

REVISED

MEETING OF THE
BOARD OF DIRECTORS OF THE
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY
Jointly with the
PUBLIC AFFAIRS AND LEGISLATION COMMITTEE
August 8, 2011, 8:30 a.m.
Conference Room 101

Teleconference Site:
20989 Park Lane
Rollins, MT 59931
(406) 844-2282

Members of the Public may attend and participate in the meeting at both locations.

Committee:

Director Hinman, Chairman
Director Clark
Director Dick

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

Ex Officio Member: J. Finnegan

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. ESTABLISHMENT OF LEGISLATIVE POSITIONS
2. ASSOCIATION OF CALIFORNIA WATER AGENCIES (ACWA) CALL FOR LEGISLATIVE PROPOSALS
3. PRINTING AND GRAPHIC DESIGN SERVICES REQUEST FOR QUOTES (RFQ)

DISCUSSION ITEMS

4. LEGISLATIVE ACTIVITIES
 - a. Federal Legislative Report (Barker)
 - b. State Legislative Report (Townsend)
 - c. County Legislative Report (Lewis)
 - d. State and Federal Legislative Matrix
5. RECAP OF WATER POLICY FORUM & DINNER (JULY 21, 2011) AND SCHEDULE FOR 2012
6. UPDATE ON GOVERNMENT REFORM EFFORTS

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.)

7. PUBLIC AFFAIRS ACTIVITIES REPORT
8. QUICK RESPONSE (QR) CODES

OTHER ITEMS

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

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

August 17, 2011

TO: Board of Directors

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

Kevin Hunt
General Manager

Staff Contact: David Cordero

SUBJECT: ESTABLISHMENT OF LEGISLATIVE POSITIONS

STAFF RECOMMENDATION

Staff recommends the Board of Directors adopt positions on the following legislative bills:

H.R. 2664	Reauthorization of the Water Desalination Act of 1996	WATCH
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COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

Reauthorization of the Water Desalination Act of 1996

Background: On July 27, 2011, U.S. Representative Grace Napolitano (CA-38), the ranking member of the House Committee on Natural Resources, Water and Power Subcommittee, introduced H.R. 2664, the Reauthorization of Water Desalination Act of 2011. The bill reauthorizes the Desalination Act of 1996 and allocates \$2 million a year through 2016 for the operation, management and maintenance of facilities to carry out research, development and demonstration activities to develop technologies and methods that promote brackish groundwater desalination.

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

Since 1996, projects or studies have been funded in more than half of the 50 states, with 38 projects being funded in California alone. Some of the programs' discoveries include determining how to dispose of saline wastewater, establishing uniform industry standards for common desalination components, funding "brackish" water projects to desalinate groundwater, discovering how to withdraw seawater from below the seafloor to minimize environmental damage, and developing reverse osmosis membrane pretreatment to improve desalination.

While H.R. 2664 would solely fund research, development, and demonstration projects that advance brackish groundwater desalination technology, staff believes the bill should at least be watched and perhaps opportunities explored for including funding for ocean desalination projects.

Status: H.R. 2664 has been referred to the Committee on Natural Resources and the Committee on Science, Space, and Technology. The bill is co-sponsored by Rep. Bob Filner (CA-51) from San Diego County and Ben Ray Lujan (NM 3) from New Mexico.

Recommended Position: WATCH

Attachments: 1) H.R. 2664

Establishment of Legislative Positions

Public Affairs & Legislation Committee
August 8, 2011

David J. Cordero
Municipal Water District of Orange County



Legislation

- **H.R. 2664 – Reauthorization of the Water Desalination Act of 2011**
 - **Allocates \$2 million a year through 2016 for the operation, management and maintenance of facilities to carry out research, development and demonstration activities to develop technologies and methods that promote brackish groundwater desalination.**
 - **Secretary of the Interior authorized to carry out the provisions of the bill.**



Legislation

- **Sponsor: Rep. Grace Napolitano (CA – 38)**
 - Represents Los Angeles County cities and unincorporated county areas in the Southeast and San Gabriel Valley.
 - Ranking member on House Resources Committee Water & Power Subcommittee.
 - Close working relationship with Metropolitan Water District of Southern California.
- **Co-Sponsors:**
 - Bob Filner (CA 51) – San Diego County
 - Ben Ray Lujan (NM 3) – New Mexico



Legislation

- **Potential Effect on MWDOC**
 - No direct effect
 - H.R. 2664 would solely fund research, development, and demonstration projects that advance brackish groundwater desalination technology.
- **Status**
 - Referred to the Committee on Natural Resources and the Committee on Science, Space, and Technology.



Legislation

- **Board Options**
 - Option 1 – Adopt a “Watch” position
 - Option 2 – Adopt a “Support” Position
 - Option 3 – Adopt no position

- **Staff Recommendation – OPTION 1**
 - Staff recommends Board adoption of a “Watch” position on H.R. 2664 and having staff determine if an opportunity exists to amend the bill to include funding for ocean desalination.



Questions?



112TH CONGRESS
1ST SESSION

H. R. 2664

To reauthorize the Water Desalination Act of 1996, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

JULY 27, 2011

Mrs. NAPOLITANO introduced the following bill; which was referred to the Committee on Natural Resources, and in addition to the Committee on Science, Space, and Technology, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned

A BILL

To reauthorize the Water Desalination Act of 1996, and
for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Reauthorization of
5 Water Desalination Act of 2011”.

6 **SEC. 2. WATER DESALINATION ACTIVITIES.**

7 (a) IN GENERAL.—The Secretary of the Interior (re-
8 ferred to in this section as the “Secretary”) shall operate,
9 manage and maintain facilities to carry out research, de-

1 velopment, and demonstration activities to develop tech-
2 nologies and methods that promote brackish groundwater
3 desalination as a viable method to increase water supply
4 in a cost-effective manner.

5 (b) OBJECTIVES; ACTIVITIES.—

6 (1) OBJECTIVES.—The Secretary shall conduct
7 demonstration projects—

8 (A) to develop new water and energy tech-
9 nologies with widespread applicability; and

10 (B) to create new supplies of usable water
11 for municipal, agricultural, industrial, or envi-
12 ronmental purposes.

13 (2) ACTIVITIES.—In operating, managing, and
14 maintaining the facilities under subsection (a), the
15 Secretary shall carry out—

16 (A) as a priority, the development of re-
17 newable energy technologies for integration with
18 desalination technologies—

19 (i) to reduce the capital and oper-
20 ational costs of desalination;

21 (ii) to minimize the environmental im-
22 pacts of desalination; and

23 (iii) to increase public acceptance of
24 desalination as a viable water supply proc-
25 ess;

1 (B) research regarding various desalination
2 processes, including improvements in reverse
3 and forward osmosis technologies;

4 (C) the development of innovative methods
5 and technologies to reduce the volume and cost
6 of desalination concentrated wastes (including
7 the disposal of desalination concentrated
8 wastes) in an environmentally sound manner;

9 (D) an outreach program to create part-
10 nerships with States, academic institutions, pri-
11 vate entities, local public agencies, and other
12 appropriate organizations to conduct research,
13 development, and demonstration activities, in-
14 cluding the establishment of rental and other
15 charges to provide revenue to help offset the
16 costs of operating and maintaining the facility;
17 and

18 (E) an outreach program to educate the
19 public on—

20 (i) desalination and renewable energy
21 technologies; and

22 (ii) the benefits of using water in an
23 efficient manner.

24 (c) AUTHORITY OF SECRETARY.—The Secretary may
25 enter into contracts or other agreements with, or make

1 grants to, appropriate entities to manage, operate, or oth-
2 erwise carry out this section, including an agreement with
3 a local or regional academic institution or a consortium
4 of institutions to manage research activities.

5 (d) REAUTHORIZATION.—Section 8 of the Water De-
6 salination Act of 1996 (42 U.S.C. 10301 note; Public Law
7 104–298) is amended—

8 (1) in subsection (a), in the first sentence, by
9 striking “2011” and inserting “2016”; and

10 (2) in subsection (b), by striking “\$25,000,000
11 for fiscal years 1997 through 2011” and inserting
12 “\$2,000,000 for each of fiscal years 2012 through
13 2016”.

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ACTION ITEM

August 8, 2011

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

FROM: Kevin Hunt
General Manager

Staff Contact: David Cordero

SUBJECT: ASSOCIATION OF CALIFORNIA WATER AGENCIES (ACWA) CALL FOR LEGISLATIVE PROPOSALS

STAFF RECOMMENDATION

Staff recommends the Board of Directors discuss potential policy issues for which MWDOC may wish to develop legislation for the 2012 legislative year and also determine whether there is interest in submitting to the Association of California Water Agencies (ACWA) a formal legislative proposal for the association's support or sponsorship. Submissions must be received by ACWA no later than Friday, September 9, 2011.

COMMITTEE RECOMMENDATION

Committee recommends: N/A

SUMMARY

The Association of California Water Agencies (ACWA) is presently soliciting and accepting from its membership legislative proposals for it to consider supporting or sponsoring during the 2012 legislative year. The ACWA State Legislative Committee will review and consider the proposals at its meeting on October 21, 2011.

Staff requests that the Committee determine its interest in the District developing legislation for the 2012 state legislation year as well as discuss the policy issue and need for which the legislation would address. If the Board wishes to pursue legislation and seek the support or sponsorship of ACWA, a Board resolution would need to accompany its proposal to ACWA by the September 9, 2011 deadline.

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



ACTION ITEM

August 17, 2011

TO: Board of Directors

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

Kevin Hunt
General Manager

Staff Contact: Jessica H. Ouwerkerk

SUBJECT: Printing and Graphic Design Services Request for Quotes (RFQ)

STAFF RECOMMENDATION

Staff recommends that the Public Affairs and Legislation committee approve utilizing Orange County Printing and James Klein & Associates to provide supplemental graphic design services to the District from now through the end of fiscal year 2012-13. Staff recommends the committee approve utilizing Orange County Printing, Ultimate Image Printing, and Autumn Print Group to provide printing services during the same period.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

Last month, staff conducted a Request for Quotes (RFQ) process to select vendors to provide graphic design and print services for the District from now through the end of the 2012-13 fiscal year. The RFQ was distributed to more than two hundred local graphic design and print companies. Sixteen companies responded to either the graphic design portion of the RFQ, the print portion of the RFQ, or both portions of the RFQ.

A team comprised of MWDOC and member agency staff members (three MWDOC staff members and two member agency staff members) was formed to review and evaluate the vendor responses. The team individually reviewed each of the vendor responses and rated

Budgeted (Y/N): YES	Budgeted amount: FY10-11: \$75,000; FY11-12: (subject to budget approval)
Action item amount: \$75,000	Line item: (Various from WUE/PA/School Prog./Gov.)
Fiscal Impact (explain if unbudgeted):	

them on the following criteria: pricing, quality of samples submitted, references, and responses to short answer questions.

Based on the staff evaluation, two graphic design companies and three print companies were selected to provide services to the District. The two graphic design companies recommended by staff are: Orange County Printing and James Klein & Associates. The three print companies recommended by staff are: Orange County Printing, Ultimate Image Printing, and Autumn Print Group. These vendors were selected based on having the best combination of pricing, high quality samples, and customer service-oriented policies. Work will be assigned to these vendors on a project-by-project basis, depending on the vendors' submitted pricing and availability to complete each job.

DETAILED REPORT

Background Information

Staff recognized a need to streamline the bidding process for graphic design and print jobs while ensuring competitive pricing by vendors. Rather than going out to bid for every single graphic design and print project, it is more efficient to conduct one RFQ process for all anticipated graphic design and print projects. The RFQ process described below was conducted on behalf of the water use efficiency, public affairs, and government affairs departments, and therefore encompasses all anticipated graphic design and print jobs for the District.

RFQ Process

Earlier this summer, staff developed a Request for Quotes (see RFQ file, attached) that solicits pricing, samples, and other relevant information from local graphic design and print companies. An email notification of the RFQ was distributed to more than two hundred Orange County-based graphic design and print companies for which MWDOC has compiled contact information. The email announced the availability of the Printing and Graphic Design RFQ and directed vendors to the MWDOC website, 'Current Bids' page, where they could download the RFQ and attachments.

The RFQ contained two components: graphic design work and print work. Vendors were given the option to respond to one or both RFQ components depending on their capabilities. Submissions were due July 15, 2011. Eleven companies responded to the graphic design portion of the RFQ and twelve companies responded to the print portion of the RFQ; seven companies responded to both the print and graphic design portions.

Evaluation and Selection

A team consisting of staff members from MWDOC and two member agencies (Mesa Consolidated Water District and El Toro Water District) evaluated the vendor responses. Vendors were evaluated on the following criteria: pricing, quality of samples submitted, references, responses to short answer questions, and responsiveness to the RFQ. Staff completed individual evaluations and then discussed their findings as a group.

For the graphic design portion, staff selected two vendors that both had high quality samples responded well to the short answer questions (i.e., quick turn-around time, access to a variety of image stock libraries, etc.), competitive pricing, and good references. The two companies recommended by staff are: Orange County Printing and James Klein &

Associates. We anticipate assigning work to these two vendors on a project-by-project basis, depending on the availability of the designer and pricing submitted for each project.

For the print portion, staff selected three vendors that had the best combination of pricing (the primary consideration), samples submitted, references, and responses to short answer questions. The three print companies recommended by staff are: Orange County Printing, Ultimate Image Printing, and Autumn Print Group. Staff will assign work to these vendors based on which company has the lowest pricing for each project and the availability to complete the job in the required timeframe.

Staff plans to continue utilizing these selected vendors from now through the end of fiscal year 2012-13 due to the great deal of time it takes vendors to prepare their responses and the numerous hours it takes staff to evaluate the responses. In total, approximately thirty-five staff hours were involved in this RFQ process. This includes the time associated with RFQ development and distribution, correspondence with vendors, response evaluation, reference checks, and other related activities.

REQUEST FOR QUOTES

for

Printing and Graphic Design Services

for the

MUNICIPAL WATER DISTRICT OF ORANGE COUNTY
18700 Ward Street
Fountain Valley, CA 92708
(714) 963-3058

ISSUE DATE: June 30, 2011

REQUESTS FOR CLARIFICATION DUE: July 13, 2011

RESPONSE DEADLINE: 3:00 P.M., July 15, 2011

I. PURPOSE OF MWDOC'S REQUEST FOR QUOTE (RFQ)

The Municipal Water District of Orange County (MWDOC) is seeking quotes for printing and graphic design services from qualified vendors (Vendors/Respondents) to print and/or design materials in support of MWDOC's water use efficiency and public outreach programs. There are two components of this RFQ: printing services and graphic design services. Respondents may submit for one or both components of the RFQ. The printing and graphic design components will be evaluated separately, and one or more companies may be selected to perform one or both functions. The print and design work will be for fiscal years 2011-12 and 2012-13 (period beginning July 1, 2011 and ending June 30, 2013). MWDOC reserves the right to discontinue utilizing any selected Vendor that does not perform to MWDOC's expectations.

Assuming MWDOC receives an adequate number of quotes from qualified Respondents, MWDOC intends to approve a list of one or more printers and one or more graphic designers from which MWDOC staff may order services as needed. The primary criteria in selecting approved Vendors will be pricing, quality of samples, experience, client/customer service record, and responses to short answer questions. Only Respondents willing to honor submitted prices through the period ending June 30, 2012 should respond to this RFQ. During year two (July 1, 2012 - June 30, 2013), Respondents are asked to maintain submitted pricing but will be given a reasonable margin for adjustments related to external factors such as inflation, paper cost increases, etc.

II. PRODUCTS AND SERVICES SOLICITED IN THE RFQ

SECTION A – PRINTING

The printing services to be bid upon are presented in Attachment 1 to this RFQ. Respondents that wish to be considered for printing services should fill out Attachment 1 in its entirety, including all requested per unit and total cost figures. If the Respondent does not wish to be considered for a particular item, simply write "n/a" as the per unit cost. When quoting prices, please provide pricing on the stock specified. If you do not have access to this stock, you may provide pricing on the most similar alternative, but please note the change in stock. Please use the Attachment 1 form; do not make up your own form.

Artwork already produced for the items will be provided by MWDOC (or the graphic design contractor) to the selected printer in one of the following file formats: Adobe Illustrator (AI), InDesign (IDD), Photoshop (PSD), Encapsulated Post Script (EPS), or Portable Document Format (PDF). All work produced or developed by the selected Vendor will be the sole property of MWDOC.

Printers must be:

- Flexible and timely
- Capable of a quick turnaround
- Committed to meeting the specific project deadlines
- Able to provide a high level of customer service
- Well-versed in current printing methods, stocks, and finishes
- Able to provide print-related recommendations to MWDOC staff
- Capable of dealing directly with the city water departments of Anaheim, Fullerton, and Santa Ana, and MWDOC's 28 member agencies, as needed
- Capable of delivering the final product to MWDOC offices and up to 31 retail water agency offices
- Capable of storing materials as needed

SECTION B – GRAPHIC DESIGN

The graphic design services to be bid upon are presented in Attachment 2 to this RFQ. Respondents that wish to be considered for graphic design services should fill out Attachment 2 in its entirety, including all

requested per unit and total cost figures. If Respondent does not wish to be considered for a particular item, simply write "n/a" as the per unit cost. Please use the Attachment 2 form; do not make up your own form.

Graphic design work will most often be developing new pieces from scratch, but may also include refreshing previously produced materials or integrating images that have already been developed. Artwork produced by the Respondent shall be provided to MWDOC – either via email or on a disk – in one of the following PC-friendly file formats: Adobe Illustrator (AI), InDesign (IDD), Photoshop (PSD), Encapsulated Post Script (EPS), or Portable Document Format (PDF). All work produced or developed by the selected Vendor will be the sole property of MWDOC.

Graphic artists must be:

- Flexible and timely
- Capable of a quick turnaround
- Committed to meeting the specific project deadlines
- Able to provide a high level of customer service
- Capable of innovative solutions to design needs
- Able to provide design-related recommendations to MWDOC staff
- Capable of designing for various color and paper requirements (FSC or recycled paper, soy-based inks, etc.)
- Capable of dealing directly with the city water departments of Anaheim, Fullerton, and Santa Ana, and MWDOC member agencies, as needed

III. SHORT ANSWER QUESTIONS

Respondents are asked to submit short answers to questions regarding their experience, customer service, company policies, and other related criteria. Attachment 3 contains three separate response sections:

- Section A is intended for Respondents that wish to be considered for printing services only;
- Section B is intended for Respondents that wish to be considered for graphic design services only;
- Section C is intended for Respondents that wish to be considered for both printing and graphic design services.

When completing Attachment 3, please make sure to fill out the appropriate section (fill out one section only) and answer each question in a clear and concise manner. In responding to these questions, please use the Attachment 3 form; do not make up your own form.

IV. SAMPLES

Please submit exactly five (5) different samples that your company has produced within the last three years. If more than five samples are submitted, only the first five will be evaluated. The subject matter of the samples is not important, but they should demonstrate your company's ability to produce high quality, effective materials. At least three of your five samples should be items on the list below:

- Bill insert
- Booklet
- Brochure
- Card (note or greeting)
- Flyer
- Poster
- Postcard

V. SUBMITTAL INSTRUCTIONS

Please submit the following items, as described below. Any questions regarding these steps must be submitted in writing to MWDOC by the request for clarification deadline.

1. Complete and submit the Quote Cover Sheet (below).
2. Complete and submit Attachments 1 and/or 2.
3. Complete and submit the appropriate section of Attachment 3.
4. Submit five (5) samples of pieces produced by your company within the last three years.
5. Responses to the RFQ must be submitted to MWDOC via standard mail or delivery by 3:00 PM PST on July 15, 2011. Electronic submissions will not be accepted.

VI. RFQ RESPONSE INFORMATION

SUBMITTAL DEADLINE: The submittal deadline is 3:00 PM PST on July 15, 2011. MWDOC must officially receive responses to the RFQ by this deadline via standard mail or delivery. Fax or e-mail responses are not acceptable. MWDOC is not responsible for any delivery errors on the part of the U.S. Postal Service or other carrier regarding timely delivery of responses. Late submissions will not be accepted. All response packages should be addressed and delivered to:

**Municipal Water District of Orange County
Attn: Jessica H. Ouwerkerk
18700 Ward Street
Fountain Valley, CA 92708**

RE: PRINTING AND GRAPHIC DESIGN SERVICES RFQ

REQUEST FOR CLARIFICATION DEADLINE: Any and all requests for clarification must be received by July 13, 2011. Requests for clarification must be in writing and may be submitted by email to:

**Jessica H. Ouwerkerk
jouwerkerk@mwdoc.com**

Please note that a request for clarification will in no way extend the response deadline. Any modifications or amendments to a quote prior to the deadline must also comply with the above requirements and the response deadline.

VII. VENDOR SELECTION PROCESS

MWDOC intends to approve one or more Vendors to provide printing services, and one or more Vendors to provide graphic design services to the District for the next two fiscal years (July 1, 2011 – June 30, 2013). **MWDOC reserves the right to discontinue utilizing any selected Vendor that does not perform to MWDOC's expectations.**

The primary considerations in selecting Vendors will be the submitted pricing quotes in Attachments 1 and 2, responses to the short answer questions in Attachment 3, and samples submitted in response to this RFQ. Selection of Vendors for MWDOC's approved list will be made only to Vendors who have demonstrated the ability to meet all requirements of this RFQ. Selection of Vendors will be in accordance with all applicable laws and regulations. Vendors utilized by MWDOC must comply with all federal, state, and local employment laws.

QUOTE COVER SHEET

All blanks in the Cover Sheet must be completed, and the Cover Sheet must be signed by a representative of Respondent with legal authority to bind the Respondent to all quotes submitted herein.

Name of Business/Organization: _____

Mailing Address: _____
City, State, Zip Code: _____

Physical Address (If Different): _____
City, State, Zip Code: _____

Contact Person: _____
Title: _____

Telephone Number: (____) _____
Fax Number: (____) _____

E-mail Address: _____

CERTIFICATION OF QUOTE: On behalf of Respondent, the undersigned certifies that all quotes submitted herein will be honored by Respondent for a minimum period lasting until June 30, 2012. The undersigned certifies that he or she is legally authorized to so bind Respondent.

Date

Signature

Printed/Typed Name

General Information

Tax/Legal Status of Business:

Corporation Sole Proprietorship Partnership
 Public Not for Profit Other _____

Date business was established: _____

State Controller ID Number (If available): _____

Federal Taxpayer ID Number: _____

----- Please turn in this Quote Cover Sheet -----

ATTACHMENT 1 - PRINTING SERVICES QUOTE TABLE

Please read the following information carefully before filling out Attachment 1: Please fill out Attachment 1 in its entirety. If you do not wish to be considered for a particular item, simply write "n/a." For each item, please quote the per unit and total cost to complete the print project (based on the various quantities provided). These estimates will be used as the basis for calculating payment for services rendered, with reasonable adjustments made for changes requested by MWDOC staff.

<u>Item</u>	<u>Finished Size (wxh)</u>	<u>Description</u>	<u>Quantity</u>	<u>Per Unit Cost</u>	<u>Total Cost</u>	
A	Bill Inserts	8.5"x3.5"	8.5"x3.5" dull 60# book, no fold, double-sided, full color, full bleed	15,000/150,000	/	/
B	Booklets	5.5"x8.5"	4 sheets 8.5x11 of uncoated black and white 70# and 1 sheet 8.5x11 sheet of gloss cover 80#, single-fold, staple bound, double-sided, print 14,000 each of 5 different artwork versions	70,000 (5 versions, 14,000 copies each)		
C	Brochures	3.67"x8.5"	8.5"x11" gloss 100# book, two-fold, double-sided, full color, full bleed	1,000/10,000	/	/
D	Cards (note or greeting)	5.5"x4.25"	5.5"x4.25" dull 80# cover, single-sided, full color, full bleed	250/5,000	/	/
E	Envelopes	5.75"x4.375" (A2)	5.75"x4.375", single-sided, one color, 80# text stock, square flap, no window	250/5,000	/	/
F	Flyers	8.5"x11"	8.5"x11" gloss 80# book, no fold, one-sided, full color, full bleed	500/10,000	/	/
G	Letterhead	8.5"x11"	8.5"x11" dull 70# book with watermark, no fold, one-sided, full color	500/10,000	/	/
H	Postcards (large)	8.5"x5.5"	8.5"x5.5" gloss 100# cover, no fold, two-sided, full color, full bleed	250/5,000	/	/
I	Rack Cards	3.67"x8.5"	3.67"x8.5" gloss 100# book, no fold, double-sided, full color, full bleed	1,000/100,000	/	/
J	Signs	24"x36"	24"x36", single-sided, full color, full bleed, laminated, mounted on gator board	1		

ATTACHMENT 2 - GRAPHIC DESIGN SERVICES QUOTE TABLE

Please read the following information carefully before filling out Attachment 2: Please fill out Attachment 2 in its entirety, including all requested estimates and rates. If you do not wish to be considered for a particular item, simply write "n/a." For each item, please give an estimate of the number of hours required to complete the design and production work, as well as the hourly rate at which the design and production work will be billed. These estimates will be used as the basis for calculating payment for services rendered, with reasonable adjustments made for layout and typeset changes requested by MWDOC staff. Please note that for most items, most or all text will be provided to the designer. For additional information regarding the specifics of each item, please see the descriptions in Attachment 1.

<u>Item</u>	<u>Item Description</u>	<u>Finished Size (wxh)</u>	<u># of Graphic Design Hours</u>	<u>Graphic Design Hourly Rate</u>	<u># of Production Hours (layout/typeset)</u>	<u>Production Hourly Rate</u>	<u>Total Cost</u>
A	Bill Inserts (medium)	Water bill stuffers designed to promote water use efficiency programs and water awareness events to local residents. (E.g., bill insert promoting residents' participation in the Smart Irrigation Controller Rebate Program.)	8.5"x3.5"				
C	Brochures (standard)	Topical brochures focusing on various water use efficiency events and activities. (E.g., brochure promoting residents' participation in a water facility tour program.)	3.67"x8.5"				
F	Flyers	Single-sided flyers designed to promote various water awareness events to residents. (E.g., flyer promoting annual O.C. Water Summit event.)	8.5"x11"				
H	Postcards (large)	Double-sided postcards to encourage participation in various water use efficiency programs. (E.g., postcard promoting a new Turf Removal Program to residents.)	8.5"x5.5"				
I	Rack Cards	Rack cards to be displayed in water agency offices to promote water-related events and issues. (E.g., rack card promoting an upcoming water awareness workshop.)	3.67"x8.5"				
J	Signs	Signs to be displayed at various events to promote water issues. (E.g., sponsorship sign listing all sponsors of annual O.C. Water Summit event.)	24" x 36"				

ATTACHMENT 3 – SHORT ANSWER QUESTIONS

(Please use this form; do not make up your own form.)

SECTION A – *This section should be completed by Respondents that wish to be considered for printing services only.*

1. If your company was selected to provide print services for MWDOC, who specifically would MWDOC staff be working with? Please provide the name and title of the primary contact person(s), as well as the number of years this person has worked in the print industry.

2. Please provide three references of organizations/companies (at least one government agency reference is preferred) for which you currently provide printing services. Please include the organization/company name and website, as well as the email address, phone number, and contact name of the employee best able to answer questions regarding their experience with your company. Please briefly summarize the work you completed for each of the references.

3. What is your average turn-around time for small to medium size print projects? (For example, printing 1,000 two-fold brochures) Please describe your company's ability to print projects on a short turn-around time (i.e., 3-4 days).

4. What is your company's policy on press-proof revisions? What is your policy on overs and unders? What is your policy regarding the storage of printed materials? Please explain any associated costs, if applicable.

5. What is one example of a printed piece your company developed that you believe was a success? Please provide a sample, if possible.

6. Which stock would your company recommend for common projects like flyers, brochures and postcards? What are the benefits of this stock? (for example, cost savings, durability, look)

7. How many years has your company been in business? Would you be willing to provide audited financial statements for your business to demonstrate its financial strength?

8. MWDOC typically processes payment within 45 days of completion of the services rendered by vendor ("net 45"). As a government agency, we cannot pay upfront or before services have been rendered. Please describe your company's ability to accommodate this payment policy.

9. Why do you believe your company would be best suited to provide print services to MWDOC?

SECTION B – This section should be completed by Respondents that wish to be considered for graphic design services only.

1. If your company was selected to provide graphic services for MWDOC, who specifically would MWDOC staff be working with? Please provide the name and title of the primary contact person(s), as well as the number of years this person has worked in the graphic design industry.

2. Please provide three references of organizations/companies (at least one government agency reference is preferred) for which you currently provide graphic design services. Please include the organization/company name and website, as well as the email address, phone number, and contact name of the employee best able to answer questions regarding their experience with your company. Please briefly summarize the work you completed for each of the references.

3. What is your average turn-around time for small design projects? (For example, designing a postcard or logo) Please describe your company’s ability to design pieces on a short turn-around time (i.e., 2-3 days). What is your typical turn-around time for minor artwork changes (i.e., requiring less than 1 hour of time)?

4. Which image libraries do you have access to? What is the charge to MWDOC, if any, to use images from those libraries?

5. What are a few examples of pieces your company has designed that you believe were successful? Please provide samples or printouts.

6. What strategies do you employ to design eye-catching pieces that people will notice and consider?

7. How many years has your company been in business? Would you be willing to provide audited financial statements for your business to demonstrate its financial strength?

8. MWDOC typically processes payment within 45 days of completion of the services rendered by vendor (“net 45”). As a government agency, we cannot pay upfront or before services have been rendered. Please describe your company’s ability to accommodate this payment policy.

9. Why do you believe your company would be best suited to provide graphic design services to MWDOC?

SECTION C – This section should be completed by Respondents that wish to be considered for both printing and graphic design services.

1. If your company was selected to provide printing and/or graphic design services for MWDOC, who specifically would MWDOC staff be working with? Please provide the name and title of the primary contact person(s), as well as the number of years this person has worked in the print/graphic design industry.

2. Please provide three references of organizations/companies (at least one government agency reference is preferred) for which you currently provide print and/or graphic design services. Please include the organization/company name and website, as well as the email address, phone number, and contact name of the employee best able to answer questions regarding their experience with your company. Please briefly summarize the work you completed for each of the references.

3. What is your average turn-around time for small to medium size print projects? (For example, printing 1,000 two-fold brochures.) Please describe your company's ability to print projects on a short turn-around time (i.e., 3-4 days).

4. What is your company's policy on press-proof revisions? What is your policy on overs and unders? What is your policy regarding the storage of printed materials? Please explain any associated costs, if applicable.

5. Which stock would your company recommend for common projects like brochures and postcards? What are the benefits of this stock? (For example, cost savings, durability, look, etc.)

6. What is your average turn-around time for small design projects? (For example, designing a postcard or logo.) Please describe your company's ability to design pieces on a short turn-around time (i.e., 2-3 days). What is your typical turn-around time for minor artwork changes (i.e, requiring less than 1 hour of time)?

7. Which image libraries do you have access to? What is the charge to MWDOC, if any, to use images from those libraries?

8. What are a few examples of pieces your company has designed that you believe were successful? Please provide samples or printouts.

9. What strategies do you employ to design eye-catching pieces that people will notice and consider?

10. How many years has your company been in business? Would you be willing to provide audited financial statements for your business to demonstrate its financial strength?

11. MWDOC typically processes payment within 45 days of completion of the services rendered by vendor (“net 45”). As a government agency, we cannot pay upfront or before services have been rendered. Please describe your company’s ability to accommodate this payment policy.

12. Why do you believe your company would be best suited to provide printing and graphic design services to MWDOC?

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***Municipal Water District of Orange County, California
Washington Update***

August 2, 2011

Since the last Washington Report was prepared, the United States Congress has been consumed with the resolution of the Debt Limit Increase Issue and a Debt Reduction Plan. The Senate concluded this chapter in American history earlier today by supporting the Debt Ceiling Compromise legislation as this report was completed.

This update will focus on the details of the Debt Reduction Plan which was signed into law on August 2, 2011.

By way of background, there is approximately \$14.3 Trillion in national debt. Approximately 40 cents of every dollar raised in revenue was going to pay down part of the national debt. Our country has been spending approximately 24 per cent of our national Gross National Product (GDP) on federal spending programs but our revenues (or taxes) were only 15 percent of our GDP. Typically, our government has been spending at 19% of our GDP and raising revenues at 19% of GDP to keep our government in balance.

The Highlights of the Debt Reduction Agreement:

--The Debt Limit Ceiling would be increased by an amount of up to \$2.4 Trillion or through the end of 2012 or early 2013.

--There would be statutory caps placed on federal spending for the fiscal years 2012 through 2021. ***Stated simply, spending would be frozen at FY2011 levels for the first two years, FY2012 and 2013, and then every year thereafter spending could increase at approximately 2% a year until the year 2021.***

--In addition to an agreement of spending caps, there would be a new joint committee created in Congress composed of six House Members and six Senators (equally divided between Republicans and Democrats) to recommend ways to reduce the deficit by an additional \$1.5 Trillion by 2021. This "Super Committee" would be required to report to Congress by November 23rd and the Congress would have to act on its recommendations by December 23rd.

--Should the Congress not accept or pass the Super Committee's recommendations, there are "enforcement triggers" that would fall equally on Defense and Non Defense Accounts, and

could affect Medicare Funding. Medicare funding cuts however would be restricted to no more than a 2 percent of the programs outlays, and would only affect payments to providers, not beneficiaries.

--Taxes could be raised later this year to increase revenues, either by the recommendation of the Super Committee or by other actions by the Congress.

Importantly, for the purposes of MWDOC, federal funding will continue to flow via various federal agency-directed funding streams notwithstanding substantial efforts to reduce federal spending at the national level. It is expected that federal funding opportunities will become more competitive and more “merit based”. There will still be partnerships between the Army Corps, the Bureau of Reclamation and the EPA, among other federal agencies, with local water districts. There must also a recognition that local water districts will need to depend more on local sources of revenue to build their projects in the future. As stated earlier, federal spending is forecast to grow at an annual rate of approximately 2% for the next ten years. In the past our annual rate of growth in federal spending has been at the four to seven percent level of increase.

During the August Congressional Recess, MWDOC has invited Members of our Congressional Delegation and a large number of Congressional Staffer to have an onsite inspection of our Ocean Water Desalination Project.

A quick review of our requests for FY2012:

1. A competitive grant program for the EPA State and Tribal Assistance Grant Program account, also known as the STAG Program. This program would used to help fund our Ocean Water Desalination Project efforts.
2. A competitive grant program for the Army Corps of Engineers, Environmental Infrastructure Program. This program would also be used to fund our Desalination Project efforts.
3. A competitive grant program for the Department of Agriculture’s Natural Resources Conservation Service. This program would be used to fund our Satellite Computer Sprinkler Program.

We recommended that instead of Congress eliminating program funding in each of these accounts that the programs be changed to “competitive grant programs”.

FEDERAL FUNDING REQUESTS

<i>Potential Source of Funding</i>	<i>Description</i>	<i>Amount Requested</i>	<i>Status</i>
Natural Resources Conservation Service (NRCS) U.S. Dept of Agriculture	SmarTimer Irrigation Controller Installations	TBD	The House declined to fund, citing funding challenges. The Senate has not marked up a bill yet.
South Orange Coastal Ocean Desalination Project	Federal Appropriations and an Authorization for Federal Funds for the Desalination Project	TBD	<p><i>Appropriations:</i> On appropriations, the House has declined to fund a competitive grant program in both the EPA and the Army Corps of Engineers for this year. We did receive good support from our Orange County Members on this proposal and had excellent feedback from House Committee Staff (on the EPA STAG request).</p> <p>On the Senate side, the Committees are still actively considering our requests and we are working with their key staff.</p> <p>As far as further background on the grant proposals themselves, we suggested to the House and to the Senate that they consider establishing a competitive grant program here for environmental infrastructure accounts similar to the Section 5039 WRDA Account. There is \$40,000,000 authorized in this account for California. To date, there have been no funds spent in this account.</p> <p>We are working with the Senate primarily to open and fund this account. We have met with the personal staff of the Senators and the Committee Staff. We understand other states are also trying to open up their respective accounts. This is a particularly difficult</p>

		<p>year because of the effort to reduce funding at approximately 4% below FY2010 levels. The Debt Ceiling Debate caused the entire appropriations process to stop so that the funding bills could be brought into line with the spending guidelines proposed under the new debt reduction plan.</p> <p>On the State and Tribal Assistance Account for water infrastructure funds, we have visited with Committee Staff in the Senate Interior Appropriations Committee as directed by Senator Feinstein and are hopeful that we can be successful with our request.</p> <p>To summarize, we are suggesting that both the EPA STAG Account and the Army Corps of Engineers Environmental Infrastructure Account be converted from Earmarked Accounts to Competitive Grant Program Accounts.</p> <p>If such programs are passed this year, MWDOC will be able to compete for funds nationally based upon the merits of its project. In our instance, our South Orange Ocean Water Desalination Project is considered a very highly valued and rated project. The language of the request has specifically indicated that a Desal Project is an authorized and directed purpose of the grant program.</p> <p>Authorizations: MWDOC has submitted an \$18 million authorization request to Senator Boxer for the Water Resources Development Act Bill (also known as the WRDA Bill) for our Desal Project. Senator Feinstein informed us that our submission from last year would be reconsidered this year. Due to the earmark related issues, it is unclear how the Senate can advance a WRDA Bill with designated projects listed in it with violating the earmark moratorium.</p>
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GENERAL CONGRESSIONAL UPDATES

Congressional Session Status	<p>The Congress is expected to begin the August Recess by the end of this week. After the Congress returns from their month long recess, the House and the Senate will need to turn their attention to finishing the annual appropriations bills, and other important pieces of legislation including the passage or the consideration of an extension of the surface transportation bill. As the next round of budget cuts begin to be considered by the newly created “Super Committee” this fall, lobbying efforts in Washington regarding various federal government programs is expected to be intense.</p>
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JCB 8-2-2011



M E M O R A N D U M

To: MWDOC Public Affairs and Legislative Committee

From: Christopher Townsend, President
Heather Stratman, Senior Director
Casey Elliott, State Capitol Director
Matthew Hicks, Associate

Date: August 2, 2011

Subject: Monthly Report

State Political Highlights

After focusing the first six months of his administration exclusively on the State Budget, Governor Brown has remained rather quiet the past month, and has not publically signaled the next item on his agenda. With the Legislature on recess until mid-August, it is unclear what issues the Governor can tackle before the end of his first year.

Moving forward, Governor Brown's agenda will likely focus on water, education, jobs, and green-energy plans. In speeches this year, Brown did weigh in on two major public works projects – a peripheral canal and high speed rail. It is also important to note that Governor Brown will likely need to relook at the budget by January as the final deal relies on uncertain tax revenue. Governor Brown has also not abandoned his initiative on taxes, which he plans to push for the November 2012 ballot.

The State Legislature went on recess for a month starting July 15th and will resume on August 15th. The date of August 26th marks the last day for fiscal committees to meet and report bills. Starting August 29th, the legislature will conduct floor session only and all bills must be passed by September 9th before the interim recess begins. The Governor will then have until October 9th to sign or veto any bills passed by the Legislature on or before September 9th. The Legislature is scheduled to reconvene on January 4, 2012.

Water Bond Update

The proposed 2012 Water Bond is again becoming a topic of discussion. ACWA has been working with the Latino Water Coalition and the Alliance for Jobs. The three entities have partnered to form a 501(c)(3), which will serve as an educational entity to promote the Water Bond. The 501(c)(3) cannot advocate directly for the bond, but can do pre-election education and outreach. Approximately 35 businesses have agreed to sponsor the non-profit's activities, with a very early projected budget for \$200,000.

Board Members of Metropolitan Water District held a Sacramento Advocacy Day in late June and met with key legislators and staff of the Department of Water Resources and the Natural Resources Agency regarding the prominent issues facing water policy. As part of their discussion items, the Board Members received updates on the politics related to the proposed Water Bond. There was consensus that the Bond will likely need to be re-opened in light of its price tag. Assemblyman Jeffries' bill (AB 157) to reduce the amount of the 2012 Water Bond by 25%, from \$11.14 billion to \$8.3 billion, has garnered attention from some legislators, including Senate Pro Tem Darrell Steinberg, who has conceded the dollar amount may need to be reduced. The measure will be scheduled to be heard at the end of June, but it is unlikely that any action will be taken on the measure this year due to the two-thirds vote threshold needed to revise any of the water bond's provisions.

California Forward Update

California Forward released their July 2011 final framework, entitled "Smart Government: Making California Work Again." The framework makes a series of recommendations about districts including revising revenue structures for local agencies, encouraging integration, collaboration and consolidation and promoting regional governance. An executive summary drafted by the California Special District Association (CSDA) is attached to this report.

CSDA expects that California Forward will seek to incorporate parts of their framework as an initiative on the November 2012 ballot. This draft language could be released as early as September 2011 and submitted to the Attorney General for title and summary this fall.

- As a recap of action, ACWA submitted a letter to CA Forward in June providing comment on the May draft of California Forward's Plan.
- California Forward is currently in the process of hiring a staff member to represent the Orange County area. TPA has been in contact with California Forward and once the representative is named TPA will be working with them to schedule a meeting between the representative and MWDOC staff.

Specific Activities for the Month:

- TPA continues to monitor legislation of interest to MWDOC and its member agencies, including but not limited to budget and fiscal issues, special district organization, local government transparency, and water related legislation.
- TPA attended the ACWA Legislative Committee meeting on behalf of MWDOC on July 12 and provided a full report to staff.

- TPA has arranged for the following meeting with MWDOC Board Members and the Orange County Delegation. As a reminder these meetings are limited to Friday (unless held in Sacramento) because of Members only being in their District offices on Fridays. TPA will be targeting dates for the remainder of these meetings during the scheduled legislative recess.
 - Supervisor Pat Bates – December 9, 2010
 - Assembly Member Jim Silva – December 13, 2010
 - Assembly Member Harkey – January 7, 2011
 - Assembly Member Mansoor – March 11, 2011
 - Assembly Member Wagner – March 11, 2011
 - Senator Mimi Walters - March 18, 2011
 - Senator Tom Harman – April 22, 2011
 - Assembly Member Solorio – July 15, 2011
 - Assembly Member Jeff Miller – In the process of being rescheduled
 - Assembly Member Norby – TBS, targeting September recess
 - Senator Correa - TBS, targeting September recess
 - Assembly Member Hagman - Director Barbre has asked this meeting occur in Sacramento; awaiting a specific date
 - Assembly Member Huff – Director Barbre has asked this meeting to occur in Sacramento; awaiting a specific date

The County of Orange Report

Presented August 8, 2011
By Lewis Consulting Group

Orange County Finance

The County of Orange is still pursuing remedies to the \$48 Million raid it endured as part of the fallout from this year's state budget. The County is working with the legislative delegation to either repeal or minimize the VLF raid of funds that had previously been used to retire Orange County bankruptcy debt. In addition, the California Redevelopment Association and the California League of Cities are suing to overturn the broader legislation which contained this Orange County penalty.

Orange County Supervisor Redistricting

The County continues to work towards its September 13th deadline for unveiling its newly drawn districts. At this point, the major decision to be made involves the City of Santa Ana. The question of whether or not to split Santa Ana has political and perhaps legal consequences, so this decision will be weighed before the adoption of the new lines.

State Redistricting Orange County

On July 29th the California Redistricting Commission voted to adopt its new lines for the State Assembly, State Senate, Congress and Board of Equalization. Most observers conclude that the Democrat Party will be a big beneficiary of the new maps. The Commission is waiting for a "public review" period to conclude before the final adoption of the lines on August 15th. Statewide, most experts believe the GOP will lose 3-5 seats in the Congressional delegation. The greatest drama may involve whether or not the lines will allow Democrats in Sacramento the ability to achieve a two-thirds margin in one or both legislative chambers.

The most noteworthy changes in Orange County include Senator Mimi Walters' home being drawn out of her district. She might choose to move up the coast and run for the Senate seat Tom Harman is retiring from. In Congress, in a move that might invite a legal challenge, the Vietnamese residents of Little Saigon were drawn into a district dominated by urban Long Beach. Lastly, Orange County Congressman Ed Royce's district was combined with an adjoining district with Los Angeles County Congressman Gary Miller.

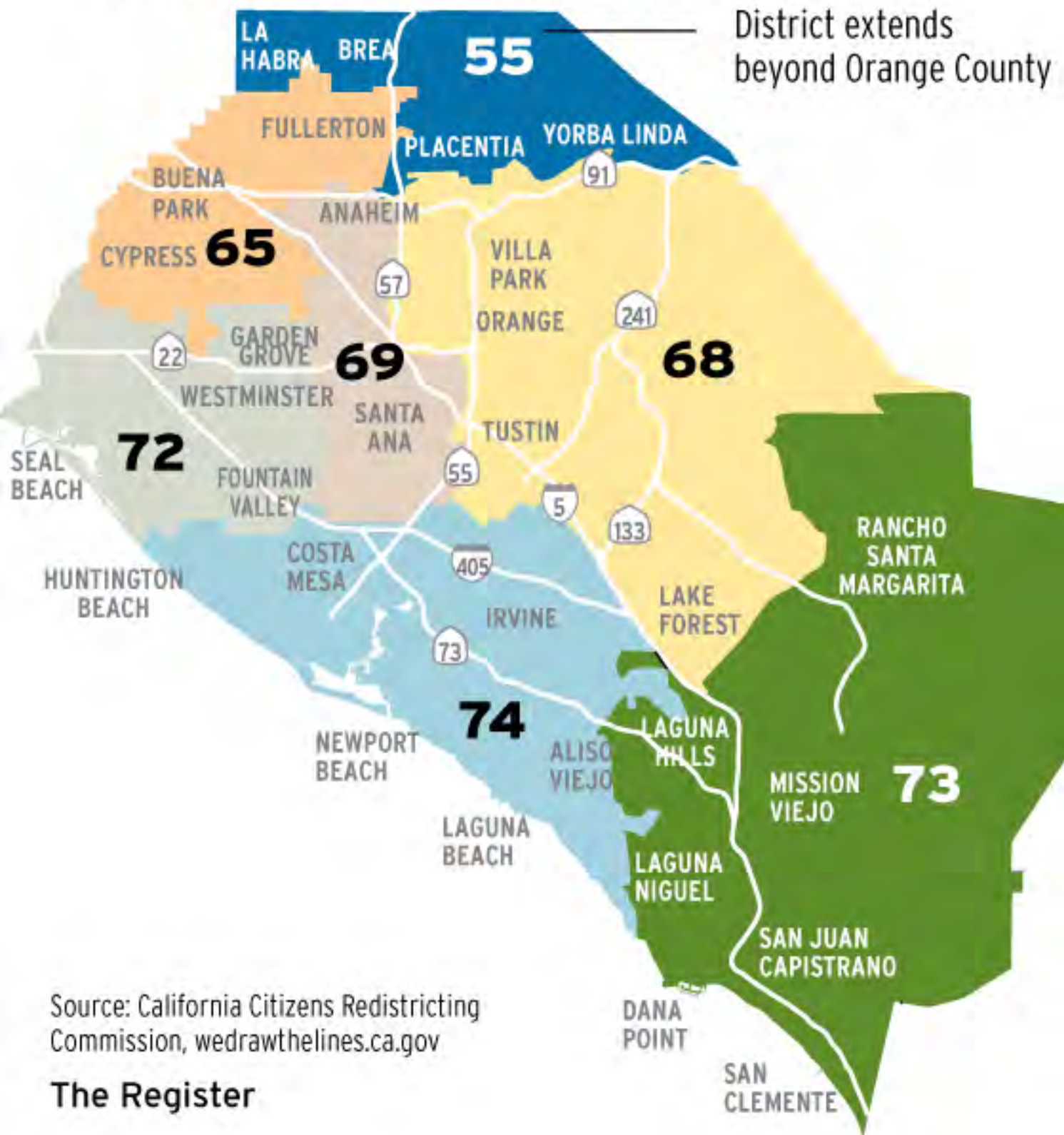
San Diego Water District Poll

On July 28, at General Manager Hunt's request we made a presentation to Orange County Water Managers. The presentation included a general analysis of the San Diego County Water Authority poll conducted earlier this year (charts attached).

Some of the key takeaways from this analysis include: 1) the continued financial pinch that people feel at this time and how that translates to general opposition to rate hikes; 2) The

surprising number of people who claim their water conservation habits will result in a permanent lifestyle change; 3) The continued increase in both the recognition of and acceptance of water recycling as an integral part of increasing water supply. As a part of our presentation we announced the likely poll of attitudes in the MWDOC service area in September and solicited input and asked people to direct their suggestions to Darcy Burke.

New state assembly districts



Source: California Citizens Redistricting Commission, wedrawthelines.ca.gov

The Register

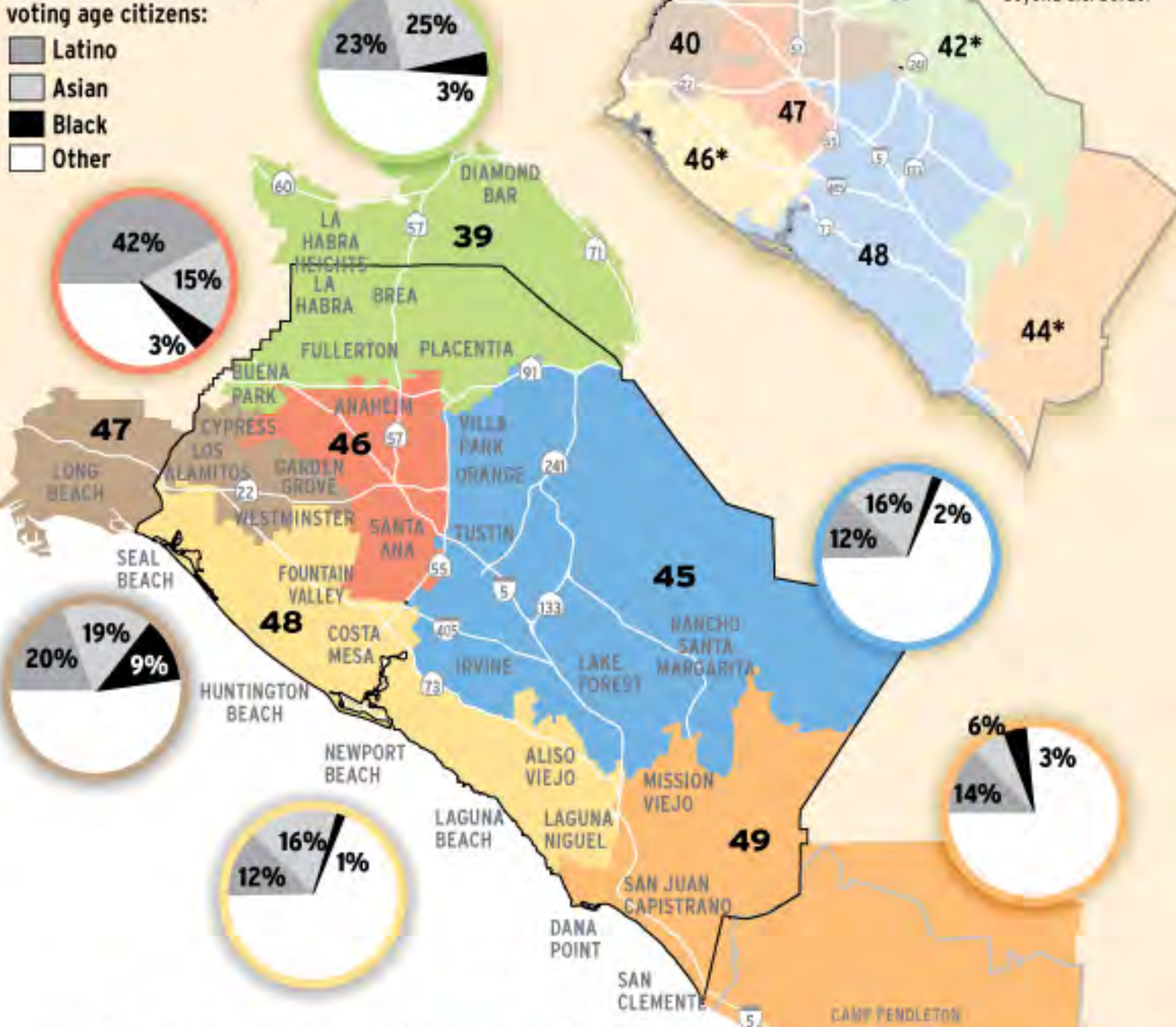
New congressional districts

Ethnic profile in district, voting age citizens:

-  Latino
-  Asian
-  Black
-  Other

Current districts

*District extends beyond O.C. border



As a result of the redistricting, the congressional district numbers will change.



Rep. Ed Royce, R-Fullerton, would end up in a district with Rep. Miller, likely forcing the two Republicans into a faceoff.



Rep. Gary Miller, R-Diamond Bar, would end up in a district with Rep. Royce, likely pitting the two against each other.



Rep. Loretta Sanchez, D-Santa Ana, would continue to have a central-county, heavily Latino district.



Rep. Dana Rohrabacher, R-Costa Mesa, would have a largely coastal Orange County district.



Rep. Ken Calvert, R-Corona, would have the Orange County portion of his district eliminated.



Rep. John Campbell, R-Irvine, would lose the coastal portion of his district but keep his Irvine stronghold.

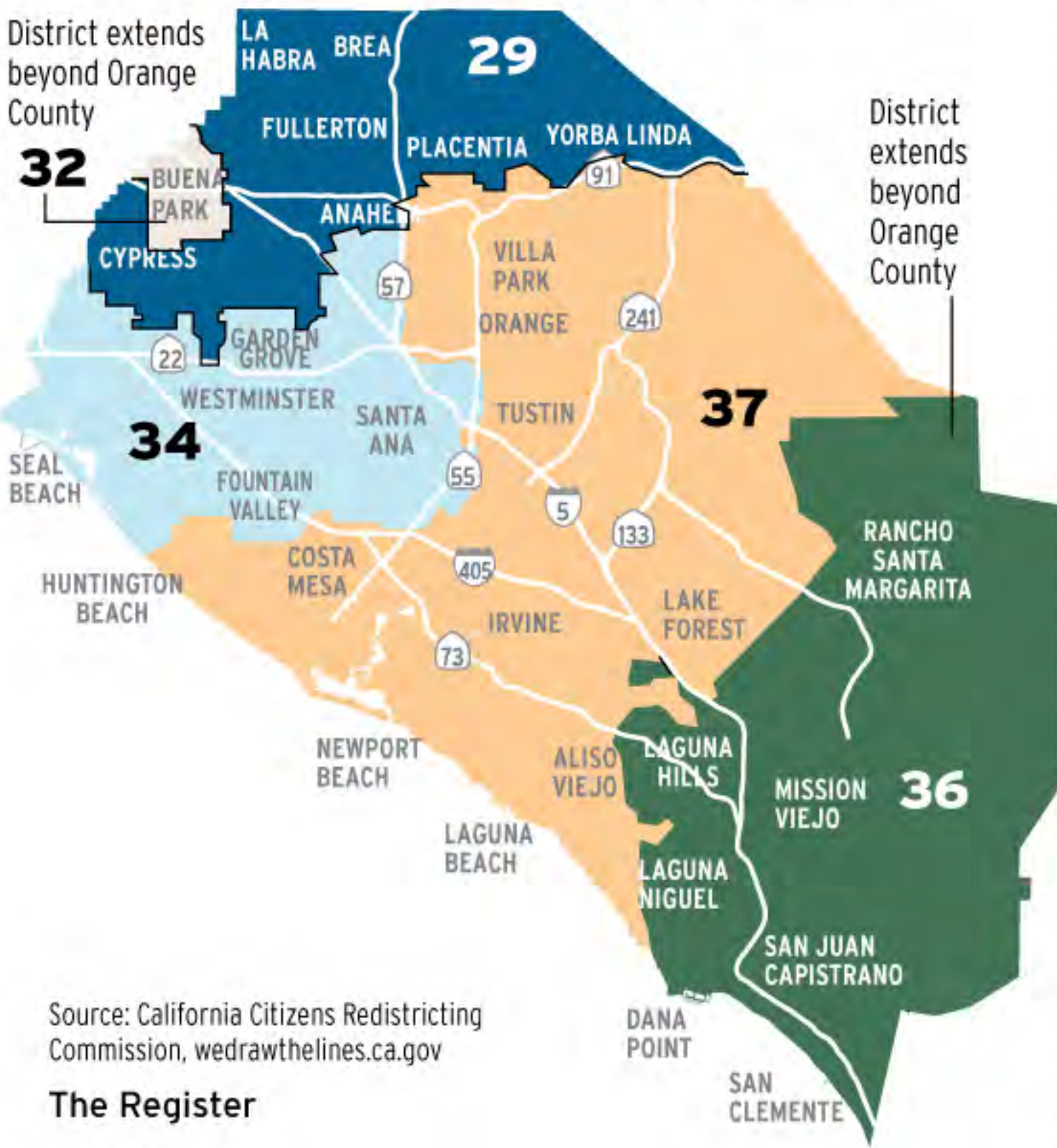
Source: California Citizens Redistricting Commission, wedrawthelines.ca.gov

Graphic by Martin Wisckol, Scott Brown / The Register

New state Senate districts

District extends beyond Orange County

District extends beyond Orange County



Source: California Citizens Redistricting Commission, wedrawthelines.ca.gov

The Register

San Diego County Water Authority Survey

Completed March, 2011
by: Rea & Parker Research
San Diego, CA

Random Telephone sample of 821 residents
Margin of error +/- 3.4%
at 95 percent confidence

Analysis Presented by:

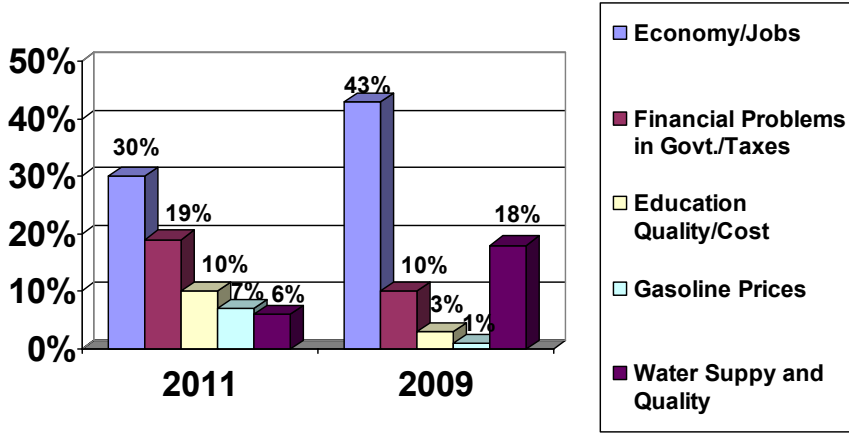
Lewis Consulting Group

John Lewis, President

July, 2011

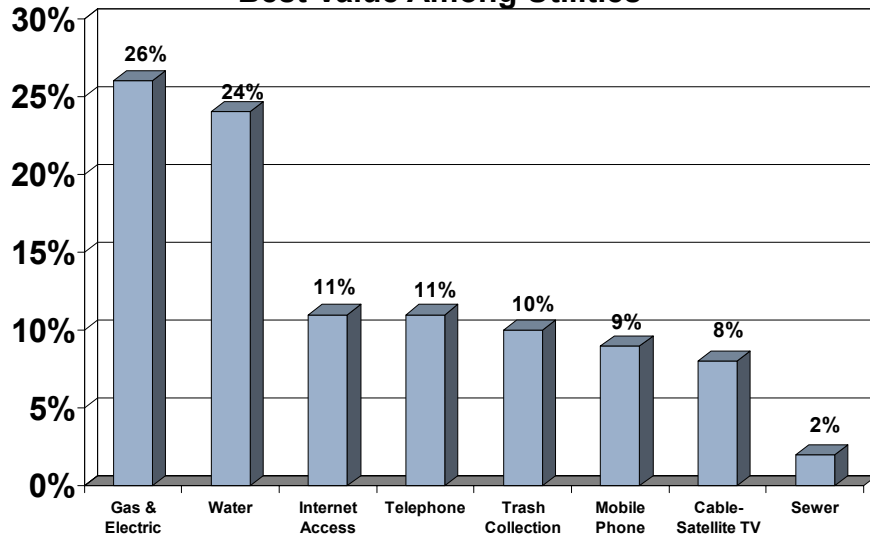
Question 1

Most Important Issue Facing San Diego County Residents



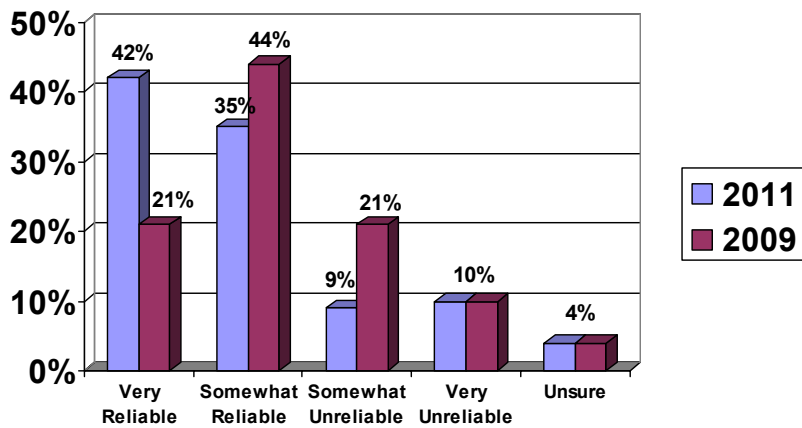
Question 2

Best Value Among Utilities



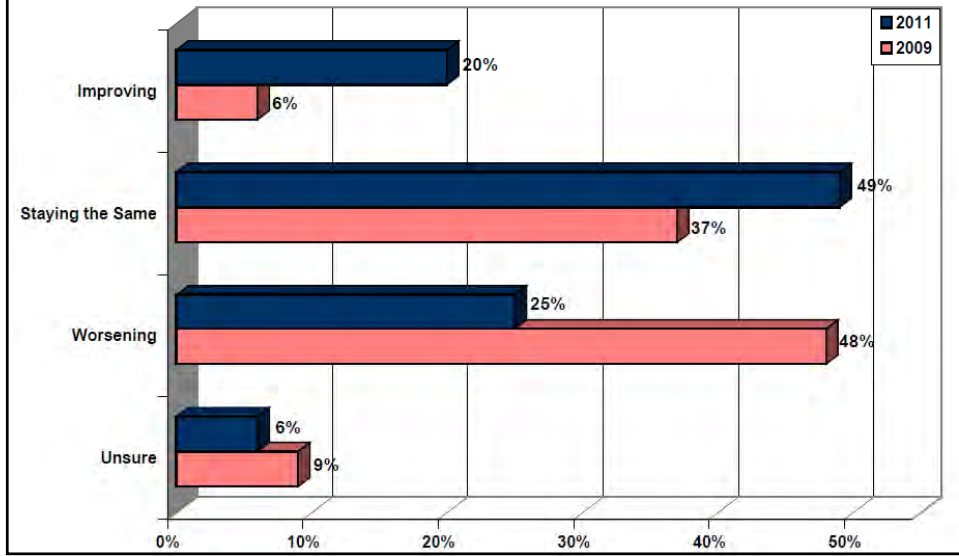
Question 3

Reliability of Water Supply in San Diego County



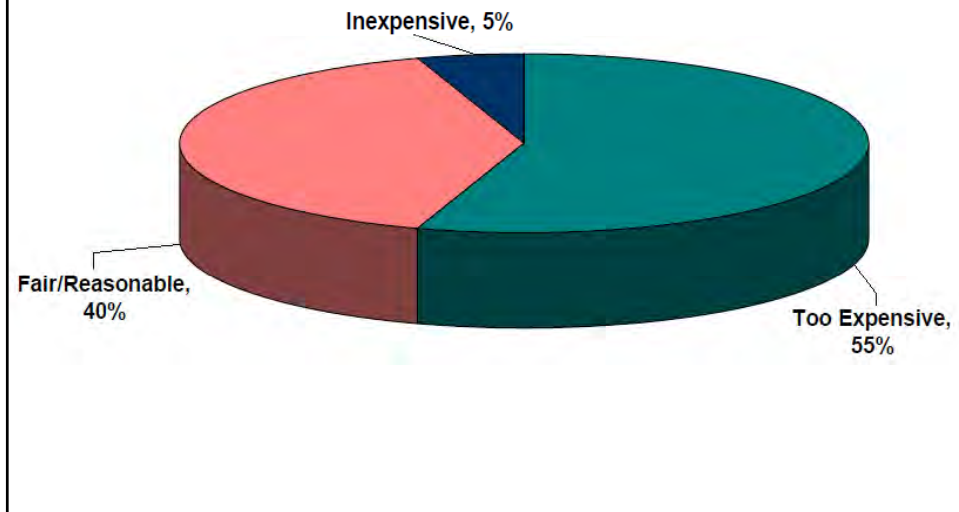
Question 4

Water Supply Reliability Improving/Worsening



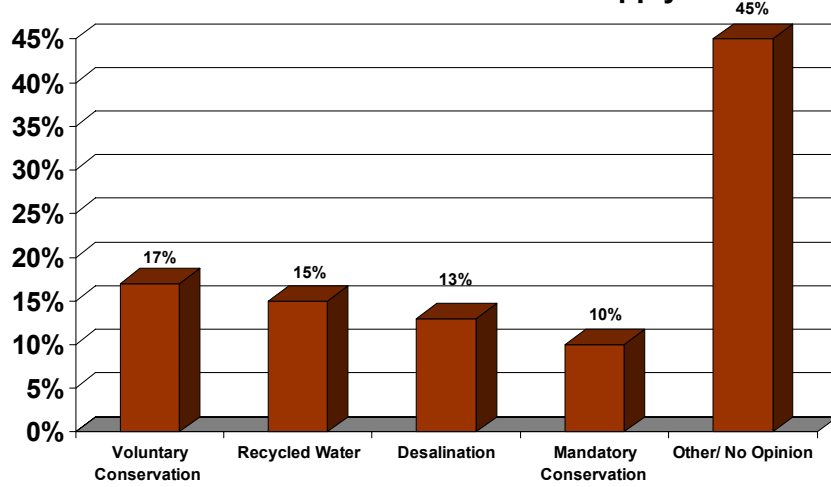
Question 5

Opinion on Current Cost of Water



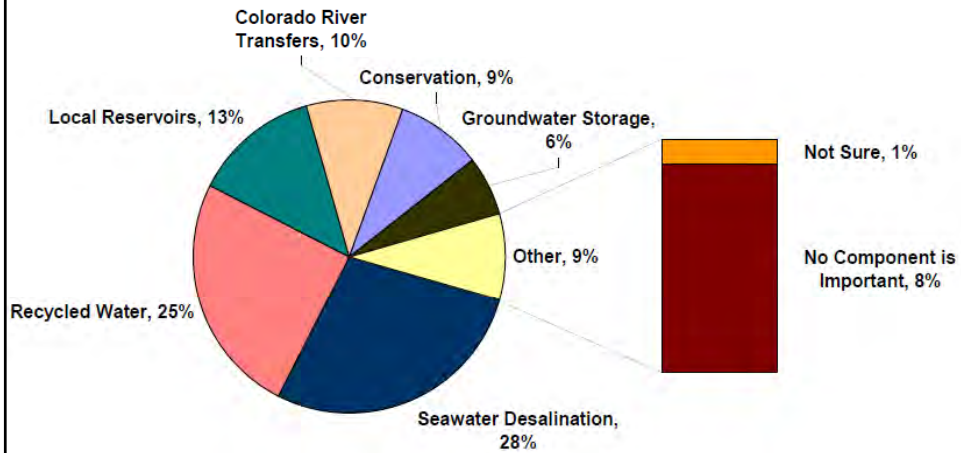
Question 6

What is the most critical thing to be done to ensure safe and reliable water supply?



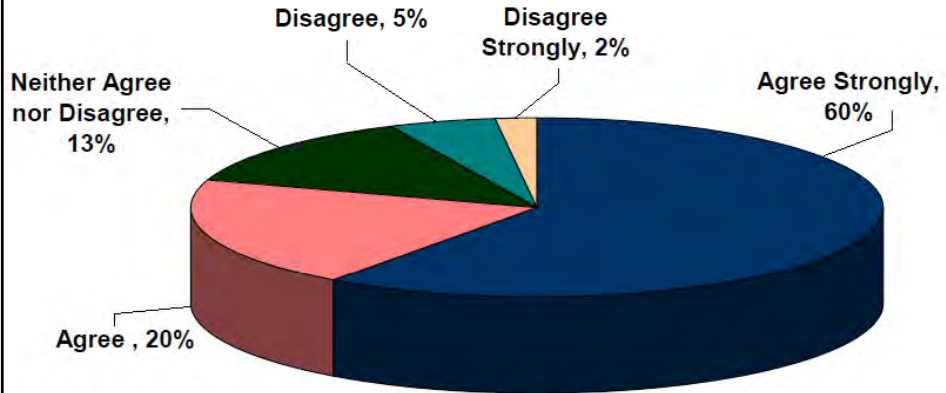
Question 7

Most Important Component of Diversification Plan



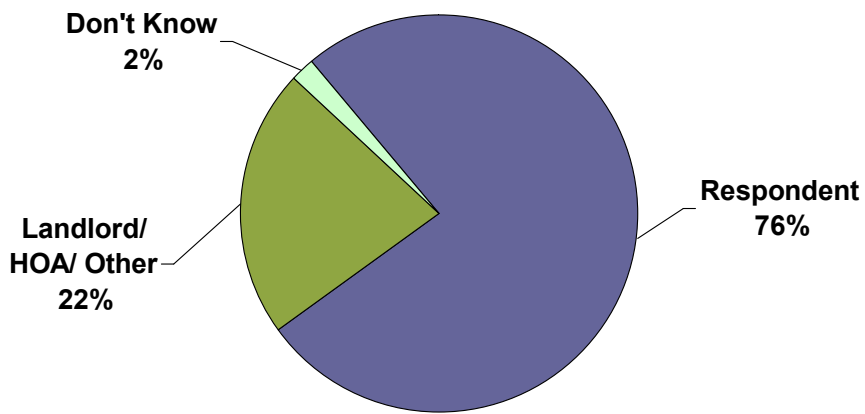
Question 8

Opinion about Diversification Plan



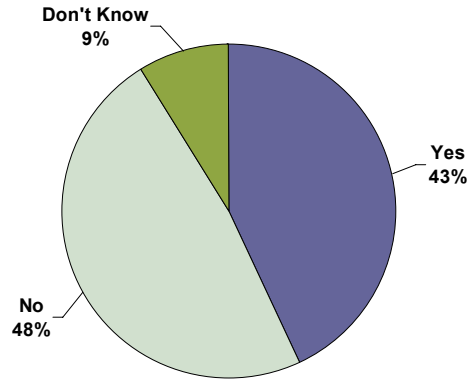
Question 9

Who pays your water bill?



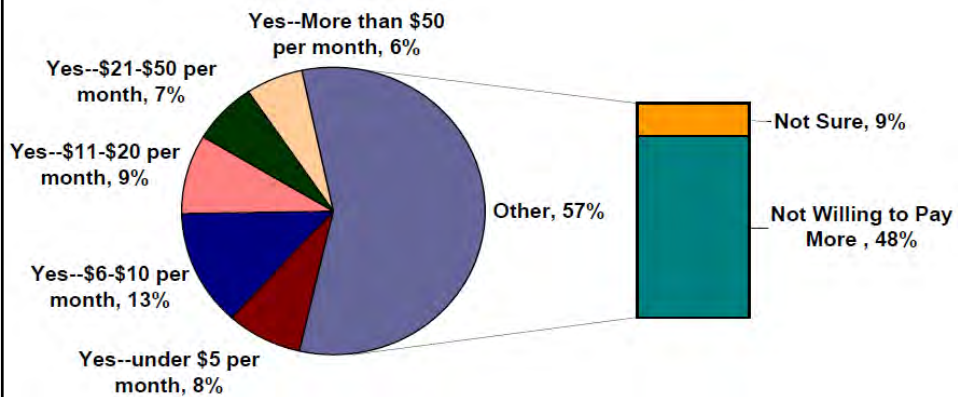
Question 10b

Willingness to pay more per month for diversification plan



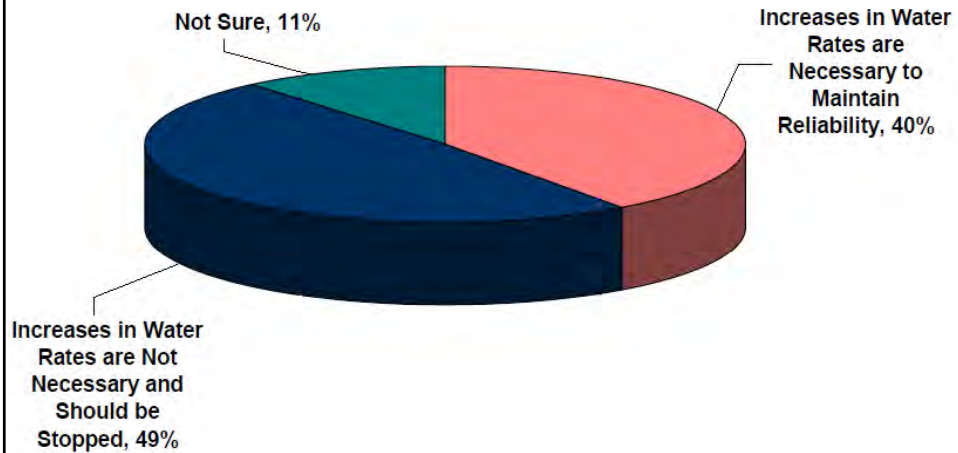
Question 10

Willingness to Pay More per Month for Diversification Plan



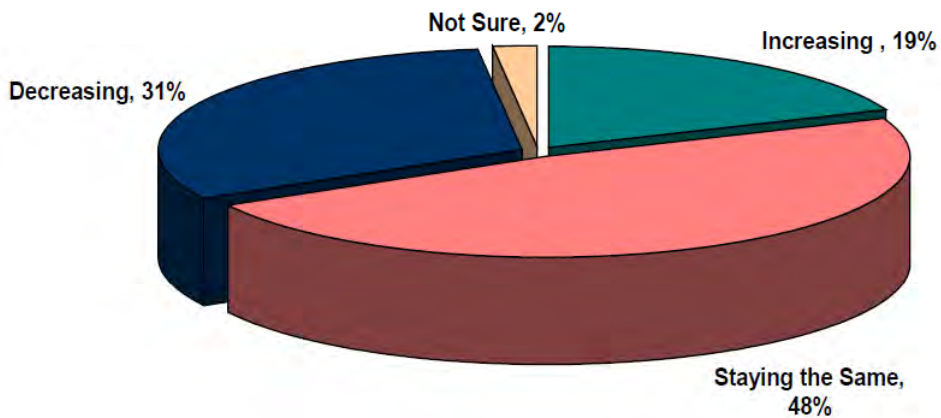
Question 11

Increase Water Rates to Pay for Projects to Improve Reliability?



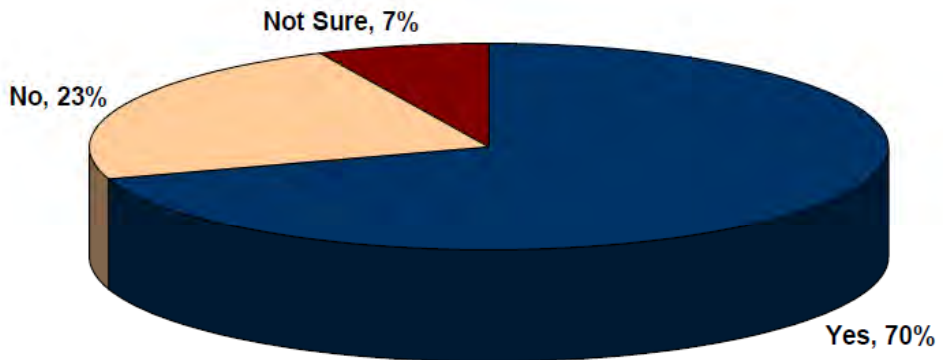
Question 12

Water Use Increasing or Decreasing Past Year



Question 13

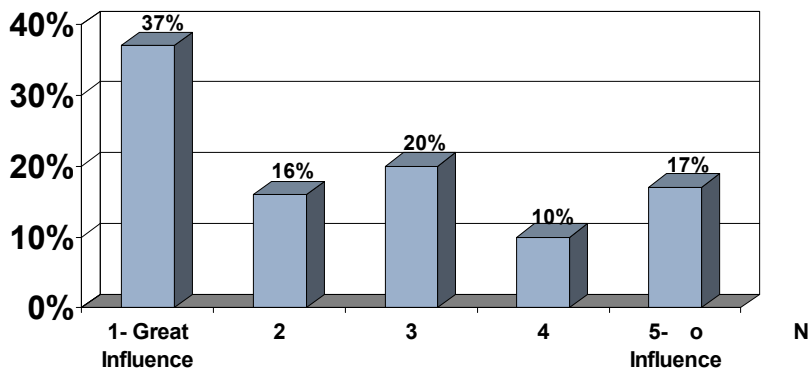
Appropriateness of Tiered Water Rates to Encourage Using Water Wisely



Question 14

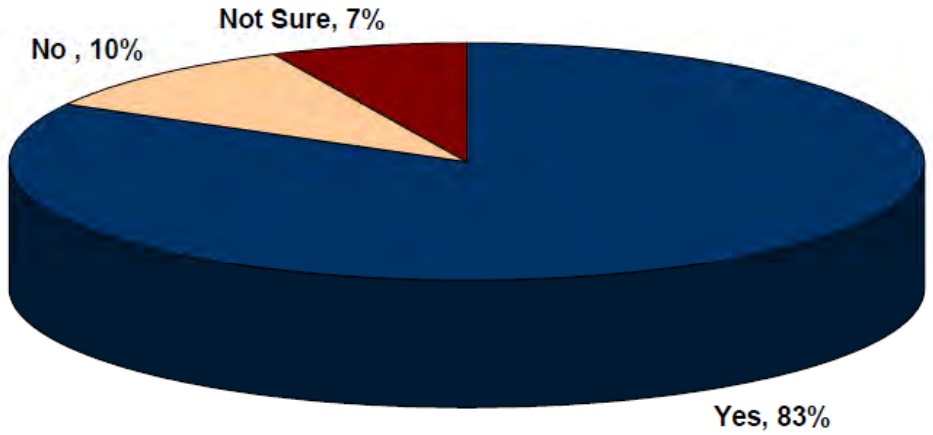
Water Agency Influence on Conservation

(On a Scale 1-5)



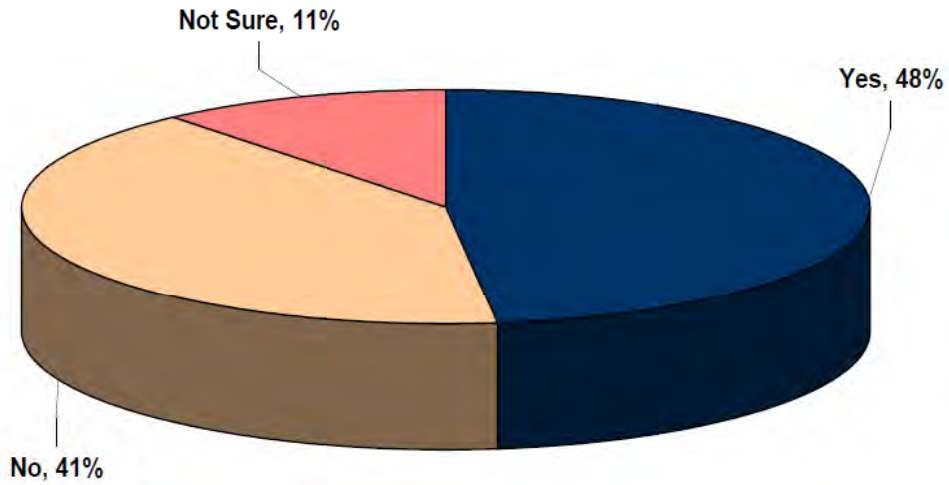
Question 15

Continue to Observe Restrictions Even if Lifted



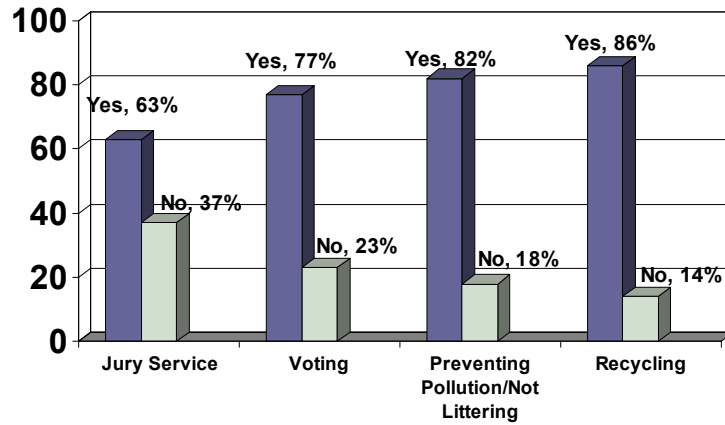
Question 16

Support of Making Water Use Restrictions Permanent



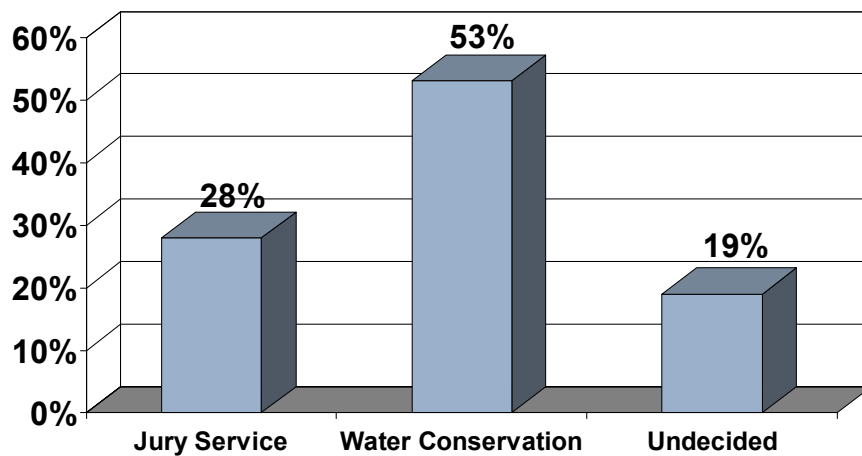
Question 17a

Which do you consider a civic responsibility?



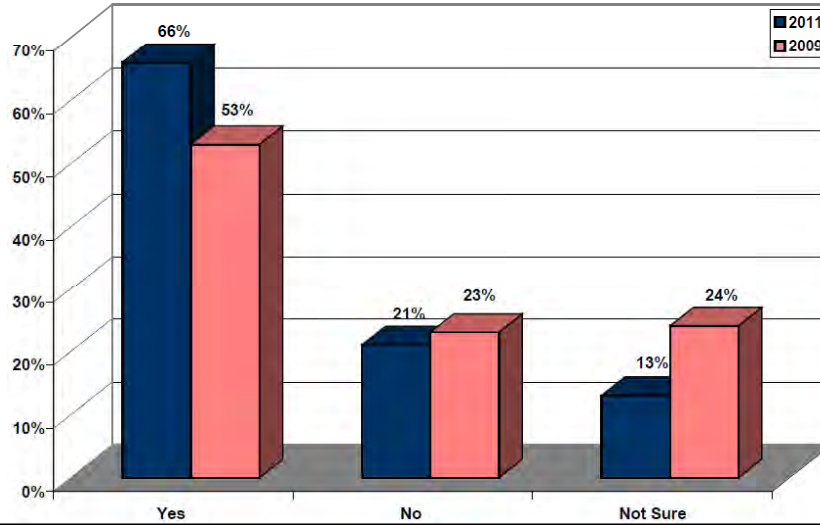
Question 17b

A greater Civic Responsibility



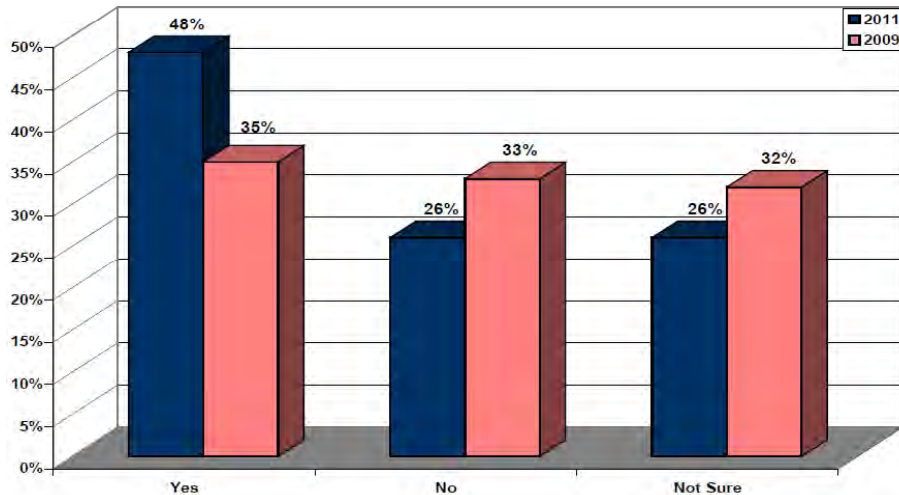
Question 18

Possible to Further Treat Recycled Water Used for Irrigation to Make It Pure and Safe for Drinking



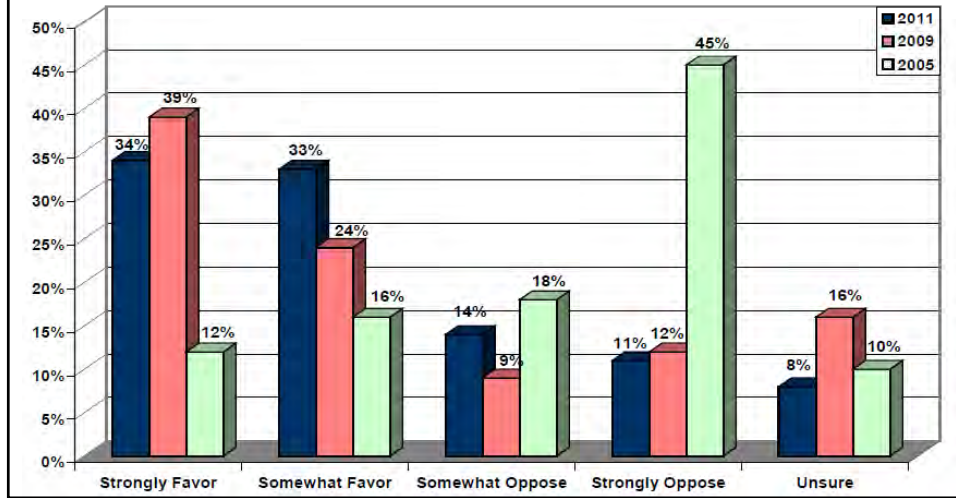
Question 19

Believe that Drinking Water Already Contains Recycled Water



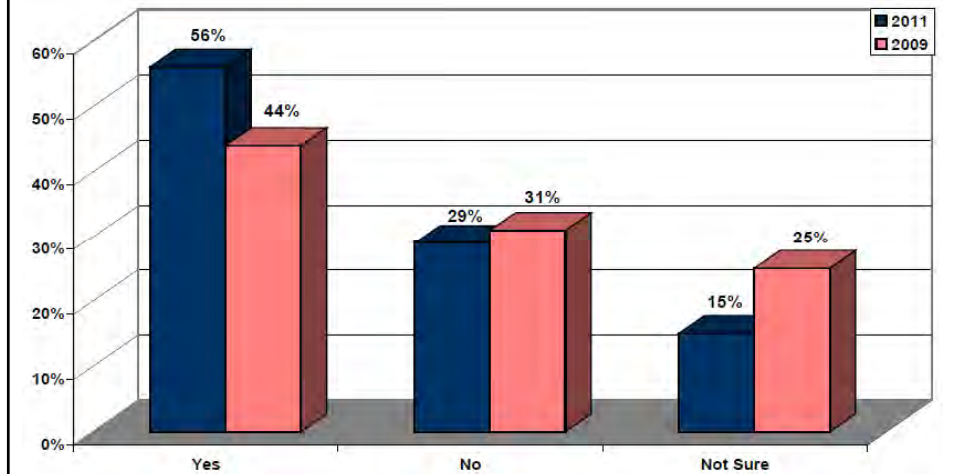
Question 20

Opinion About Using Advanced Treated Recycled Water as an Addition to Drinking Water Supply



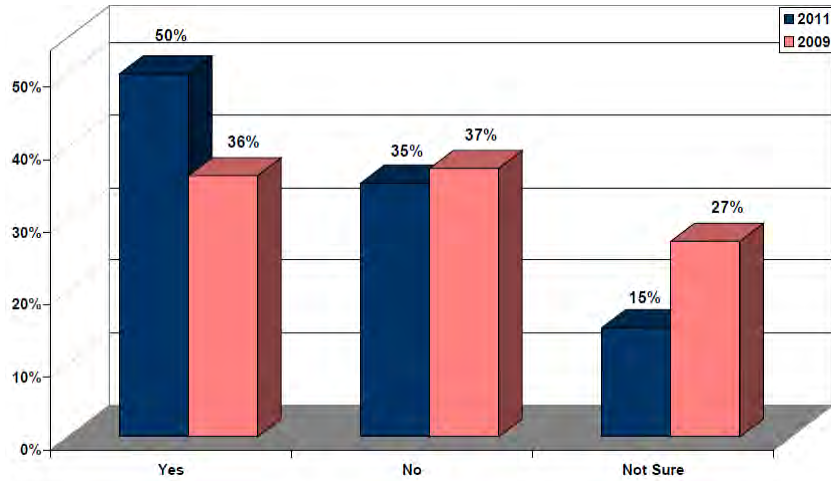
Question 21a

Likelihood of Accepting Recycled Water to Supplement Drinking Water if Respondent Learned of Very Strict California Drinking Water Standards



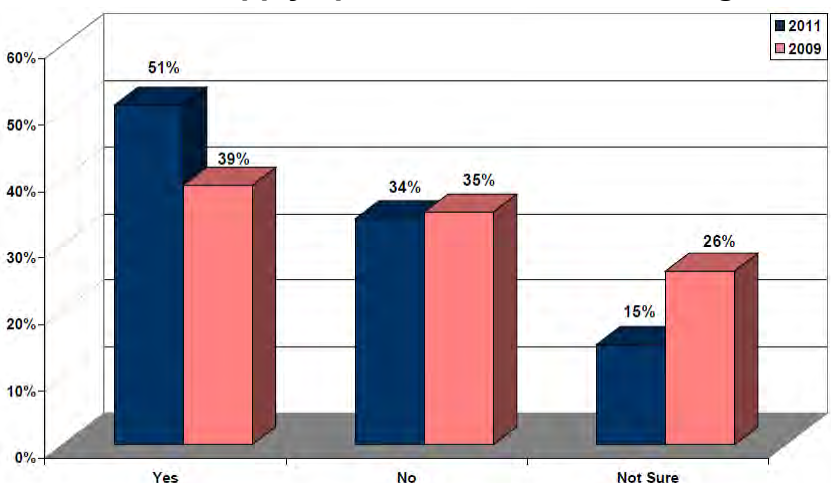
Question 21b

Likelihood of Accepting Recycled Water to Supplement Drinking Water if Respondent Learned that Other Communities Use Recycled Water as a Supplement



Question 21c

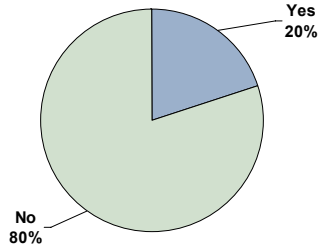
Likelihood of Accepting Recycled Water to Supplement Drinking Water if Respondent Learned that Recycled Water Could Supply up to 10% of Local Drinking Water



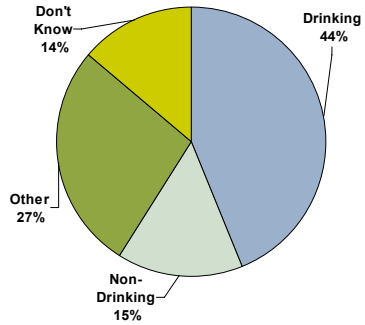
Question 22

San Diego Purification Demonstration Project

Heard of SD Purification Demonstration Project

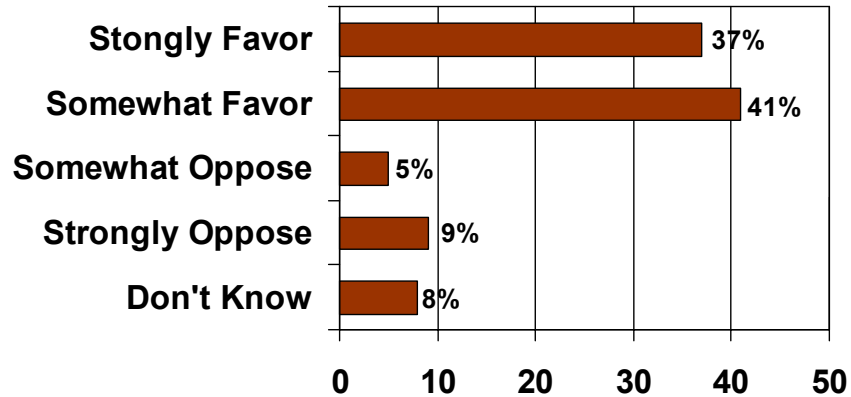


What have you heard?



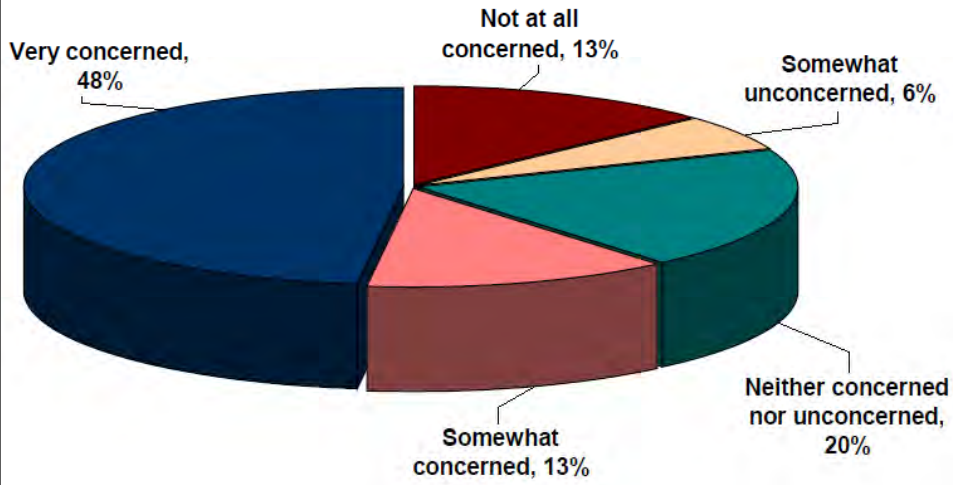
Question 23

Do you favor or oppose the water purification demonstration project?



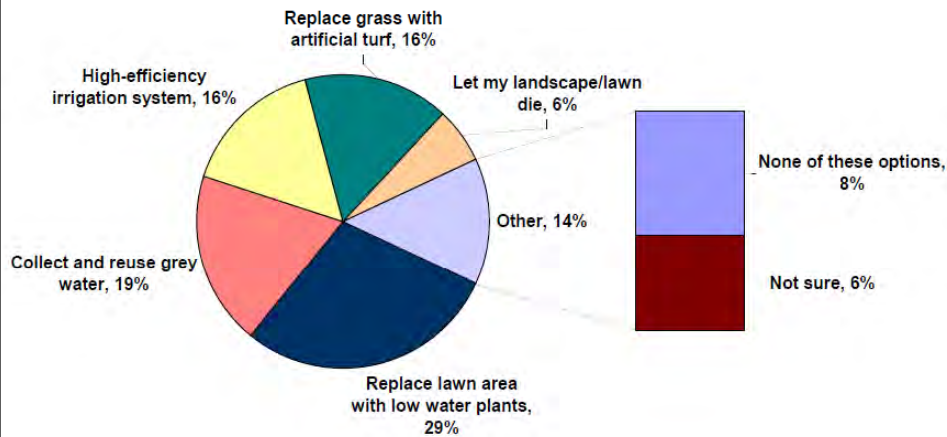
Question 24

Concern About Continued Increases In Water Rates



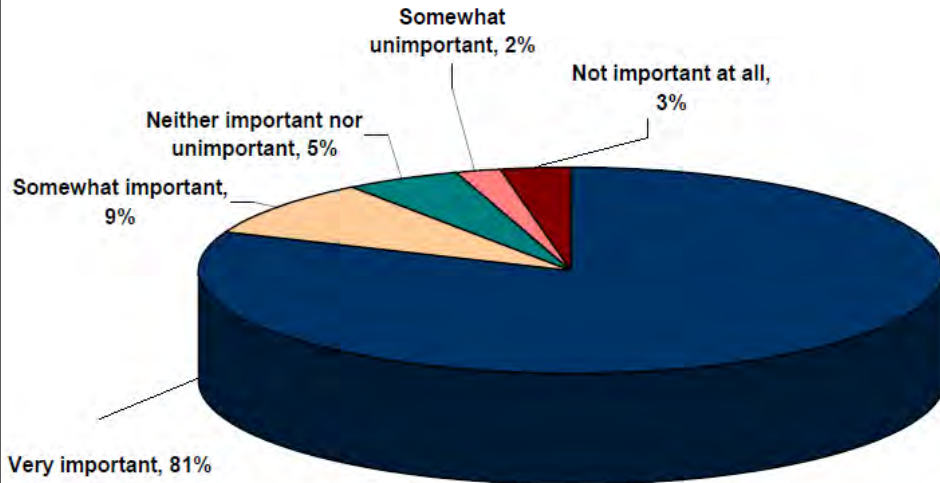
Question 25

Willingness to Undertake the Following in Order to Minimize Increases in Water Rates



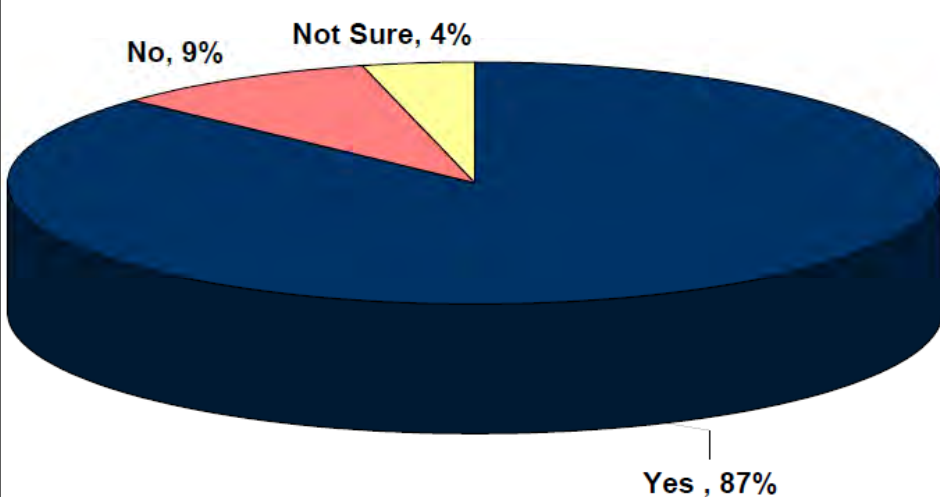
Question 26

Importance of Local Farmers and Agriculture to San Diego Economy



Question 27

Maintain Reduced Water Rates for Farmers and Agriculture





Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
AB 19	Building Standards: Water Meters: Multiunit Structures	4/27/2011		
Fong (D)	Requires a water purveyor providing water service to a newly constructed multiunit residential structure or mixed-use residential and commercial structure, including a structure that is part of a common interest development, that submits and application for a water connection after a specified date, to require the installation of the meter or submeter to measure water to each unit as a condition of new water service. Requires the submeter to meet specified requirements. Relates to billing and disclosure.	In ASSEMBLY Committee on HOUSING AND COMMUNITY DEVELOPMENT: Reconsideration granted.		
AB 49	Development: Expedited Permit Review	5/27/2011		
Gatto (D)	Relates to permit streamlining and development projects. Requires the Office of Permit Assistance to provide information to developers explaining the permit approval process and to assist them in meeting statutory environmental quality requirements, to assist state and local agencies in streamlining the permit approval process and applicants to identify needed permits, to develop related guidelines providing local permit process technical assistance, and to develop a consolidated project information form.	In ASSEMBLY Committee on APPROPRIATION S: Held in committee.		
AB 54	Drinking Water	7/11/2011		
Solorio (D)	Requires a mutual water company that operates a public water system to submit an map depicting approximate service boundaries. Disallows expansion without approval. Requires a company financial reserve fund. Requires company board member training. Relates to projects funded under the Safe Drinking Water Revolving Fund. Relates to approval for annexation. Relates to safe drinking water standards compliance. Authorizes such companies to levy an assessment to pay water quality violation related civil fines.	In SENATE. Read second time and amended. Re-referred to Committee on APPROPRIATION S. Hearing: 8/15/11		

**All bills shaded in gray are two-year bills.*



Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
AB 83	Environment: CEQA Exemption: Recycled Water Pipeline	4/11/2011		
Jeffries (R)	Amends existing law regarding California Environmental Quality Act environmental impact reports. Exempts a project for the installation of a new pipeline for the distribution of recycled water within an improved public street, highway, or right-of-way.	In ASSEMBLY Committee on NATURAL RESOURCES: Failed Passage. Reconsideration granted.	MWDOC: Support (4/6/11)	OCWD: Support
AB 134	Sacramento Regional County Sanitation District	7/12/2011		
Dickinson (D)	Authorizes the Sacramento Regional County Sanitation District to file an application for a permit to appropriate a specified amount of water that is based on the volume of treated wastewater that the district discharges into the Sacramento River and recovers for reuse. Authorizes the State Water Resources Control Board to grant a permit to appropriate that treated wastewater upon terms and conditions determined by the board. Requires the board to comply with specified related requirements.	In SENATE. Read second time. To third reading.		IRWD: Oppose MWD: Oppose (2/8/11, 5/10/11)
AB 148	Local Government: Ethics Training: Disclosure	5/27/2011		
Smythe (R)	Defines the term ethics laws, for purposes of training for officers and employees of a local government, to include compensation setting guidelines as established by specified organizations. Requires the local agency to post the ethics training record on the local agency's Internet Web site, if any, and to submit a copy of the record to the Attorney General. Requires a local agency that has adopted a written attendance compensation policy to post the policy on the local agency's Web site.	In ASSEMBLY Committee on APPROPRIATION S: Held in committee.		IRWD: Watch

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Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
AB 157	Safe, Clean and Reliable Drinking Water Supply Act	2/24/2011		
Jeffries (R)	Reduces the total amount of bonds authorized to be issued pursuant to the Safe, Clean and Reliable Drinking Water Supply Act of 2012. Makes conforming reductions to amounts specified to be allocated from these bond funds for certain purposes.	To ASSEMBLY Committees on WATER, PARKS AND WILDLIFE and ENVIRONMENTAL SAFETY AND TOXIC MATERIALS.		IRWD: Oppose
AB 246	Water Quality: Enforcement	7/12/2011		
Wieckowski [D]	Authorizes a regional water quality control board to delegate to its executive officer the authority to apply for judicial enforcement to the Attorney General, a district attorney, a city attorney of a city with a population that exceeds 750,000, or a city attorney for a city and county. Authorizes a district attorney, a city attorney of a city with a specified population to bring civil actions under the Porter-Cologne Water Quality Act and only upon approval of the Attorney General.	In SENATE. Read second time. To third reading.		IRWD: Oppose
AB 262	California Regional Water Quality Control Boards	2/18/2011		
Harkey (R)	Revises the description of the boundaries of the Santa Ana Regional Water Quality Control Board and the San Diego Regional Water Quality Control Board.	To ASSEMBLY Committee on ENVIRONMENTAL SAFETY AND TOXIC MATERIALS.		IRWD: Watch

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Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
AB 275	Rainwater Capture Act of 2011	7/13/2011		
Solorio (D)	Enacts the Rainwater Capture Act of 2011. Authorizes residential, commercial, and governmental landowners to install, maintain, and operate rain barrel systems and rainwater capture systems for specified purposes. Requires a local agency to notify a public water system of any permit program. Authorizes a landscape contractor to enter into a prime contract for the construction of such system, if it is used exclusively for landscape irrigation. Authorizes such contractors to design and install exterior parts.	In SENATE. Read second time and amended. To third reading.	MWDOC: Support <i>Pending Board Action on 7/20/11</i>	
AB 403	Public Drinking Water Standards: Hexavalent Chromium	7/12/2011		
Campos (D)	Requires the Department of Public Health to post its progress on the establishment of primary drinking water standard hexavalent chromium on the department's Internet Web site. Includes the adoption of a primary drinking water standard for hexavalent chromium among the proposed regulations relating to maximum contaminant levels for primary or secondary water standards that are subject to a review by the Department of Finance of not more than 90 days.	In SENATE. Read second time and amended. To third reading.		MWD: Support (5/10/11) IRWD: Watch
AB 550	Sacramento-San Joaquin Delta: Peripheral Canal	3/25/2011		
Huber (D)	Prohibits the construction of a peripheral canal that conveys water from a diversion point in the Sacramento River to a location south of the Sacramento-San Joaquin Delta, unless expressly authorized by the Legislature. Requires the Legislative Analyst's Office to complete an economic feasibility analysis prior to the enactment of a statute authorizing the construction of a peripheral canal. Prohibits the construction and operation of a peripheral canal from diminishing water quality.	To ASSEMBLY Committees on WATER, PARKS AND WILDLIFE and APPROPRIATION S.	MWDOC: Oppose (4/20/11)	IRWD: Oppose OCWD: Oppose MWD: Oppose

**All bills shaded in gray are two-year bills.*



Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
AB 555	Local Agency Formation	2/16/2011		
Norby (R)	Makes a technical, nonsubstantive change to the procedures for the formation, change of organization, and reorganization of cities and special districts.	INTRODUCED		
AB 576	Delta Plan: Financing	3/31/2011		
Dickinson (D)	Requires the Delta Stewardship Council to develop a long-term finance plan to pay for the costs of implementing the Delta Plan by a specified date. Prohibits the council from adopting new fees for these purposes unless authorized by statute. Authorizes the council, before adopting and collecting long-term revenue sources, to seek to obtain early funding contributions from entities that may benefit from implementation of the Plan and to track those contributions.	In ASSEMBLY. Read second time and amended. Re-referred to Committee on WATER, PARKS AND WILDLIFE.	MWDOC: Oppose unless Amended (4/6/11)	MWD: Support if Amended
AB 685	State Water Policy	7/11/2011		
Eng (D)	Requires all specified relevant state agencies to consider state policy regarding the right to clean, affordable, and accessible water, when revising, adopting, or establishing policies, regulations, and grant criteria. Authorizes a regional water management group to coordinate its planning activities to address or incorporate into its plan a basin plan developed and adopted by a regional water quality control board.	In SENATE. Read second time and amended. Re-referred to Committee on APPROPRIATION S.		
AB 741	Onsite Wastewater Disposal	7/25/2011		
Huffman (D)	Amends an existing law authorizing a property owner included within an assessment district for construction of a main trunkline or collector sewer lines, to request construction plumbing to connect his or her property to the adjoining public sewer system, and creates a lien. Relates to funding. Authorize defined entities, to use this provision for the purpose of converting properties from onsite septic systems and connecting them to the sewer system and for replacing or repairing existing sewer laterals.	Signed by GOVERNOR.	MWDOC: Support 4/6/11	IRWD: Sponsor MWD: Support (5/10/11)

**All bills shaded in gray are two-year bills.*



Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
AB 779	Municipal Water Districts: Oversight	3/31/2011		
Fletcher (R)	Authorizes a municipal water district to establish an independent oversight committee to assist in tracking and reviewing revenues of the district to advance capital improvements, operations and maintenance of district facilities, and allocation methodologies. Authorizes an independent oversight committee to perform specified functions for those purposes.	Re-referred to ASSEMBLY Committee on LOCAL GOVERNMENT.	MWDOC: Oppose 5/18/11	WBMWD: Oppose
AB 849	Water: Use Efficiency: Graywater Building Standards	7/13/2011		
Gatto (D)	Repeals the authority of a city, county, or other local agency to adopt building standards that prohibit entirely the use of graywater. Requires that an ordinance enacted pursuant to this authority must include the local climatic, geological, topographical, or any other conditions requiring the more restrictive building standards.	In SENATE. Read second time and amended. To third reading.	MWDOC: Support <i>Pending Board Action on 7/20/11</i>	
AB 903	Sacramento-San Joaquin Delta	4/12/2011		
Berryhill, B. (R)	Makes legislative findings relative to the importance of dredging the Sacramento-San Joaquin Delta. Requires the State Water Resources Control Board, the Department of Water Resources, and the Department of Fish and Game to take specified actions with regard to dredging the Delta.	In ASSEMBLY. Read second time and amended. Re-referred to Committee on WATER, PARKS AND WILDLIFE.		
AB 912	Local Government: Organization	7/25/2011		
Gordon (D)	Authorizes a local agency formation commission, where the commission is considering a change of organization that consists of the dissolution of a district that is consistent with a prior action of the commission, to immediately order the dissolution if initiated by the district board, or if the dissolution was initiated by an affected local agency, by the commission, or by petition, to hold at least one noticed public hearing on the proposal, and to order the dissolution, unless a majority protest exists.	Signed by GOVERNOR.		

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Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
AB 954	Water Replenishment Districts	3/10/2011		
Calderon, C (D)	Requires information in certain engineering surveys and reports and in related determinations, to pertain to the groundwater in each basin within the water replenishment district. Provides that the board of directors of a water replenishment district, would be required, to impose an assessment in an amount that is calculated to pay for costs that include the actual cost of replenishing the groundwater basin, removing contaminants from the groundwater basin, and the administrative costs of the district.	To ASSEMBLY Committees on LOCAL GOVERNMENT and WATER, PARKS AND WILDLIFE.		
AB 964	Water Rights: Appropriation	6/30/2011		
Huffman (D)	Authorizes obtaining a right to appropriate water for a small irrigation use upon registering the use with the State Water Resources Control Board and, thereafter, applying the water to reasonable and beneficial use. Allows more than one such registration under specified conditions. Prohibits such use registration for a facility served or used pursuant to a permit or license for domestic or municipal use. Provides the requirements stream system registration. Relates to stream flow requirements.	In SENATE. Read second time and amended. Re-referred to Committee on APPROPRIATION S. Hearing: 8/15/11		IRWD: Support
AB 977	Harbors and Ports: Loans: OC Dana Point Harbor	3/31/2011		
Harkey (R)	Relates to the acquisition, construction, and operation of small craft harbors. Requires the Department of Boating and Waterways to extend all phases of certain loan contracts for such purposes between the department and the County of Orange, OC Dana Point Harbor.	In ASSEMBLY. Read second time and amended. Re-referred to Committee on WATER, PARKS AND WILDLIFE.		

**All bills shaded in gray are two-year bills.*



Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
AB 1048 Harkey (R)	Water Quality: Recycled Water and Wastewater: Fluoride Requires the State Water Resources Control Board to adopt a statewide policy establishing standards for levels of fluoride in recycled water and wastewater.	3/16/2011 Re-referred to ASSEMBLY Committee on ENVIRONMENTAL SAFETY AND TOXIC MATERIALS.		
AB 1180 Bradford (D)	Water: Coastal Powerplants Requires the State Water Resources Control Board to consider an implementation submitted by a municipally owned power plant in compliance with the Statewide Water Quality Control Policy on the Use of Coastal and Estuarine Waters for Power Plant Cooling, and recommendations by the Statewide Advisory Committee on Cooling Water Intake Structures, if any, and direct staff to make recommendations to the policy, if appropriate.	7/11/2011 In SENATE. From Special Consent Calendar. To third reading.		
AB 1283 Berryhill, B. (R)	Safe, Clean, and Reliable Drinking Water Supply Act Declares the intent of the Legislature to enact legislation relating to the Safe, Clean, and Reliable Drinking Water Supply Act of 2012.	2/18/2011 INTRODUCED		
ACA 4 Blumenfeld (D)	Local Government Financing: Voter Approval Proposes an amendment to the Constitution to create an additional exception to the 1% limit for a tax rate imposed by a city, county, city and county, or special district to service bonded indebtedness incurred to fund specified public improvements and facilities, or buildings used primarily to provide sheriff, police, or fire protection services, that is approved by 55% of the voters of the city, county, city and county, or special district.	7/6/2011 In ASSEMBLY Committee on APPROPRIATION S: To Suspense File.		

**All bills shaded in gray are two-year bills.*



Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
SB 31	Local Government: Lobbyist Registration	3/31/2011		
Correa (D)	Enacts a comprehensive scheme to regulate lobbying entities that lobby local government agencies, including requirements to register and make periodic reports regarding certain lobbying activities. Requires each agency to create a commission to implement and enforce these provisions. Provides that any person who knowingly or willingly violates a provision, or knowingly or willfully aides and abets any person in violation of any provision is guilty of a misdemeanor.	Re-referred to SENATE Committee on ELECTIONS AND CONSTITUTIONAL AMENDMENTS.		
SB 34	Water Resources Investment Act of 2011	5/4/2011		
Simitian (D)	Requires revenues and charges collected under the Water Resources Investment Program to be deposited in the state Water Resources Investment Program Fund and a number of regional investment accounts within the fund. Requires money in the regional accounts be for water-related projects and programs. Requires state account moneys be appropriated for specified statewide water-related programs and the Delta plan, mercury contamination in the Sacramento-San Joaquin Delta, and for related bond debt service.	From SENATE Committee on GOVERNANCE AND FINANCE: Do pass to Committee on APPROPRIATION S.	MWDOC: Oppose 5/18/11	MWD: Oppose 5/10/11 IRWD: Oppose
SB 46	Public Officials: Compensation Disclosure	6/6/2011		
Correa (D)	Requires every designated employee and other person, except a candidate for public office, who is required to file a statement of economic interests to include a compensation disclosure form that provides compensation information for the preceding calendar year. Requires every agency to post of that agency's Internet Web site information contained on the compensation disclosure form filed by a person required to file a statement of economic interests. Requires the adoption of emergency regulations.	In SENATE. Read second time. To third reading.		IRWD: Oppose unless Amended

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Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
SB 52	Water Quality: Sacramento Regional Sanitation District	5/2/2011		
Steinberg (D)	Appropriates funds to the Department of Water Resources from the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 to provide financial assistance to the Sacramento Regional County Sanitation District to offset rate increases associated with the costs of capital improvements to the district's regional sewage treatment plant.	In SENATE Committee on ENVIRONMENTAL QUALITY: Failed passage. Reconsideration granted.		MWD: Watch (2/8/11)
SB 160	Local Government: Reorganization	2/10/2011		
Huff (R)	Makes a technical, nonsubstantive change to the Cortese Knox Hertzberg Local Government Reorganization Act, which provides the authority and procedure for the initiation and completion of changes of organization for cities and districts.	INTRODUCED To SENATE Committee on RULES.		
SB 186	The Controller	6/29/2011		
Kehoe (D)	Authorizes the Controller to exercise discretionary authority to perform an audit or investigation of any county, city, special district, joint powers authority, or redevelopment agency. Expands existing law, providing that if reports are not made in a specified manner of if there is reason to believe that reports are false, an investigation may be made and a copy of the results transmitted to the grand jury of the county, to also include a special district, joint powers authority, or redevelopment agency.	In ASSEMBLY Committee on LOCAL GOVERNMENT: Failed passage. Reconsideration granted.		
SB 200	Sacramento-San Joaquin Delta: Bay Delta Conservation	3/24/2011		
Wolk (D)	Amends the Delta Reform Act of 2009 that requires the Delta Stewardship Council to consider the Bay Delta Conservation Plan (BDCP) for inclusion in a specified Delta Plan and the authorizes the incorporation of the plan into the Delta Plan if the BDCP meets certain requirements. Requires any state agency that is responsible for authorizing or implementing any action of the BDCP to ensure the action is consistent with specified requirements prescribed by these provisions.	In SENATE. Read second time and amended. Re-referred to Committee on NATURAL RESOURCES AND WATER.	MWDOC: Oppose (4/6/11)	IRWD: Oppose MWD: Oppose



Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
SB 215	Invasive Aquatic Species: Mussels	7/13/2011		
Huff (R)	Extends the repeal, to a specified date, of existing law that generally prohibits a person from possessing, importing, shipping, or transporting, or from placing, planting, or causing to be placed or planted in any water within the state, dreissenid mussels, and authorizes the Director of Fish and Game or his or her designee to engage in enforcement activities. Provides that a person who violates, resists, delays, obstructs, or interferes with the implementation of these provisions is subject to a penalty.	In ASSEMBLY Committee on APPROPRIATION S: To Suspense File.	MWDOC: Support (4/20/11)	IRWD: Support OCWD: Support MWD: Support
SB 224	Public Contracts: Department of Water Resources	7/14/2011		
Pavley (D)	Amends existing law regarding public contract approvals by the Department of General Services. Exempts specified contracts entered into by the Department of Water Resources.	In ASSEMBLY. From Consent Calendar. To third reading.	MWDOC: Support <i>Pending Board Action on 7/20/11</i>	IRWD: Support MWD: Support
SB 297	Renewable Energy Resources: Hydroelectric Generation	4/14/2011		
Cannella (R)	Amends the State Renewable Portfolio Standard Program that includes a small hydroelectric general facility as an eligible renewable energy resource. Revises the definition of renewable energy resource to include a hydroelectric generation facility of any size, and removes other restrictions regarding which such facilities meet the definition of an eligible renewable energy resource. Makes other conforming changes.	In SENATE. Read second time and amended. Re-referred to Committee on ENERGY, UTILITIES AND COMMUNICATION S.	MWDOC: Support (4/20/11)	MWD: Support

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Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
SB 571	Water Commission: Water Plan: Water Resources	4/13/2011		
Wolk (D)	Provides for the organization of the State Water Commission as a separate agency in state government. Enacts the Water Resources Investment Planning Act to establish regional water planning agencies and a state water investment plan. Provides the frequency for plan updates. Requires the State Department of Water Resources and regional agencies to submit related reports to the commission. Prescribes the contents of the reports and the purpose for developing the reports.	In SENATE. Read second time and amended. Re-referred to Committee on APPROPRIATION S.	MWDOC: Oppose 5/18/11	MWD: Oppose (5/10/11)
SB 607	Water Resources Board: Brackish Groundwater Treatment	7/14/2011		
Walters (R)	Requires the Water Resources Control Board to either amend the State Ocean Plan, or adopt separate standards, to address water quality objectives and effluent limitations that are specifically appropriate for brackish groundwater treatment system facilities that produce municipal water supplies for local use.	In ASSEMBLY. Read second time. To Consent Calendar.		
SB 701	Central Basin Municipal Water District: Report	4/7/2011		
Calderon, R. (D)	Requires the Central Basin Municipal Water District to report on the status of the Central Groundwater Basin and seawater barrier operations. Requires the municipal water district to provide an annual update of that report. Requires the Department of Water Resources and the Water Replenishment District of Southern California to cooperate with the municipal water district in the completion of the report. Requires the Board of Directors of the Central Basin Municipal Water District to consist of 7 directors.	Re-referred to SENATE Committees on NATURAL RESOURCES AND WATER and GOVERNANCE AND FINANCE.		MWD: Oppose (4/12/11)



Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
SB 834	Integrated Regional Water Management Plans: Contents	6/30/2011		
Wolk (D)	Requires an integrated regional water management plan to address specified water quality and water supply matters and demonstrate the manner in which the plan complies with a specified state policy concerning reducing reliance on the Sacramento-San Joaquin Delta for water supply and improving regional self-reliance for water, if the region covered by the plan receives water from the Delta watershed.	In ASSEMBLY. Read second time. To third reading.		MWD: Watch
H.R. 470	The Hoover Power Allocation Act of 2011	7/20/2011		
Heck (NV 3)	A bill to further allocate and expand the availability of hydroelectric power generated at Hoover Dam.	Placed on the Union Calendar, Calendar No. 104.	MWDOC: Support 3/2/11	MWD: Support OCWD: Support
S. 519	The Hoover Power Allocation Act of 2011	7/14/2011		
Reid (NV)	A bill to further allocate and expand the availability of hydroelectric power generated at Hoover Dam, and for other purposes.	Committee on Energy and Natural Resources. Ordered to be reported with amendments favorably.	MWDOC: Support	MWD: Support

**All bills shaded in gray are two-year bills.*



Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
H.R. 567	Public Employee Pension Transparency Act	2/9/2011		
Nunes (CA-21)	<p>Public Employee Pension Transparency Act - Amends the Internal Revenue Code to deny tax benefits relating to bonds issued by a state or political subdivision during any period in which such state or political subdivision is noncompliant with specified reporting requirements for state or local government employee pension benefit plans.</p> <p>Requires plan sponsors of a state or local government employee pension benefit plan to file with the Secretary of the Treasury an annual report setting forth: (1) a schedule of the funding status of the plan; (2) a schedule of contributions by the plan sponsor for the plan year; (3) alternative projections for each of the next 20 plan years relating to the amount of annual contributions, the fair market value of plan assets, current liability, the funding percentage, and other matters specified by the Secretary; (4) a statement of the actuarial assumptions used for the plan year; (5) a statement of the number of plan participants who are retired or separated from service and are either receiving benefits or are entitled to future benefits and those who are active under the plan; (6) a statement of the plan's investment returns; (7) a statement of the degree to which unfunded liabilities are expected to be eliminated; and (8) a statement of the amount of pension obligation bonds outstanding.</p> <p>Directs the Secretary to develop model reporting statements and create and maintain a public website, with searchable capabilities, for purposes of posting plan information required by this Act.</p>	Referred to the House Committee on Ways and Means.	MWDOC: Support 4/6/11	



Municipal Water District of Orange County Priority Legislation

BILL	SUMMARY	LATEST ACTION	MWDOC POSITION	OTHER POSITIONS
S. 347	Public Employee Pension Transparency Act	2/15/2011		
Burr (NC)	<p>Public Employee Pension Transparency Act - Amends the Internal Revenue Code to deny tax benefits relating to bonds issued by a state or political subdivision during any period in which such state or political subdivision is noncompliant with specified reporting requirements for state or local government employee pension benefit plans.</p> <p>Requires plan sponsors of a state or local government employee pension benefit plan to file with the Secretary of the Treasury an annual report setting forth: (1) a schedule of the funding status of the plan; (2) a schedule of contributions by the plan sponsor for the plan year; (3) alternative projections for each of the next 20 plan years relating to the amount of annual contributions, the fair market value of plan assets, current liability, the funding percentage, and other matters specified by the Secretary; (4) a statement of the actuarial assumptions used for the plan year; (5) a statement of the number of plan participants who are retired or separated from service and are either receiving benefits or are entitled to future benefits and those who are active under the plan; (6) a statement of the plan's investment returns; (7) a statement of the degree to which unfunded liabilities are expected to be eliminated; and (8) a statement of the amount of pension obligation bonds outstanding.</p> <p>Directs the Secretary to develop model reporting statements and create and maintain a public website, with searchable capabilities, for purposes of posting plan information required by this Act.</p>	Read twice and referred to the Committee on Finance.	MWDOC: Support 4/6/11	



DISCUSSION ITEM

August 8, 2011

TO: Board of Directors

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

Kevin Hunt
General Manager

Staff Contact: David Cordero
Jessica H. Ouwerkerk

SUBJECT: RECAP OF WATER POLICY FORUM & DINNER (JULY 21, 2011) AND SCHEDULE FOR 2012

STAFF RECOMMENDATION

Staff recommends the Board of Directors provide feedback on the July 21 event, offer any suggestions for future events, and discuss the proposed schedule for 2012.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

On Thursday, July 21, 2011, the MWDOC Water Policy Forum & Dinner was held at the Westin South Coast Plaza Hotel in Costa Mesa. The event was attended by 136 guests who heard Dr. Jerry Meral, Deputy Director of the California Natural Resources Agency, provide an update on the Bay Delta Conservation Plan. Immediately prior to the dinner, a reception was held honoring Lucy Dunn and John Hanna, Orange County’s representatives to the Metropolitan Water District of Southern California’s Blue Ribbon Committee. A full financial re-cap will be developed later this month once all registered guests have paid.

In total, 152 guests registered for the event. Of the 152 registered guests, 136 individuals actually attended the event: just under 90 percent. Over the past year, the attendance rate at our events has increased. This increase can be attributed, in part, to the quality of our events and the reputation our dinners have earned.

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

To find out more about our guests' satisfaction with the Water Policy Forum & Dinners, an online survey was recently developed and distributed via email to the attendees of our July 21 event. Once the survey is closed (on August 5, 2011), the results will be compiled and shared at the Public Affairs and Legislation Committee meeting. In the meantime, the independent feedback that has already been received about the event has been quite favorable.

Staff is already beginning the planning process for the next Water Policy Forum & Dinner on Thursday, October 20, 2011. This event will be held at the Westin South Coast Plaza Hotel in their grand ballroom. The pre-dinner reception will serve as MWDOC's formal 60th anniversary celebration. Staff has begun preliminary discussions with the Water Policy Forum ad-hoc committee of Directors Clark and Dick to identify potential program topics and speakers. Potential speakers that are currently being considered include former California State Librarian, Kevin Starr and Orange County Historian, Phil Brigandi.

Lessons Learned from July 21st event:

On the positive side, many of our guests commented that they enjoyed being outdoors for the cocktail hour and reception. Additionally, the water drop and rain drop stickers that were used to identify 'veteran' and 'rookie' attendees was successful in facilitating conversation and new introductions.

In terms of areas for improvement, a small number of guests had difficulty locating our event space, which was located outside on the second floor (particularly because our past events at the Westin will be held on the first floor). If future events are held on a second floor or any other uncommon location, staff will create signage directing guests to the new event location.

While guests enjoyed the outdoor space that was utilized for the cocktail hour and reception, they would have appreciated receiving advance notice that this portion of the event was being held outdoors (so that they could dress appropriately and bring sunglasses). If future events are held outdoors, staff will make sure to include this information in the event invitation and registration confirmation.

The outdoor space made it difficult for our guests to hear the recognition speech for Lucy Dunn and John Hanna, which was intended to be given outdoors. Due to the noise issues, the speeches were given inside the banquet room. In the future, staff will arrange for a microphone and speakers to be placed in the cocktail reception space.

Future Water Policy Forum & Dinners:

To allow our guests to plan their schedules further in advance and potentially increase participation in these events, staff would like to propose dates for all of our 2012 Water Policy Forums. There are no known conflicts at this time with the greater regional and state water communities.

- Thursday, October 20, 2011
- Thursday, February 9, 2012
- Thursday, July 19, 2012
- Thursday, October 25, 2012



DISCUSSION ITEM

August 8, 2011

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

FROM: Kevin Hunt
General Manager

Staff Contact: David Cordero

SUBJECT: UPDATE ON GOVERNMENT REFORM EFFORTS

STAFF RECOMMENDATION

Staff recommends the Board of Directors receive and file the report.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

The Public Affairs and Legislation (PAL) Committee has received updates during the past five months on the state and local government reform efforts being advanced by California Forward and the Assembly Committee on Accountability and Administrative Review (AAR).

At this time, there is no new information to report since the final draft release of California Forward’s reform framework, “Smart Government: Making California Work Again.” It has been understood that initiative language would be developed over the summer but there are no details as to the progress being made.

Staff will continue to keep the PAL Committee apprised on California Forward’s reform efforts as new information becomes available.

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



SUMMARY OF CALIFORNIA FORWARD FRAMEWORK

“*Smart Government: Making California Work Again*” is a proposal by California Forward to restructure state and local government. The framework makes a number of significant recommendations about special districts regarding revenue structures, collaboration, reporting and oversight.

Since the moment that California Forward released the initial draft of its framework, CSDA has engaged closely with this non-partisan organization in order to promote an accurate understanding of the value of special districts, as well as a fair and successful final product. Below is a summary of the impact the current framework would have on special districts. It is expected that California Forward will next seek to develop components of its framework into statewide initiatives—a process in which CSDA will continue to monitor and offer input.

CA FWD Principle #1: Focus on Outcomes

- Special Districts would develop a multi-year strategy and an annual action plan for achieving “Indicators of Success.”
- These strategies would be presented and discussed in public venues.
- Progress made toward achieving these indicators would be included in Local Agency Formation Commission (LAFCo) performance reviews.

CA FWD Principle #2: Align Authority Revenue with Responsibility for Results

- Would allow special districts and other local agencies to develop a “Community Services Strategic Action Plan,” approved by a two-thirds vote of the governing body of each of the participating jurisdictions and accepted by the state, to perform functions and provide services mandated by state or local law in an integrated manner.
- After approval of an “Action Plan,” local agencies would be granted the ability to share or reallocate existing sales, use, and/or property tax funding. *These local agreements would require the approval of each participating local agency.*
- Voters may consider broad changes to the tax structure, such as expanding the sales tax to services, to provide additional revenue to local agencies within an “Action Plan” on a per-capita basis.
- The “Strategic Growth Council” would designate an entity with boundaries matching the regional economy, which would be granted the authority to place a measure on the ballot that would increase revenues for a strategic plan for regional infrastructure and workforce development.

CA FWD Principle #3: Adjust the State Role

- Would “incentivize” collaboration among local programs using evidence-based practices.
- The state would provide “encouragement” and serve as a convener of peer-to-peer technical assistance for special districts and other local governments.
- Would streamline regulations that impede economic development and reduce micromanagement compliance activities that detract from a local focus on outcomes.
- If special districts and other local governments fail to meet statewide objectives, the state would intervene through another successful agency that would assist the failing entity with restructuring, stabilization and other peer assistance; the state would rely on “sanctions” as a “last resort.”

CA FWD Principle #4: Foster Regional Collaboration

- Would amend the state constitution to allow special districts and other local agencies to create regional bodies devoted to improving workforce development.

CA FWD Principle #5: Evaluate Efficiency of Operations

- Would expand LAFCos’ collection of information about how municipal services in each county are organized.
- Would require LAFCos to expand their analyses, including analyses on opportunities for consolidation or collaboration in coordination with the new “regional workforce development entities.”

Public Affairs Activities Report

July 18, 2011 – August 7, 2011

<p>Member Agency Relations</p>	<p>Darcy is working with OCWD and the Latino Water Coalition regarding a possible event for legislative staffers. A conference call took place to explore the event and begin discussing the feasibility. More information will be provided to the Public Affairs and Legislation Committee as information is made available.</p> <p>Director Thomas and Darcy are meeting with OCWD to begin discussing the fifth Annual OC Water Summit. A full committee meeting will be scheduled within the next month.</p> <p>Darcy had lunch with Damon Micalizzi from Yorba Linda Water District to discuss general public affairs issues and resources.</p> <p>Darcy and Tiffany continue to work with MWDOC's Metropolitan Directors and Metropolitan staff regarding the upcoming inspection trip season.</p> <p>Karl and Darcy met with members of the SOCOD project regarding the development of an independent website, outreach efforts and project branding.</p> <p>Jessica led the Public Affairs Workgroup meeting on July 19. The meeting focused on collaboration between water use efficiency and public affairs. Highlights of the meeting included a presentation by San Diego County Water Authority's Public Affairs Director, Jason Foster, on the findings of their recent public opinion poll; information on Metropolitan's Long Term Conservation Plan and the market transformation approach; and a presentation by the City of San Clemente on the Tri-City Water Savers' 'Take Control of Your Controller' campaign. The next Public Affairs workgroup meeting will be a workshop on customer service (a topic requested by the member agencies) on August 16.</p> <p>On July 19, Jessica and Darcy met with Linda Homscheid of South Coast Water District to discuss a potential South Orange Coastal Ocean Desalination Project website.</p> <p>Jessica and Tiffany met with Orange County Water District to discuss the O.C. Water Hero program. Staff of both agencies are currently ordering replenishment items for the Water Hero kits. A 'back to school' PR push may be done this fall to encourage participation in the program.</p>
<p>Community Relations</p>	<p>Darcy, David, Jessica, Tiffany and Laura staffed the Water Policy Dinner on October 20. The event had 152 registrations and 136 guests participated in the event. David coordinated the program</p>

	<p>and speaker; Jessica coordinated the logistics with the venue; Tiffany handled the registration. Mary Snow from MWDOC's Accounting Department provided assistance with registration and Crystal Boteler, from WEROC, provided photography assistance. The next dinner is scheduled for October 20, 2011 at the Westin South Coast Plaza Hotel.</p> <p>Darcy attended the Central Basin Municipal Water District Metropolitan caucus on August 3. Roger Patterson from Metropolitan Water District was the guest speaker.</p> <p>Darcy met with Ben Edwards of Hurley regarding the US Surf Open, social media efforts and further partnership opportunities. MWDOC Public Affairs staff is providing staff support in Hurley's H2O booth.</p> <p>Darcy continues to participate on the Southern California Water Committee's Public Education Outreach Taskforce.</p>
<p>School Program</p>	<p>Jessica and staff of Discovery Science Center participated in a conference call with Mesa Consolidated Water District to discuss the 2011-12 Water Education School Program. Mesa is interested in making some customizations to the program to emphasize Mesa's role in the program and further their district branding efforts. Potential customizations that are being discussed include utilizing a table drape that features the Mesa logo (as well as the MWDOC and DSC logos), including some information about Mesa in the introduction to each assembly, and providing Ricki booklets that highlight Mesa as the local water provider.</p> <p>On July 26, Jessica met with staff of Inside the Outdoors (a division of the Orange County Department of Education) to discuss potential collaborations on water education. Inside the Outdoors is interested in partnering with MWDOC on a variety of water education programs.</p> <p>Jessica is working with the Cities of Anaheim, Fullerton, and Santa Ana on their contracts for the 2011-12 Water Education School Program.</p>
<p>Media Relations</p>	<p><i>Dana Point Times</i>, July 29, 2011: Jonathan Volzke wrote a project updated on the South Orange Coastal Ocean Desalination Project meeting. (see attachment)</p>
<p>Special Projects</p>	<p>Darcy continues to monitor and update the Strategic Review. A board workshop to review the plan, changes in the external environment and next steps will be scheduled in late August or September.</p> <p>Darcy and Kelly Hubbard met to develop messaging templates for</p>

	<p>water emergencies to be used in conjunction with AlertOC. Darcy and Kelly are working with Heather Collins from the California Department of Public Health Services to have the templates pre-approved for public notification.</p> <p>Darcy met with California Nevada Section, American Water Works Association (CA-NV-AWWA) staff and attorneys regarding certification issues, upcoming meetings, and other emerging issues. In addition, Darcy attended the CA-NV-AWWA July Board meeting.</p> <p>Darcy completed performance appraisals for the Public Affairs team.</p> <p>Darcy conducted a new employee orientation on July 27, 2011.</p> <p>Darcy is working with Phil Letrong, Cathy Harris, Karl Seckel and OCWD staff on upgrading the audio visual systems in the board room and conference room 101. Additionally, Darcy is researching add-in systems that would be compatible for future on-line broadcasting features.</p> <p>Jessica participated in an AlertOC training put on by WEROC. The AlertOC system allows water agencies and cities to send emergency notification messages to residents in times of emergency.</p> <p>Jessica is developing several different transparency mock-ups for posting our directors' and general manager's compensation information on the website. The options will be presented to the Administration and Finance Committee this month.</p> <p>Jessica developed an electronic flip-book for displaying MWDOC's Strategic Plan online. The flip-book format allows viewers to flip through each page of the Strategic Plan and provides a more visually appealing format for displaying the information. The flip book will be posted to the website once it is finalized and approved.</p>
<p>Water-Use Efficiency</p>	<p>Jessica participated in a 'Proper Irrigation Control' meeting at Metropolitan on July 28. The meeting focused on messaging and outreach efforts that are currently being undertaken by Metropolitan member agencies (and their sub-agencies) to promote proper use of irrigation controllers.</p> <p>On August 1, Jessica conducted a Printing and Graphic Design Services Request for Quotes (RFQ) evaluation. The RFQ was conducted in order to select printers and graphic design companies that will provide services to MWDOC throughout the current fiscal year and the next fiscal year as well. The evaluation team consisted of Jessica, Tiffany, Melissa, and member agency staff members Sherri Seitz (ETWD) and Stacy Taylor (Mesa Water). The team evaluation all sixteen vendor responses that were submitted</p>

	<p>through the RFQ. Two graphic design firms and three printing companies were selected. A staff recommendation is being brought to the Public Affairs and Legislation Committee this month.</p> <p>Jessica developed an electronic survey focused on marketing of the Turf Removal Program. The survey was distributed to the staff of the nineteen member agencies that are currently participating in the Turf Removal Program. The survey was designed to get their inputs on which marketing efforts they would like to see MWDOC pursue in support of the Program.</p> <p>Jessica worked with the water use efficiency department to develop water bill inserts for the Turf Removal Program. 127,000 bill inserts were printed for eight member agencies, who will distribute them to their customers in August and September 2011.</p>
<p>Legislative Affairs</p>	<p>David attended the Southern California Water Dialogue meeting at Metropolitan which featured a presentation by Joe Grindstaff, Director of the Delta Stewardship Council. Mr. Grindstaff provided an update on the Delta Plan and discussed some of the issues that need to be addressed as the plan continues to be developed and prepared for adoption by the end of the year.</p> <p>David accompanied Directors Clark and Royce to the quarterly meeting of the Southern California Water Committee. During the meeting the committee officially appointed Rich Atwater as its permanent Executive Director. Also at the meeting, Dr. Lucy Jones, United States Geologic Survey, made a presentation on seismic and storm threats to California's water system similar to the one she gave at the OC Water Summit. Phil Isenberg, Chair of the Delta Stewardship Council, also gave a presentation on the status of the Delta Plan which is currently under development and is on track for adoption by the end of 2011.</p> <p>David also participated in the Southern California Water Committee Legislative Advisory Taskforce conference call where various state and federal legislative bills were discussed and status reports were provided.</p> <p>David participated in the CSDA Legislative Committee meeting via teleconference. The committee reviewed the status of a number of bills in addition to discussing the final draft of California Forward's government reform framework and its next steps.</p> <p>David recently provided written legislative reports for the Public Affairs Workgroup, Water Use Efficiency Workgroup, WACO, and ISDOC.</p>

Dana Point Times
Water Agencies Update Desalination Plant Testing Project
by Jonathan Volzke
Jul 29, 2011

The test plant turning sea water into drinking water at Doheny State Beach is shut down while officials try to determine the best way to keep water from running into the lagoon at the end of San Juan Creek.

The plant, operated in a pilot project funded by Dana Point's South Coast Water District, the Municipal Water District of Orange County, Moulton-Niguel Water District, San Clemente and San Juan Capistrano. If the test project is successful, the agencies could decide to go ahead with a \$50 million project that would suck water through the ocean floor, remove the impurities and send it to homes to meet about 25 percent of the area's water demands.

But Karl Seckel, assistant general manager of MWDOC, this week briefed agencies that the project has some challenges.

The immediate issue: the season's heavy storms pushed out the berm that creates the lagoon at the mouth of San Juan Creek. The pilot plant has an outfall pipe that was on the ocean side of the berm, sending unused water into the ocean. But with the berm's movement, the outfall pipe is now in the lagoon area. State parks workers expressed concern the outfall water could fill the lagoon and force a break that would endanger people on the shore, so the system is shut off.

That fix likely will require building a longer outfall pipe, Seckel said. But a more pressing issue is the quality of the water pulled into the plant. The water is brought into the system by a long well drilled at an angle beneath the ocean floor. But that pipe is picking up "old" water—about 7,500 years old—and water from the San Juan Basin underneath the creek. Officials expected more of the water to be "new" ocean with a different makeup of iron and manganese, which need to be removed from the water.

Officials want to run the test well longer, or bore holes in the ocean floor, to determine the ultimately make up of the water. But that will require money, from \$290,000 for five months of additional pumping in the test well, or as much as \$3 million for the borings.

The agencies involved must decide if they want to pay the additional costs.

Read more: [Dana Point Times - Water Agencies Update Desalination Plant Testing Project](#)



Colorado River Aqueduct

Briefing Paper

Overview

- ◆ Orange County is dependent on imported water for nearly half of its total usage.
- ◆ The Colorado River Aqueduct (CRA) is one of two major water delivery systems that supplies imported water to Orange County, the other being the California State Water Project.
- ◆ The CRA transports water 242 miles west from Lake Havasu on the California/Arizona border to Lake Matthews in the foothills of the Santa Ana Mountains in Riverside County.
- ◆ Five pumping plants located throughout the CRA are responsible for the challenging task of pushing water through the aqueduct and lifting it up over 1,617 feet of mountainous terrain.
- ◆ It takes about 72 hours for the water to make its way through the CRA.
- ◆ The CRA was the largest public works project in Southern California during the Great Depression, taking eight years to finish and providing jobs for 30,000 workers. It was completed in 1939.
- ◆ In 1955, the CRA was acknowledged by the American Society of Civil Engineers as one of the seven “wonders” of the engineering world.



Summary

The Colorado River Aqueduct (CRA) is an American engineering marvel and essential water delivery system for Orange County and all of Southern California. Planning and construction of the CRA was the reason for the creation and approval of the Metropolitan Water District by the state legislature in 1928. The 242-mile conveyance system delivers approximately 1.2 million acre-feet of water a year (an acre-foot equals 325,851 gallons), more than a billion gallons a day! The CRA is believed to be largely responsible for allowing Southern California to achieve the enormous population and economic gains it has following WWII.

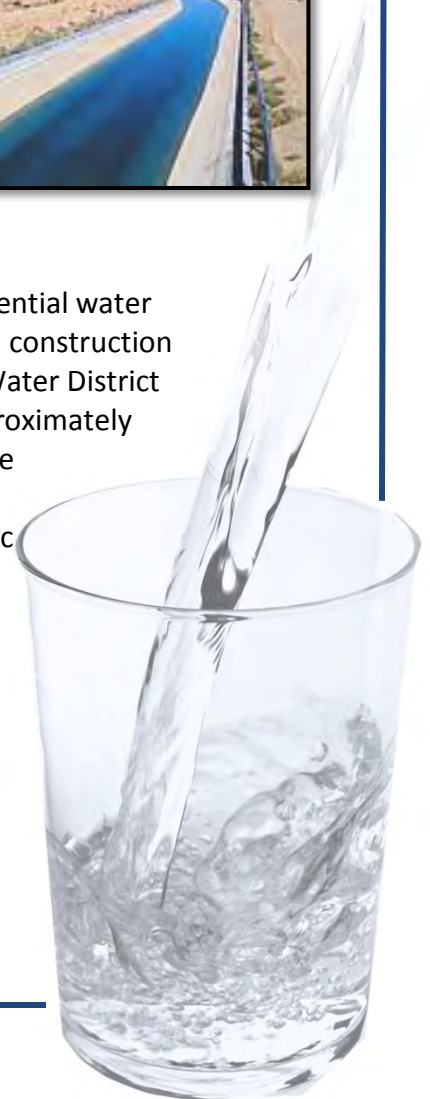
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INFORMATION ITEM

August 17, 2011

TO: Board of Directors

FROM: Public Affairs & Legislation Committee

(Directors Hinman, Dick, Clark)

Kevin Hunt

Staff Contact: Darcy M. Burke

General Manager

SUBJECT: Quick Response (QR) Codes

STAFF RECOMMENDATION

Staff recommends the Board of Directors review the QR Code options and direct staff to incorporate as appropriate.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

As technology moves forward and applications are expanded into mainstream applications, it is important to explore and implement appropriate technology that will expand the reach and messaging capabilities at minimal cost to MWDOC's stakeholders. One such technology that has recently increased in popularity and has universal application is Quick Response Codes, also known as QR Codes. These types of barcodes enable smart phones, iPad and other barcode readers to access information and links via mobile platforms. Public Affairs staff is beginning to develop and implement this technology in the information and outreach materials that we develop.

DETAILED REPORT

A Quick Response Code, or QR Code is a specific matrix barcode that is readable by barcode readers, camera telephones, and to a less common extent, computers with webcams. The code consists of black modules arranged in a square pattern on a white background. The information encoded may be text, URL, or other data. This is an example of a QR Code:

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



The QR code is one of the most popular types of two-dimensional barcodes. The QR code was designed to allow its contents to be decoded at high speed. Although initially used for tracking parts in vehicle manufacturing, QR codes now are used in a much broader context, including both commercial applications and convenience-oriented applications aimed at mobile phone users. Users can generate and print their own QR codes for others to scan and use by visiting one of several paid and free QR code generating sites or apps. QR codes may appear in magazines, on signs, buses, business cards, or almost any object about which users might need information. Users with a camera phone equipped with the correct reader application can scan the image of the QR code to display text, contact information, connect to a wireless network, or open a web page in the telephone's browser.

MWDOC Public Affairs staff is using this technology in a variety of ways, with no fees or other charges incurred. This technology allows us to provide links to additional information on any printed material, resulting in more efficient use of printed material while still enabling our target audiences to access additional information, right from their mobile smart phone.

One of the first ways the QR Codes are being implemented is in our briefing papers. The QR Code is created and placed on the printed briefing sheet. The user scans the code and is linked to our website, our YouTube channel or other point of information that can expand on the topic and provide visual interest as well. An example of this is found on the attached briefing paper regarding the Colorado River Aqueduct. The QR Code links the user to a video produced by Metropolitan that tells you the history of the project.

Public Affairs staff is currently evaluating ways to optimize and implement this technology and enhance the information provided to our stakeholders.

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