTION ITEM**  
November 17, 2010

**TO:** Board of Directors

**FROM:** **Public Affairs & Legislation Committee**  
(Directors Hinman, Dick, Clark)

Kevin Hunt  
General Manager

**SUBJECT: NOMINATION FOR ACWA REGION 10 BOARD OF DIRECTORS**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors: Review, discuss, and make a recommendation for the Board to submit a nomination to ACWA for the Region 10 Board of Directors.

**COMMITTEE RECOMMENDATION**

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To be determined.

**SUMMARY**

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The District has been notified by ACWA that there is a vacancy on the Region 10 Board of Directors. The current term of the Region 10 Board runs through 2011.

ACWA is seeking nominations for the position and all nominations are due to be submitted no later than November 26, 2010.

Attached please find all the pertinent information regarding the position.

<b>Budgeted (Y/N):</b>	Budgeted amount:
<b>Action item amount:</b>	Line item:
<b>Fiscal Impact (explain if unbudgeted):</b>	

# MEMORANDUM

November 10, 2010

**TO: ACWA REGION 10 AGENCY MEMBER PRESIDENTS  
AND GENERAL MANAGERS**

**FROM: REGION 10 BOARD**

**SUBJECT: CALL FOR NOMINATIONS REGION 10 LEADERSHIP:  
Seeking Candidates to fill a Region 10 Board Member Vacancy  
For Remainder of 2010-2011 Term**

**\*\*\*CANDIDATES MUST BE FROM ORANGE COUNTY\*\*\***

The ACWA Region 10 Board is looking for members who are interested in leading the direction of ACWA Region 10 for the 2010-2011 term. The board is currently seeking candidates to fill a vacancy from Orange County on the Region 10 Board, which is comprised of Chair, Vice Chair and up to five Board Member positions.

According to the Region 10 Rules & Regulations, *“The Region board members shall alternate every two years with three (3) from one county and two (2) from the other. The county from which the Chair comes from shall have two (2) Region board members and the county from which the Vice Chair comes from shall have three (3) Region board members, consistent with the election and term of the ACWA Board members.”* The current Region Board Members list is attached.

The leadership of ACWA’s ten geographical Regions is integral to the leadership of the Association as a whole. The Chair and Vice Chair of Region 10 serve on ACWA’s Statewide Board of Directors and recommend all committee appointments for Region 10. Members of the Region 10 Board determine the direction and focus of region issues and activities. Additionally, they support the fulfillment of ACWA’s goals on behalf of members.

If you, or someone within your agency, are interested in being a leader within the Association by becoming a Region 10 Board Member, please complete the following steps:

- 1) **Read the enclosed information on the Region Role and Responsibilities, and Region 10 Rules and Regulations, 2010-2011 Region 10 Contact List**
- 2) **Complete the enclosed Nomination Request Form including a brief, half-page bio describing your qualifications**
- 3) **Obtain a Resolution of Support from your agency’s Board of Directors (see sample)**
- 4) **Submit the requested information to ACWA by: November 26, 2010.**

The Region 10 Board will make the appointment at its December 2 business meeting in Indian Wells, shortly after the close of nominations. The candidate who is appointed will begin their term immediately and serve for the remainder of the 2010-2011 term.

If you have any questions, please contact ACWA Regional Affairs Representative Tiffany Giammona, [tiffanyg@acwa.com](mailto:tiffanyg@acwa.com), at (916) 441-4545.



## THE ROLE OF THE REGIONS

**Mission:** *ACWA Regions will provide the grassroots support to advance ACWA's legislative and regulatory agenda.*

### Background

As a result of ACWA's 1993 strategic planning process, known as Vision 2000, ACWA modified its governance structure from one that was based on sections to a regional-based configuration. Ten regions were established to provide geographic balance and to group agencies with similar interests.

The primary charge of regions:

1. To provide a structure where agencies can come together and discuss / resolve issues of mutual concern and interest and based on that interaction, provide representative input to the ACWA board.
2. To provide the local outreach organization (grassroots support) necessary to advance ACWA's legislative and regulatory priorities as determined by ACWA policy through the Board, State Legislative, Federal Affairs, or other policy committees.
3. To provide a forum to educate region members on ACWA's priorities and issues of local and statewide concern.
4. To assist with association membership recruitment at the regional level.
5. To take positions recommending specific action to the ACWA Board on local, regional, state and federal issues as well as to recommend endorsement for various government offices and positions. Individual region boards cannot take positions, action or disseminate communication on issues and endorsements without going through the ACWA Board structure.

Region chairs and vice chairs, with support from their region boards, provide the regional leadership to fulfill this charge.

### **GENERAL DUTIES / RESPONSIBILITIES FOR REGION OFFICERS**

#### Region Chair:

- Serves as Region representative to the ACWA Board of Directors at six meetings per year, and periodic chair, vice chair meetings.
- Is a member of ACWA's Outreach Program, and encourages involvement.
  - Appoints Outreach Captain to help lead outreach effort within the region.
- Presides over all Region activities and ensures that such activities promote and support accomplishment of ACWA's Goals.
- Makes joint recommendations to the ACWA president regarding regional appointment to all ACWA committees.
- Selects representatives to serve on the region's nominating committee.

- Facilitates communication from the regional board and region members to the ACWA Board and staff.

Region Vice Chair:

- Serves as Region representative to the ACWA Board of Directors at six meetings per year, and periodic chair, vice chair meetings.
- In the absence of the chair and in partnership with the chair, exercises the powers and performs duties of the region between region activities.
- Is a member of ACWA's Outreach Program, and encourages involvement.
- Makes joint recommendations to the ACWA president regarding regional appointment to all ACWA committees.

Region Board Member:

- Serves as alternate for the chair and/or vice chair in their absence (if appointed) to represent the region to the ACWA Board.
- Supports program planning and activities for the region.
- Actively participates and encourages region involvement in ACWA's Outreach Program.

# ACWA REGION 10

## RULES & REGULATIONS

### **Region Board Composition:**

The region shall elect its chair and vice chair to the Association's Board of Directors as provided in Article IV, Section 1(b) of ACWA's Bylaws, and elect up to five (5) region board members.

The Chair and Vice Chair shall be from different counties.

At least one of the Chair or Vice Chair positions must be an elected / appointed director from a member agency.

The Region board members shall alternate every two years with three (3) from one county and two (2) from the other. The county from which the Chair comes from shall have two (2) Region board members and the county from which the Vice Chair comes from shall have three (3) Region board members, consistent with the election and term of the ACWA Board members.

Only one person from an agency can hold an elected position within the region.

The Chair will provide the region secretary.

### **Candidate Eligibility:**

All ACWA public agency members are eligible to serve in region officer and board member positions based on the condition that they meet the following criteria:

- a) All candidates must represent an ACWA agency member in accordance with Article II, Section 1 (a-c) of ACWA's Bylaws on membership voting rights.
- b) All candidates must have a resolution of support signed by their agency.

### **Term of Service:**

Region officers and board members shall hold office for two (2) years, or until successors are elected and take office.

The newly-elected region board members take office effective January 1 of the calendar year following the election.

### **Alternates:**

The region board shall appoint alternates for both the region officer positions (chair and vice chair) from among the elected board members. Alternates will represent the region at meetings of the Association's Board of Directors when the chair or vice chair is unable to attend.

The alternates shall be from different counties and from the same county as the individuals elected to the Chair and Vice Chair positions.

### **Vacancies:**

Should a vacancy occur on the region board before the end of the term, the region board shall appoint a new region board member, pending support from his/her agency.

**Voting Eligibility:**

In accordance with ACWA's Bylaws, only ACWA public agency members are entitled to vote during a region board election and at all region meetings.

Each agency is entitled to one vote.

**Elections:**

The region shall conduct its election either by mail ballot or at an in-person region meeting before September 30 of odd-numbered years. ***Please see the current region election timeline for specific dates.***

Mail ballots will be sent to the board president of each ACWA member agency and will require the Board President's signature for approval. Agency general managers will be sent copies of the ballot mailing.

In-person elections will require one designated voter for each agency, whose name must be identified in writing on the ballot.

All votes conducted in person shall be taken by voice vote unless a roll call or ballot vote is requested.

**Nominating Committee:**

All nominations received for the positions of chair, vice chair and Region board members for each region shall be accompanied by a resolution of support from each sponsoring member agency, signed by an authorized representative of the board of directors. This policy applies to nominations received in the ACWA office prior to the region election and to all nominations received from the floor at the region election.

The region chair shall appoint a nominating committee of four (4) persons (two from each county) to:

- a) Pursue qualified members from within the region to run for election to the region board.
- b) Review eligible nomination requests and select a slate of candidates for consideration by the voting ACWA region membership.
- c) Consider geographic diversity, agency size and focus in selecting a recommended slate of candidates (Only one individual may be nominated from a given agency)

Agencies with representatives serving on region nominating committees should strive not to submit nominations for the region board from their agency.

Nominating Committee members must represent ACWA public agency members.

A member of the Nominating Committee cannot be nominated by the committee for an elected position.

The nominating committee appointments shall be announced during ACWA's spring conference of the calendar year of an election.

**Region Activities:**

The region will hold at least quarterly meetings, including the ACWA conferences.

The Chair will determine when and if nonmembers are invited to regional activities or events.

**Committee Appointments:**

The Chair and Vice Chair shall make joint recommendations to the ACWA President regarding regional appointments to committees.

The Chair and Vice Chair will recommend an official alternate for excused committee members.

**Rules & Regulations:**

Region 10 Rules and Regulations can be changed at any time with advance written notice to member agencies.

**Endorsements:**

- ACWA, as a statewide organization, encourages the endorsement of appointments to boards or commissions who have the potential for impacting member agencies or the way they do business.
- Region Boards are recommending bodies to the ACWA Board. The ACWA Board will take action for endorsement of candidates for various local, regional, or statewide boards or commissions.

For local, regional, or statewide positions, the Region Board will make its recommendation for endorsement to the ACWA Board. Region Committee representatives shall be notified of pending endorsements by the region and should make their thoughts known to the Region Board.

**Committee Recommendations and Representation:**

- All regions will be given equal opportunity to recommend representatives of the region for appointment to standing and regular committees of the Association. If a region fails to provide full representation on all ACWA committees for their respective region, those committee slots will be left open for the remainder of the term or until such time as the region designates a representative to complete the remainder of the term.

At the first region board / membership meeting of the new term, regions shall designate a representative serving on each of the standing and regular committees to serve as the official point of contact to and from the committee on behalf of the region to facilitate input and communication.

**Finance Committee Service by Region Chairs / Vice Chairs:**

Regions at the first board meeting / membership meeting of the new term will designate either the chair or the vice chair to serve as the official representative of the region to ACWA's Finance Committee.

**Attendance:****■ ACWA Board of Directors**

Regular attendance by ACWA Board members is expected and necessary to assure proper governance of the Association. If a region chair or vice chair misses three consecutive ACWA Board meetings, the region board shall appoint from among the existing region board a new region officer. If the region chair or vice chair misses three consecutive region board / membership meetings, the same process shall be used to backfill the region officer position.

**■ ACWA Committees**

If a committee chair of a standing committee misses three consecutive ACWA Board meetings, the ACWA president shall appoint a new committee chair. If any committee chair misses three consecutive committee meetings, the ACWA president shall also move to appoint a new committee chair.



*ACWA Region 10 BOARD OF DIRECTORS 2010-2011 Term*

**Chair:**

**Peer Swan, Irvine Ranch Water District  
(Orange County)**

7 Terraza Drive

Newport Coast CA 92657

Phone: 949.497.4488

Fax: 949.497.5669

Email: [pswan@ix.netcom.com](mailto:pswan@ix.netcom.com)

**Sandra Jacobs, Santa Margarita Water District  
(Orange County)**

27625 Carballo

Mission Viejo, CA 92692

Phone: 949.348.1233

Fax: 949.348.1433

Email: [sjacobs@sfconsultants.com](mailto:sjacobs@sfconsultants.com)

**Vice Chair:**

**Keith Lewinger, Fallbrook Public Utility District  
(San Diego County)**

PO Box 2290

Fallbrook, CA 92088

Phone: 760.728.1125

Fax:

Email: [klewinger@fpud.com](mailto:klewinger@fpud.com)

**Richard L. Vasquez, Vista Irrigation District  
(San Diego County)**

1391 Engineer St.

Vista, CA 92081

Phone: 760.597.3140

Email: [richardv3@cox.net](mailto:richardv3@cox.net)

Fax: 760.597.3040

Position: Director

**Board Representatives:**

**Darrell Gentry, Vallecitos Water District  
(San Diego County)**

945 Honeysuckle Dr.

San Marcos, CA 92078

Phone: 760.480.4842

Fax: 760.480.4786

Email: [dwgplanner@aol.com](mailto:dwgplanner@aol.com)

**DeAna Verbeke, Helix Water District  
(San Diego)**

Helix Water District

7811 University Avenue

La Mesa, CA

Tel: (619) 750-9006

Fax: (619) 698-4725

Email: [verbeke@cox.net](mailto:verbeke@cox.net)

**VACANT**

Orange County Position

ACWA  
**REGION OFFICER/BOARD MEMBER CANDIDATE  
NOMINATION FORM**

**Due: FRIDAY, NOVEMBER 26, 2010**

Send To:  
ACWA  
Attn: Tiffany Giammona  
910 K Street, Suite 100  
Sacramento, CA 95814  
[tiffanyg@acwa.com](mailto:tiffanyg@acwa.com)

Name of Candidate: \_\_\_\_\_

Agency: \_\_\_\_\_ Title: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

ACWA Region: \_\_\_\_\_ County: \_\_\_\_\_

**Region Board Position Preference: (please check all that may apply)**

- Chair                       Vice Chair                       Board Member

**Agency Function(s): (check all that apply)**

- |                                 |  |
|---------------------------------|--|
| <input type="radio"/> Wholesale | <input type="radio"/> Conservation           |
| <input type="radio"/> Sewer     | <input type="radio"/> Flood Control          |
| <input type="radio"/> Retailer  | <input type="radio"/> Groundwater Management |
| <input type="radio"/> Ag        | <input type="radio"/> Wastewater Reclamation |
| <input type="radio"/> Urban     | <input type="radio"/> Water Use Planning     |
|                                 | <input type="radio"/> Other: _____           |

**Describe your ACWA-related activities that help qualify you for this office:**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
(DISTRICT NAME)  
PLACING IN NOMINATION (NOMINEE NAME)  
AS A MEMBER OF THE ASSOCIATION OF CALIFORNIA WATER AGENCIES  
REGION \_\_\_\_ (POSITION)**

BE IT RESOLVED BY THE BOARD OF DIRECTORS OF (DISTRICT NAME) AS FOLLOWS:

A. Recitals

(i) The Board of Directors (Board) of the (District Name) does encourage and support the participation of its members in the affairs of the Association of California Water Agencies (ACWA).

(ii) (Nominee Title), (Nominee Name) is currently serving as (Position) for ACWA Region \_\_\_\_

and/or

(iii) (Nominee Name) has indicated a desire to serve as a (Position) of ACWA Region \_\_\_\_.

B. Resolves

NOW, THEREFORE, BE IT RESOLVED THAT THE BOARD OF DIRECTORS OF (DISTRICT NAME),

(i) Does place its full and unreserved support in the nomination of (Nominee Name) for the (Position) of ACWA Region \_\_\_\_.

(ii) Does hereby determine that the expenses attendant with the service of (Nominee Name) in ACWA Region \_\_\_\_ shall be borne by the (District Name).

Adopted and approved this \_\_\_\_ day of \_\_\_\_ (month) 2010.

(SEAL)

\_\_\_\_\_  
(Nominee Name), (Title)  
(District Name)

ATTEST:

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(Secretary Name), Secretary

I, (SECRETARY NAME), Secretary to the Board of Directors of (District Name), hereby certify that the foregoing Resolution was introduced at a regular meeting of the Board of Directors of said District, held on the \_\_\_\_ day of \_\_\_\_ (month) 2010, and was adopted at that meeting by the following roll call vote:

AYES:

NOES:

ABSENT:

ATTEST:

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(Secretary Name), Secretary to the  
Board of Directors of  
(District Name)