

MEETING OF THE
BOARD OF DIRECTORS OF THE
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY
Jointly with the
PUBLIC AFFAIRS AND LEGISLATION COMMITTEE
November 10, 2014, 8:30 a.m.
Conference Room 101

Committee:

Director Barbre, Chairman
Director Clark
Director Hinman

Staff: R. Hunter, K. Seckel, J. Ouwerkerk,
K. Davanaugh, H. Baez, D. Burke

Ex Officio Member: L. Dick

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>.

DISCUSSION ITEMS

1. LEGISLATIVE ACTIVITIES
 - a. Federal Legislative Report (Barker)
 - b. State Legislative Report (Townsend)
 - c. County Legislative Report (Lewis)
 - d. Legal and Regulatory Report (Ackerman)
2. VALUE OF WATER COMMUNICATIONS CHOICE PROGRAM

3. PRESENTATION/OVERVIEW OF WATER USE EFFICIENCY MICRO SITE
4. UPDATE REGARDING SCHOOL PROGRAM BOOKINGS (oral report by Discovery Science Center)
5. PRESS CLIPPINGS

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.)

6. SCHEDULE FOR 2015 WATER POLICY FORUM & DINNER EVENTS
7. DROUGHT OUTREACH
8. 8TH ANNUAL ORANGE COUNTY WATER SUMMIT (MAY 15, 2015)
9. SCHOOL PROGRAM PARTICIPATION REPORT
10. PUBLIC AFFAIRS ACTIVITIES REPORT

OTHER ITEMS

11. 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.

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Nicholas Crockett
Kate Blair

*Municipal Water District of Orange County, California
Washington Update
November 5, 2014*

With the General Election now over, here in Washington there is a significant political buzz in the air. Next week the Congress will return on Tuesday, November 12th and the jockeying will begin in earnest for committee assignments and leadership posts.

Meanwhile the headlines from around the country help share the story today on the morning after:

GOP Scores Stunning Electoral Rout

Largest GOP House Majority since 1928

GOP has 31 Governors

GOP wins control of the Senate

For Obama, a Harsh Reality

Quickly, the numbers. At press time, the Senate is slated to be 52-45 with three states unable to be called--Alaska, Virginia and Louisiana. Louisiana will hold a special runoff election the first week of December under their state election law—their candidates must obtain a 50% plus one vote margin for a victory to be duly elected. Senator Landrieu, the Democrat is currently behind her Republican opponent. In the end, most analysts believe the Republicans will have a 53-55 seat majority.

In the House, there are still a number of seats where the voting is not final. Right now, it looks like a 243-178 margin with 14 seats still be counted. That's a pickup of 14 GOP seats in the House.

Surprising much of the country, were GOP Governor victories in Illinois, Maryland and Massachusetts.

Here in Washington, political analysts were busy rendering their differing opinions on why and how the Republican Wave occurred.

There are two or three major reoccurring themes for the result of Tuesday night. The major issues on the minds of the voters (as a result of exit polls) were:

- *Voters felt like the economy was not growing as quickly as they wanted;*
- *Voters felt like there was too much dysfunction in Washington;*
- *And Voters did not like many of the Obama policy decisions (on Ebola, Immigration, Running the Veterans Administration, Foreign Policies regarding the Middle East and other hot spots).*

All of these issues came together for a tidal wave against the Democrats nationally.

Though mentioned earlier, the U.S. House of Representatives has not seen this many Republicans in the Congress since 1928, nearly a century ago.

The new House and Senate Leaders have indicated that they want to reach across the aisle and work with the Democrats and the Obama Administration. How this unfolds will be the focus of an intense strategic discussion in the closed door Republicans Meetings in the months to come. It appears there will be votes on the Keystone Pipeline (56 Senators have cosponsored the legislation) and modifications or amendments to the Obama Affordable Care Act (Health Insurance) are expected. That all said, the President has to sign every bill that becomes law in our country and so if the Republicans can't find consensus, President Obama will veto their passed bills, and the Republicans will not have enough votes to override his veto.

Additionally in the Senate, the new Majority Leader, who is expected to be Mitch McConnell (R-Ky), there will be several GOP Senators potentially running for President (Ted Cruz of Texas, Rand Paul of Kentucky, and Marco Rubio of Florida, to name a few)—and these Senators may try and steer the Senate in directions that meet their individual agendas—causing chaos in the process and further complicate the effort towards consensus building.

So the early read here is notwithstanding the desire to end gridlock in the infighting in Congress, because the Republicans do not have 60 votes in the Senate, the magic number to move bills through filibusters, there could still be substantial gridlock. Time will tell.

During the coming months, Republicans in the House and the Senate will have to come to terms with this reality and to the extent they are able to reach across party lines to find consensus with the Democrats—these are the dynamics which will set the stage for the coming two years.

And of course, the question here in many people's minds is: *Now that the Republicans have hit a high water mark politically—can they keep it? And can the GOP elect a President in today's political environment in a national election?*

On the Water Front:

Key Congressional Staff advise MWDOC that there have been significant negotiations underway between the House and the Senate on the California Drought Bill during the last month. The Feinstein Bill is the working document the parties are using. Senior Staff advise MWDOC that there will be a real effort to come to closure on the bill in the next week or so—so that a package

can be prepared for passage during the lame duck. No details have been released to the public on the legislation.

On the Appropriations front, funding for federal government agencies runs out on December 11th. A new funding bill will need to be passed. In the big picture, it is too soon to say if the bill will run until next September 30, 2015 or if it will run for a shorter period—say until March 31st. We are still waiting to see how the Senate will deal with its Official Energy and Water Appropriations Sub-Committee Report language regarding Environmental Infrastructure Projects in the FY2015 Energy and Water Appropriations Bill. The House passed Committee bill does not contain any Environmental Infrastructure language within it. If a Continuing Resolution passes, then the language which passed a year ago would be used by the various departments of government. That language did allow for funding of the Army Corps Environmental Infrastructure Program—but it contained a proviso that no new starts could occur (due to the backlog of Army Corps projects nationally).

The EPA continues to hold its WIFIA Loan Program Listening Sessions. MWDOC participated in the October Listening Session in Los Angeles.

With the switch of power in the Senate, Senator Lisa Murkowski, the daughter of the former Senator from Alaska, is slated to become the new Chairwoman of the Senate Energy Committee. Unlike Senator Wyden of Oregon or Senator Landrieu of Louisiana, Senator Murkowski has an appreciation and sensitivity to western water issues. And with the retirement of Congressman Hastings, the new Chairman of the House Natural Resources Committee is expected to be Congressman Rob Bishop of Utah, again another Representative who is friendly to western water interests.

In California, our two Senators will lose significant Chairmanships. Senator Boxer will become the top Democrat on the Senate Environment and Public Works Committee and Senator Feinstein will become the top Democrat on the Energy and Water Appropriations Subcommittee and on the Senate Intelligence Committee. Regarding the Members of our House Delegation, our future Washington Reports will review changes with the Committee Assignments of those Members of Congress.

GENERAL NEWS, CONGRESSIONAL, AND POLITICAL UPDATES

I have included the lead editorial below from the Washington Post this morning to provide a further “Washington” perspective on the Republican wave of last night.

Newly empowered Republicans should set a course to deliver tangible results

By Washington Post Editorial Board November 5, 2014

Republicans collected a significant victory in Tuesday’s midterm elections, gaining control of the Senate to go with their control of the House. With that win comes an increased level of responsibility for the nation’s fortunes. They can no longer behave like a petty opposition party. If the GOP wants to prove before 2016 that it is better at governing than the Democrats, this is its chance to address a backlog of problems — to seek results, rather than continue to blame others for failure.

That is not the only possible path, of course. Ascendant Republicans could conclude that a strategy of rote anti-Obama opposition and ideological point-scoring put them on a path to power and should be maintained. For their part, Democrats might be tempted to discount Tuesday’s results as the inevitable consequence of a uniquely tough Senate map; they, too, might see little reason for give and take. President Obama could turn to unilateral executive decisions that take compromise off the table.

But those depressingly familiar strategies haven’t worked out well for the country, and they haven’t worked for the parties, both miserably unpopular, according to exit polls. Republicans captured battleground Senate seats and made close runs at some others. At the same time, they did not claim anything close to 60 seats, the magic number that would allow them to bypass Democrats, and of course the White House remains in Democratic hands. The country has empowered Republicans — to share power.

Republicans, then, should treat the next two years as an opportunity to legislate in good faith, not to push serious work beyond the next election in the fantasy that the country has permanently turned in a more conservative direction. For his part, Mr. Obama should not embark on his final two years with an assumption of Republican intransigence that would be self-fulfilling.

A full debate on the United States’ fight against the Islamic State is past due, with significant congressional review of and consent to the sustained air campaign over Iraq and Syria still lacking. The “sequester” — those utterly irrational, across-the-board budget cuts that should never have come into effect — is set to hit harder next year. Lawmakers have plenty of reasons

to head off the budget sledgehammer, from preserving military readiness to maintaining investment in programs that sustain Americans' quality of life. The country's roads, rails, bridges and bus lanes have been starved of decent policymaking for years: Lawmakers have repeatedly ducked responsibility for providing sustainable funding for the infrastructure that keeps the nation moving. The policy isn't difficult — the problem is Congress's incapacity to make even obvious choices. The country's immigration system remains wildly contrary to the national interest. And so on.

The next Congress is capable of addressing these matters, and more, in concert with Mr. Obama — if GOP leaders choose to channel their party's enthusiasm into tangible results rather than just drawing lines in the sand, and if the president leads more deftly than he has in the past. Voters expect, and have a right to expect, something better than what Washington has delivered over the past two years.

JCB 11-5-2014

MEMO

To: Municipal Water District of Orange County

From: Townsend Public Affairs, Inc.

Date: November 5, 2014

Subject: Monthly Political and Activity Report

STATE POLITICAL UPDATE

2014 Election Results

On Tuesday, November 4, millions of Californians cast ballots in the 2014 General Election. Voters weighed in on six different statewide propositions, and prominent statewide races including the re-election of Governor Jerry Brown. As projected, Governor Brown was re-elected to his fourth term by a 17.4 percent margin, with 5.19 million votes cast. Governor Brown first won office 40 years ago, in 1974, and is the state's longest-serving governor. Brown's agenda in his final term is expected to focus heavily on policies addressing climate change and on two controversial legacy projects: construction of a high-speed rail system and a water conveyance system that eluded Brown when he was governor before.

In the Senate, the Democrats were unable to regain the supermajority. As of the writing of this report, Democrats hold 26 seats, while Republicans hold 11 seats, with 3 seats still too close to call. Republicans captured two closely contested Senate seats central to the supermajority hopes of Democrats. Orange County Supervisor Janet Nguyen defeated former Democratic Assemblyman Democrat Jose Solorio, while Republican Senator Andy Vidak, defeated a challenge from Democrat Luis Chavez to retain a spot in the Senate he first won in a tight special election last year. Four seats will be vacant for the time being as several Senators, including Orange County Senator Mimi Walters, are slated to join Congress. This will result in several special elections needing to be held within about 140 days to fill those seats.

On the Assembly side, several key races are still too close to call, leaving the status of the Assembly supermajority unknown. Without the two-thirds majority, Democrats will not be able to pass new taxes, advance ballot measures, or enact immediately effective "urgency" bills without Republican votes. Two vulnerable freshman Democrats, Sharon Quirk-Silva of Fullerton and Steve Fox of Palmdale, lost seats that became focal points for a Republican party intent on fracturing Democratic control. As of the writing of this report, the makeup of the Assembly is 52 Democrats, 23 Republicans and 6 races that are too close to call, including two targeted Central Valley Democrats Rudy Salas and Adam Gray.

In the local Orange County elections, Lisa Bartlett and Michelle Steel will join the County of Orange Board of Supervisors. Lisa will represent the fifth district, which includes the South County Cities of Aliso Viejo, Dana Point, Laguna Beach, Laguna Hills, Laguna Woods, Lake Forest, Mission Viejo, Rancho Santa Margarita, San Clemente, San Juan Capistrano and a small portion of the City of Irvine. Michelle will represent the second district, which includes Costa Mesa, Huntington Beach, Fountain Valley, Newport Beach, Seal Beach, La Palma, Los Alamitos, Cypress, Stanton and a portion of Buena Park. A special election will be held sometime in the spring to replace Janet Nguyen's Supervisor seat.

Proposition 1, the Water Quality, Supply and Infrastructure Improvement Act of 2014, was the culmination of an eight-year process in which a water bond was to be placed on the ballot, was twice delayed at the urgings of Governor Schwarzenegger and Governor Brown, and then ultimately, a replacement measure was introduced, passed, and signed by Governor Brown to appear on the November ballot.

Proposition 1 passed with a wide margin, garnering 67 percent support. This is the fourteenth water bond that has gone before the voters since 1960, and the thirteenth to pass. The passage of Proposition 1 will result in \$810 million available for regional water reliability. This measure includes \$510 million for integrated regional water management (of which 63 million is specific to the Santa Ana sub-region and 52 million is specific to the San Diego sub-region), \$200 million for storm water capture and \$100 million for water conservation. The bond also includes \$725 million for water recycling projects and activities of which both planning and feasibility projects are included. Additionally, the bond included South Orange County as a part of the San Diego integrated regional water management funding.

On October 6, the State Water Resource Control Board released the Safe Drinking Water Plan for California. The document contained elements required by law such as: the State Board's assessment of the overall quality of the state's drinking water and identification of specific water quality problems; an analysis of the known and potential health risks that may be associated with drinking water contamination in California; discussion of contaminants found in public water systems with fewer than 10,000 service connections and costs of requiring those systems to meet drinking water standards and public health goals; and specific recommendations to improve drinking water quality. TPA will plan to attend workshops that will be held throughout November to present an overview of the plan and will report back to MWDOC on any pertinent information.

On November 4, in response to the Governor's Emergency Drought Proclamation earlier this year, the State Water Resources Control Board released first-ever monthly estimates of daily per capita water use by residential customers for nearly 400 urban agencies across the state, including several Orange County agencies. The monthly estimates, based on data submitted by urban agencies under emergency conservation regulations adopted by the State Board in July, showed that water use varies widely by hydrologic region.

In addition to the per capita use estimates, the State Board also released monthly water production numbers for September as submitted by water suppliers. The data, which showed that statewide urban water use was down an average of 10.3 percent in September 2014 as compared to September 2013, suggests that conservation efforts leveled off somewhat in September after three consecutive months of year-over-year improvement. Approximately 18 billion gallons of water was saved in July, 27.6 billion gallons was saved in August, and 22 billion gallons was saved in September. Collectively that's about enough water to supply a million Californians for an entire year.

SPECIFIC ACTIVITIES FOR THE MONTH OF NOVEMBER

- On October 23, TPA attended the MET Legislative Coordinators Planning Meeting
- On October 24, TPA arranged and attended meetings between MWDOC staff in Sacramento. Meeting included:
 - Dennis O'Connor, Principal Consultant, Senate Committee on Natural Resources & Water
 - Ron Davis, Executive Director of CalDesal
- On November 4, TPA monitored the State Water Resource Control Board meeting and sent a summary of drought conservation regulations and the Clean Water State Revolving Fund to MWDOC staff.

The County of Orange Report

Presented November 10, 2014
By Lewis Consulting Group

Water Bond Cruises to Victory

Politically aided by California's prolonged drought, Proposition 1 was passed in an impressive landslide vote. Prop 1 is currently passing with over 66% of the vote.

Polling had indicated that Prop 1 would pass, but the margin was certainly greater than expected.

Local water agencies will have to take note that voters are receptive right now to approving sensible proposals to help ease the water shortage in the Golden State.

Big Republican Night Thwarts Super-Majorities

The election of both Janet Nguyen to the State Senate and Young Kim to the State Assembly spotlighted Orange County's importance in this election cycle.

In Janet Nguyen's case, her election coupled with the tough re-election of Central Valley Senator Andy Vidak kept the Democrats one vote short of achieving two-thirds super majority status in the State Senate. The composition of the upper chamber in next year's session will be 26-14.

Young Kim's election to the Assembly guarantees the Assembly Democrats will be denied a super-majority in the Assembly as well. A too close to call election will determine whether or not the Assembly Democrats fall even shorter of their goal. It should be noted that with Sharon Quirk-Silva's loss, she becomes the first Assembly Democrat incumbent to lose re-election since 1994.

Dominoes Set to Fall with Newly Created Vacancies

With Janet Nguyen's election to the State Senate, a vacancy on the Board of Supervisors will be created upon her taking the oath of office in Sacramento. A special election will be called and is expected to take place the first week of March 2015.

The election to replace Janet features many rumored candidates including: former State Senator Lou Correa, former Assemblyman Jose Solorio (Janet's foe in the State Senate race), Garden Grove Councilman Andrew Do, Westminster Councilman Chris Van and Santa Ana Mayor Miguel Pulido.

Janet Nguyen won her first election as Supervisor by four votes over Trung Nguyen in an election that was dominated by Vietnamese turnout. It is expected that the turnout in this special election will likely be dominated by Vietnamese turnout as well.

Also in the first week of March 2015 there will be a special election to fulfill the State Senate term of Mimi Walters who was just elected to the House of Representatives. Assemblyman Don Wagner is expected to be a candidate in this race and would receive front-runner status when he announces he is running.

If Wagner is elected to the State Senate, there will be a special election to fill his seat in the Assembly. That race could have a very crowded field and potential candidates include: former Anaheim Councilman Harry Sidhu, Tustin Councilmembers John Nielsen and Allan Bernstein, former Villa Park Councilmember Deborah Pauly, Irvine Mayor Steven Choi, Lake Forest City Councilman Scott Voigts and Orange City Councilman/OCWD Director Denis Bilodeau.

And if all that wasn't enough it is rumored that if U.S. Senator Barbara Boxer does not seek re-election, Congresswoman Loretta Sanchez will run for her seat which would leave the Central Orange County seat open. Perhaps one of the potential Supervisor candidates like Lou Correa, could pass on the Supervisor race to mount a campaign for Congress.

County Ebola Briefing

At the October 28th Board of Supervisors meeting, the Board was given a special briefing of the seriousness of the Ebola epidemic by Dr. Eric Handler, the Orange County Public Health Officer.

As part of his briefing, Dr. Handler echoed much of what has been previously stated by the Center for Disease Control (CDC). As noted on the CDC website, "Ebola is not spread through the air or by water or in general by food*." An exception is the handling of certain bush meats.

Dr. Handler noted that air travelers from the leading Ebola victimized countries land in five US airports – "none in California" for screening. He also stated that on the night before his testimony a statewide conference call had taken place noting that there were currently 20 potentially exposed people currently in California of which two are presently in Orange County. Orange County health personnel are already in touch with the two and are engaging in daily medical tests during the balance of the 21 day monitoring period.

SARI Line Cost Increase is for the Birds

The Santa Ana River Interceptor (SARI) line conveys raw sewage from the Inland Empire and North Orange County to the Orange County sanitation treatment plant in Huntington Beach. Over the years flooding in the Santa Ana River has necessitated a repair project with a total cost approaching \$100 million.

At the October 7th meeting of the Board of Supervisors, one of the contractors, MWH Americas, Inc. was requesting an additional \$717,000 to their budget. The item was approved. The largest part of the contract increase was to fund biologist services associated with the discovery of a nesting pair of Least Bell's Vireo. Additional biological impact has necessitated the establishment of another 5.76 acres of coast sage scrub as mitigation.

ACKERMAN CONSULTING

Legal and Regulatory

November 10, 2014

1. **Special Interests and Water Bond:** Last month, I reported on efforts of a State Assemblyman to force a Project Labor Agreement (PLA) on a jurisdiction in exchange for receiving money for a particular project from the soon to be passed Water Bond. Assemblyman Luis Alejo from Watsonville told the Monterey County Board of Supervisors that his Bill AB 155 would insure \$12.5 million for their proposed water project if they included a PLA. After the Board and local water agencies objected, Alejo modified his position somewhat and stated the money might be available without a PLA if other conditions were met. The bill was signed by Governor Brown and Alejo has made it clear in his communications with the Board that he expected a PLA to be part of a final deal. It is clear from examining the history of AB 155 that this will not be an isolated incident. Expect unions and other special interests to be involved in every transaction involving use of Water Bond proceeds for local or regional projects.
2. **Water Loss from Leaks:** An examination of leaks from our water systems in California is showing disturbing results. The City of Sacramento in 2012 was losing 135 gallons per day per service connection. This is more than the average southern Californian uses on a daily basis. DWP which ranks well with other agencies loses from 16 to 36 million gallons per day based on a four year average. By way of contrast, 20 million gallons of water were lost in the recent incident at UCLA. Aging infrastructure is the main contributor to this problem. Also, tight budgets and each area's supply of water become factors. Adjusting water pressure is also being considered to get longer use from old pipes.
3. **Droughts to Worsen?:** Scripps Institution of Oceanography and the US Geological Survey have recently released a report predicting that the drought condition in California may worsen by year 2100. Their computer generated models suggest a reduction in the Sierra snowpack by one third for 2050 and by two thirds in 2100. The report has not been formally published or peer reviewed but has been made public. They do acknowledge that weather forecasting is not exact and that based on history, outcomes may differ. They do put forward two discussion points that are being considered. First, an effort to connect existing water systems and historic floodplains for better transfer of water and recharge of groundwater basins. This is being studied by DWR. Second, a review of the rules for large reservoirs as to when they can store more water and when they have to release water for flood protection. This issue has been critical in recent

years, as water has sometimes not been retained in a particular reservoir because of concern of possible flood condition if space was not reserved. Folsom Lake is an excellent example of how these issues interact. In fact the US Army Corp of Engineers is currently rewriting its rules to better handle this matter. That rewrite is supposed to be completed by 2017.

4. **Farmers Sue State over Water Rights:** As previously discussed in this report, senior water rights, drought conditions, reasonable use of water, environmental concerns, agricultural, people concerns and many other factors are creating the “perfect storm”. The State and the Courts are starting to weigh in on what the proper solution and balance should be. Last month, a farmers group filed suit against the State for violation of its senior water rights. Previously this year the State ordered diversion of water from the farmers to environmental and other uses and ignored the claim of senior rights. This suit along with others will most likely hasten the final decision which will probably come from the California Supreme Court. In the mean time, the State Legislature has already weighed in on groundwater regulation and will most likely continue to be engaged in some fashion. Next year could be a momentous year for water rights in California.
5. **Drought vs. Salton Sea:** The Salton Sea was created by an act of nature (unusual rains) in 1905 and may be extinguished by another (drought) in the future. The drought continues to reduce the size of this lake from its high point in the early 2000s. Scientists predict that if this trend continues, it could result in a loss of 500,000 acre feet by 2033. Some results are already being seen: more exposure of lakebed, increase in dust clouds, increased salinity, more fish dying, and interruption of bird migration. Over the past number of years, there have been many efforts locally and in the Legislature to “save” the Salton Sea. Most of these proposals have been too costly or impracticable. Perhaps Mother Nature will solve this on her own.
6. **Drought vs. Tumbleweed:** Years of drought have created an additional wildfire risk..tumbleweed infestation! Tumbleweed or Russian thistle, which came to the US in 1870 in shipments of imported flax seed, has been a manageable problem in the past. Dry seasons which produced more of them were offset by wet seasons which put them to rest. However, this time public agencies are warning of extreme danger for fire based on our current bumper crop. The US Department of Agriculture is even looking to Russia for a species of fungi used to fight excessive tumbleweed growth. Putin to the rescue.....maybe!



DISCUSSION ITEM
November 10, 2014

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

FROM: **Robert Hunter, General Manager**

Staff Contact: Darcy M. Burke

SUBJECT: VALUE OF WATER COMMUNICATION CHOICE PROGRAM

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee discuss the information provided and then receive and file the report

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

DETAILED REPORT

The Board will consider approving the Fraser Communications contract for the Value of Water CHOICE program at the November 19th Board of Directors meeting. With the number of agencies confirmed and the budget secured, staff has developed a number of deliverables for the participating agencies, noting that there may be specific needs or enhancements for any one agency which will be handled individually.

Staff identified key strategic communication pieces such as the consumer confidence report, presentation templates, newsletter articles, digital media pieces, etc. that would enhance each agencies existing efforts while unifying the message. The following list is a summary of these deliverables:

Budgeted (Y/N): Y	Budgeted amount: \$178,000	Core __	Choice X__
Action item amount:		Line item:	
Fiscal Impact (explain if unbudgeted):.			



Value of Water CHOICE Communications Plan Overview

The Value of Water Communications Plan is a long-term effort designed to engage, educate and inform Orange County residents and businesses of the value water service provides. The value or reliable water service includes building support for local projects, repair and replacement programs and water rate increases. **In addition, one of the core elements of this plan is to improve public trust and credibility.** Changing public perception and sentiment as well as instilling public trust is a long-term effort. It is not a switch that you turn on and off overnight; rather, it is a commitment that the family of Orange County Water Agencies make every day, with each customer and stakeholder interaction.

What will participating agencies receive?

Working with our communications consultant, Fraser Communications, we have identified the follow creative elements that will be available to participating agencies/cities for this first phase of implementation (FY 2014-2015):

- Video: a short, two-minute video will be developed. This format can also provide shorter, 30-second versions for digital media channels as well as local Public Service Announcements.
 - Digital media/Social media: Facebook marketed via weekly “boosted” posts. As our research indicated, digital and social media channels are becoming more important to consumers. This also provides outreach to those consumers that are not directly paying their bill and do not receive information from their water provider in other formats. This also includes social media elements agencies can incorporate with their existing media strategy and editorial calendars.
 - Bill inserts: print and electronic bill inserts will be distributed via the retail water agencies’ billing systems. Although digital and social media is growing in popularity, bill stuffers are still a reliable way to reach the bill-paying consumer.
 - Give-away items: a selection of message-focused items will be purchased and distributed at community events. These items will be focused on innovation and provide a way to reinforce our message to the public.
 - Professional services and staff support: ongoing subject matter expertise and in-house staff support will be available to implement the program and provide necessary support and resources.
 - Briefing Papers; one page, visually engaging elements will be developed to support the three pillars and to easily convey information to stakeholders and influencer groups.
 - Electronic Consumer Confidence Report Templates
 - Newsletter articles: based on the three platforms we developed, newsletter articles will be crafted and made available to member agencies and to influencer groups.
 - Presentation templates: a PowerPoint and Prezi template will be developed and distributed to participating agencies to use as part of their outreach efforts.
- Assistance with community outreach will be made available as resources permit.

FY 2014-2015 CHOICE Program Details:**Messages:**

Based on our findings, the following position statement and supporting pillars will be the basis for messaging and outreach.

Positioning Statement:

MWDOC and local water agencies are progressive, proactive organizations that have prepared Orange County to meet the water-challenges of today, and they are working to ensure they can meet the water-challenges of tomorrow. With internationally recognized programs, a focused pursuit of innovative new technologies, and constant refinement of best practices, Orange County is, and will continue to be, a leader in water management.

Support Pillars:

1. **Innovation:** Developing new and improving existing programs
2. **Education:** Creating an informed, knowledgeable public that is educated on water issues
3. **Jobs/Economy:** Supporting the growth and health of local businesses

Value Proposition:

- MWDOC and the local water agencies are proactively engaging new technologies and creating near and long term solutions to ensure the continued flow of safe, usable water to meet Orange County's needs and ensure our continued prosperity.

For each of the three support pillars, the following statements have been drafted for consideration:

INNOVATION

- Where will tomorrow's water come from during future droughts? MWDOC and your local water agencies have already implemented comprehensive conservation programs, and are actively pursuing a range of environmentally sustainable technologies to discover and deliver new sources of water. Tomorrow depends on what we do today.

JOBS & ECONOMY

- In Orange County, everything from manufacturing to the leisure industries depend on the availability of water. During droughts, business will struggle if they can't get a reliable flow of water, and one of the first things to go is jobs. To maintain Orange County's economic prosperity, MWDOC and your local water agencies are planning and developing programs that will provide new sources of water, and more efficiently use our existing resources.

EDUCATION

- Water is the most precious resource we have. With this drought – and the reality that there will be more in the future - we can't take water for granted. MWDOC and your local water agencies are educating businesses on water usage efficiencies, and believe we need to teach our children about how to conserve and protect it. Working together, our efforts will ensure future generations will be able have clean, reliable supplies of water.

The following is a list of participating agencies:

- Brea – Pending
- Buena Park
- East Orange County Water District
- El Toro Water District
- Fountain Valley
- Garden Grove
- Huntington Beach
- La Habra
- Mesa Water District
- Moulton Niguel Water District
- Newport Beach
- City of Orange
- San Clemente
- Santa Margarita Water District
- Seal Beach
- Serrano Water District
- South Coast Water District
- Trabuco Canyon Water District
- Tustin
- Yorba Linda Water District



DISCUSSION ITEM

November 10, 2014

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

FROM: Robert Hunter, General Manager

Staff Contact: Jessica H. Ouwerkerk

SUBJECT: PRESENTATION/OVERVIEW OF WATER USE EFFICIENCY MICROSITE

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee discuss the report and direct staff as appropriate.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

On October 15th, MWDOC launched a new water use efficiency microsite that serves as the main hub of information on Orange County water use efficiency rebates and educational programs. The total cost for website development was just \$2,500. As a follow-up to the information provided in the monthly General Manager's/Public Affairs Activities Reports, staff is providing the detailed report below and will show the website and navigation during the Committee meeting.

DETAILED REPORT

Over the past year, the public's interest in water use efficiency rebates and programs grew dramatically as the drought intensified. In the Turf Removal Rebate Program alone, the number of applications received grew from less than 50 applications per month in January to more than 500 applications per month in October. Staff worked within the constraints of our main website (www.mwdoc.com) to add new pages with rebate program information, but we continued to receive increasing numbers of calls from the public requesting

Budgeted (Y/N): Y	Budgeted amount: \$40,000 (WUE Marketing budget)	Core __	Choice _x_
Action item amount: N/A		Line item: 62-7040	
Fiscal Impact (explain if unbudgeted):			

assistance locating information on the website. Some customers were so frustrated they nearly gave up!

Additionally, there were challenges directing Orange County customers to bewaterwise.com given the site does not have complete rebate information for Orange County programs, and it is not particularly user-friendly. Our member agencies wanted a purpose-built water use efficiency website that they would feel comfortable directing their customers to in lieu of our main website or bewaterwise.com.

In response to these requests, staff identified a need to develop a water use efficiency microsite that would house information on all water use efficiency rebates and programs available in Orange County. MWDOC's current website developer/hosting services provider was contracted to develop a water use efficiency microsite at a cost of \$2,500. Staff developed the website navigation and site content in order to keep out-of-pocket costs at a minimum. The site, www.ocwatersmart.com, took approximately four months to develop and officially launched on October 15, 2014.

The design concept is based on the socalwatersmart.com homepage, which immediately segments residential and commercial customers. From there on, the site is completely unique and designed with the end-user in mind.

There are four main pages accessible from the homepage: Residential Rebates, Residential Resources, Commercial Rebates, and Commercial Resources. From there, customers can access information on specific rebates and programs, including program summaries, rebate levels/model lists, rebate applications, and other helpful resources. In addition, there are links to the MWDOC main website, our social media accounts, the MWDOC member agencies' websites, a calendar of water use efficiency events (e.g., CA Friendly Landscape Training classes, community events), and other helpful resources. All site content is accessible in three clicks or less from the homepage.

The feedback received thus far has been extremely positive. Member agency staff and members of the public feel the site is clean, simple, and easy to navigate. Over time staff will track and analyze the website analytics to further enhance the site.





DISCUSSION ITEM

November 10, 2014

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

FROM: **Robert Hunter**
General Manager

Staff Contact: Darcy M. Burke

SUBJECT: PRESS CLIPPINGS

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee discuss the information presented and direct staff as appropriate.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

DETAILED REPORT

In 2012, staff brought to the board a budget consideration for Meltwater News. Meltwater News provides media clipping services on a daily or weekly basis. The fee for this service in 2012 was just over \$19,000. The board decided not to engage this service and staff then proposed using a free on-line feature of Google to monitor and track water related articles in the greater media market.

Currently, staff subscribes to Google Alert Search for the following key words and identifiers:

- MWDOC
- Municipal Water District of Orange County
- Metropolitan Water District of Southern California
- Randy Record
- Larry Dick
- Brett Barbre

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

- Susan Hinman
- Joan Finnegan
- Wayne Clark
- Wayne Osborne
- Linda Ackerman
- Larry McKenney (Recently added)
- Robert Hunter
- Poseidon Resources
- Poseidon desalination
- Huntington Beach desalination
- Orange County water use efficiency
- Orange County water conservation
- Orange County water
- (WATER DISTRICTS)
- San Diego County Water Authority
- Water lawsuit
- Orange County Water District
- OCWD
- Department of Water Resources
- Bay Delta Conservation Plan
- BDCP
- Delta
- Delta Smelt
- Endangered Species
- California water quality
- California drought
- Orange County water supply
- Orange county water reliability
- State Water Project
- Colorado River Aqueduct
- Sacramento Bay Delta
- Doheny Ocean Desalination Project
- South County Water Agencies
- Pinhole leaks
- Chromium 6
- Perchlorate
- State Water Resources Control Board
- SAWPA
- Ocean Desalination
- Brea
- Buena Park
- East Orange County WD
- El Toro WD
- Fountain Valley
- Golden State Water Company

- Huntington Beach
- Irvine Ranch WD
- La Habra
- La Palma
- Laguna Beach County WD
- Mesa WD
- Moulton Niguel WD
- Newport Beach
- Orange
- Orange County WD
- San Clemente
- San Juan Capistrano
- Santa Margarita WD
- Seal Beach
- Serrano WD
- South Coast WD
- Trabuco Canyon WD
- Tustin
- Westminster
- Yorba Linda WD
- Anaheim
- Fullerton
- Santa Ana
- LADWP
- Eastern MWD
- Western MWD
- IEUA
- Central Basin
- West Basin
- Upper San Gabriel MWD

The list can be modified and changed as topics and interests change. Input from the Board on topics of interest would be helpful. The list of related articles are compiled and sent out on a weekly basis. A sample of weekly packet is attached.

February 2014

Daily Press Clips



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O.C. Water District must tell cities of development plans

[BY ART MARROQUIN](#)

2014-10-02 17:55:56

Gov. Jerry Brown signed a bill this week that requires the Orange County Water District to give notice when planning to develop property within a city – a response to how the agency failed to tell Anaheim officials about a proposed power plant near Honda Center.

State Sen. Lou Correa, D-Santa Ana, said he wrote the bill because he believes Anaheim should have been told when the water district launched lease negotiations with Competitive Power Ventures, which had wanted to build a 400-megawatt power plant on 19 acres spanning Ball Road Basin.

Even though the water district was specifically singled out in the bill, Correa said that it was a “first step” that could lead to future legislation requiring other regional agencies across California to fulfill similar requirements.

“The existing law didn’t require the OCWD to give any notice about building a power plant or anything else in Anaheim,” said Correa, whose district includes Orange County’s most populous city.

“This issue is going to be more prevalent as we begin to build new power plants,” Correa said. “More communities want to have a strong say over what happens in their own backyard.”

The water district’s board voted 6-4 to approve the land lease in December, but Competitive Power Ventures did not make it on Southern California Edison’s short list of companies vying to build plants.

If the power plant development had advanced, then the project would have bypassed the Anaheim City Council and gone straight to the state’s Energy Commission for consideration. Although Correa’s bill does not change that approval process, the state senator said his measure “gives a city a fighting chance to organize and address the issue.”

Competitive Power Ventures has until the end of 2015 to get SCE to back its proposal. After that, the water district’s board could terminate its option with Competitive Power Ventures or grant an extension.

“I think it’s a good policy because our board feels that we should be open and transparent with all our stakeholders,” said Mike Markus, the water district’s general manager.

He said the bill was developed as a collaboration between the district and the state senator.

Shortly after Competitive Power Ventures launched negotiations with the water district last summer, Anaheim officials offered \$23 million to purchase the property to build a sports park.

City officials and the Anaheim Chamber of Commerce quickly organized a vocal group of residents and business owners who asked the water district’s board to reject the land lease.

“I think it’s important for a regional agency that owns land in any city to involve the community when considering a project,” said Anaheim Councilwoman Kris Murray, who last year asked the water district to reject the lease.

Contact the writer: 714-704-3769 or amarroquin@ocregister.com

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Editorial: Yes on Prop. 1, California water bond

2014-10-03 17:19:57

We have certain misgivings about Proposition 1, the \$7.1 billion water bond placed on the November ballot by a bipartisan supermajority of the Legislature.

Not the least of them is that the proposed new borrowing will add \$14.4 billion (after interest) to the state's overall debt load, which, according to a just-released report from the state Treasurer's Office, already is "well above the median for the 10 most-populous states."

Indeed, little more than a decade ago, California's debt service consumed about 3.5 percent of the state's general fund. The state's debt per capita – the share of the total outstanding debt owed by every resident – was roughly \$800.

In 2014, the ratio of the state's debts service to general fund revenue is 7.1 percent. And the share of the state's total outstanding debt owed by every California resident is \$2,465.

So we take seriously the state's mounting debt. And it gives us pause to support new borrowing.

That said, the Register endorses Prop. 1 – not only because we think it would be derelict of the state to do nothing as it suffers its worst drought on record, but also because we find Prop. 1 preferable to the bloated \$11 billion water bond measure originally slated for the ballot, which would have saddled the state with even more debt.

Prop. 1 has been criticized by some opponents – most curiously, by environmental groups – for being laden with pork-barrel spending. But Gov. Jerry Brown, who on his watch has been a responsible steward of the state's finances, has dismissed the notion.

"There's no pork," he told us. "It's all beef."

Indeed, while we agree with environmental groups that Prop. 1 could have done without spending unrelated to water – like the hiking trails and bike trails that will be paid for out the \$1.5 billion earmarked for "conservancies" – the nonwater spending actually makes up a very small percentage of the water bond.

Meanwhile, there is much to commend in Prop. 1's key funding areas. None more important than the \$2.7 billion that would go to new water storage, including dams and projects that replenish groundwater.

Critics say the taxpayer dollars will go to purposes that primarily benefit private interests.

But the measure specifies that the funds can only be used to cover costs related to the "public benefits" associated with water storage projects, including improved water quality, flood control and habitat restoration.

In addition to funding much-needed water storage, Prop. 1 proposes \$810 million for programs such as water conservation and stormwater capture, which increase local and regional water supplies.

Water recycling and salt-removal projects to reuse and maximize water supplies would receive \$725 million, and another \$520 million would be set aside for safe drinking water and clean water programs, particularly for the state's disadvantaged communities.

With California's record-breaking multiyear drought, it seems to us hard to make the case our parched state would somehow be better off without passage of Prop. 1.

We agree with those who argue that the measure could be improved. Indeed, we'd like to see even more spent on much-needed water storage and less spent on pet environmental projects and programs as fish and wildlife habitat protection and land purchases for conservation purposes.

But, as Voltaire advised, we choose not to "let the perfect be the enemy of the good." And that is why the Register endorses Prop. 1, the state water bond.

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Randall Benton / rbenton@sacbee.com

Lawmakers took two major steps to fix gaps in California's water policy and set the course to improve the state's water system. They approved statewide regulations to sustainably manage groundwater for the first time and placed a \$7.5 billion water bond on the November ballot.

Endorsement: Prop. 1 will address state's water needs

By the Editorial Board

Published: Saturday, Oct. 4, 2014 - 12:00 am

Severe drought has exacerbated weaknesses in California's water system, highlighting problems that a \$7.5 billion water bond would begin to address and giving voters ample reason to approve Proposition 1 on Nov. 4.

In providing safe and reliable water to 38 million residents and a \$44 billion agriculture industry, the state needs a comprehensive and strategic approach to clean contaminated groundwater, restore rivers and streams, encourage recycling, shore up levees and and plan to store more water.

Gov. Jerry Brown, the leading proponent of Proposition 1, told The Sacramento Bee's editorial board that the bond would provide a "long-term commitment that's very important for the state." The vast majority of policymakers who have studied it agree, as do we. The bond received only two "no" votes in the Legislature.



A solid commitment and long-term planning are essential for the lifeblood of California. The punishing drought, combined with a changing climate that may reduce snowpack in the Sierra, has demonstrated how much a smart strategy is necessary now.

As the drought stretched into its third year this summer, reservoir levels plummeted, water allocations to farmers were cut and groundwater was pumped to the extent that wells went dry and the issue of land subsidence became widely known.

Lawmakers took two major steps this legislative session to fix gaps in California's water policy and set the course to improve the state's water system. They approved statewide regulations to sustainably manage groundwater for the first time, and they placed the water bond on the ballot.

Opponents of the \$7.5 billion bond say the state could not afford the debt and the bond would allocate money for misplaced projects.

Residents in Central Valley towns who can't drink water that flows from their faucets would dispute that claim. If voters approve the bond, the state would spend \$520 million to clean up water sources in disadvantaged communities and improve public water systems.

Another \$900 million would go toward cleaning contaminated aquifers, particularly in the Los Angeles basin. Part of that money would help implement plans for the approved groundwater regulation.

The bond would allow for \$2.7 billion to be used for storing water underground and perhaps behind dams. Recharging aquifers might be a more cost-efficient way to store water. Storage is certainly a priority, but we would want officials to prove that building new dams would pencil out.

The \$395 million for flood protection projects is sorely needed, especially in the Sacramento area, with the bulk of that money – \$295 million – aimed at improving the aging levees in the Sacramento-San Joaquin Delta.

The bond includes \$810 million to prepare for the next drought, climate change and sea level rise; \$725 million for recycling and conservation; and \$1.49 billion for restoring and protecting rivers, lakes and watersheds.

Legislators were careful to make the bond language "tunnel neutral," so no money would go toward implementing the Bay Delta Conservation Plan and 35-mile-long twin tunnels through the Delta to transfer water south.

Proposition 1 is a slimmed-down version of a \$11.1 billion water bond put on hold since 2009. California should not wait to begin updating its aging water system and preparing for the future.

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Tapping Into the Ocean With San Diego’s Billion Dollar Desalination Plant

Tuesday, October 7, 2014
By Erik Anderson



By [Nicholas Mcvicker](#)

KPBS Radio News

Aired 10/7/14 on [KPBS News](#).
San Diego is about a year away

San Diego's water supplies could be seriously tested if a punishing four-year drought extends through another winter. But there is relief on the horizon.

It's not coming from rain clouds; relief is coming from the West Coast's first seawater desalination plant in

fall.

The construction work is **65 percent complete** and the facility is on schedule to begin making drinking water in about a year.

Surveying the construction site, Project Manager Chris Stiedemann said seawater will come from the Encina power station next door. That gas-fired power plant draws salt water from the Agua Hedionda lagoon.



By Nicholas McVicker

The Encina power station draws salt water from the Agua Hedionda lagoon, Sept. 5, 2014.

"They're taking that seawater from their discharge channel," Stiedemann said. "You can see the pipe staged on the trench right there. It comes all the way up the hill. Heads over that way. And over to our first stage of filtration."

Once the water goes through a rigorous pre-treatment process it is sent to a huge pump. Leaning over, Steidemann pointed to the huge, metal-encased coil that uses electricity to drive the pump.

"When you run a current through there, it'll cause a stater to start spinning around. That spinning around happens through this shaft right here. The propeller right here, or the pump. That starts scooping the water," Stiedemann said.

That scooping action pressurizes the water to 900 pounds per square inch. That pressure forces the seawater through stacks and stacks of reverse osmosis filters.



Reverse osmosis filters that next year will help turn seawater into clean drinking water, September 5, 2014.

"And, this is where the magic happens. The salinity of the water changes," Steidemann said. "So you'll get double salty water on one side and very clean, almost a clean slate of pure water on the other side."

The fresh water is treated then pumped into the regional water grid and the salty water goes back into the ocean.

Vice President Peter MacLaggan of [Poseidon](#), which is building the desalination plant, said the \$1 billion investment will generate 50 million gallons of drinking water a day. It will be the largest desalination plant in the Western Hemisphere.

"The reason why we're doing this is because the Pacific Ocean is not dependent on rain or snowfall. It's always going to be there. It's the largest reservoir in the world for that matter. So here we have a truly drought-proof supply," MacLaggan said.

If the Carlsbad facility works, MacLaggan said that success will prime the pumps for more desalination projects along the California coast. In fact, his company is already trying to develop a plant in Huntington Beach. Environmental advocate Marco Gonzalez knows what's at stake.

"There have been more than 20 proposals of various size and types of desalination plants around California," said Gonzalez, an attorney with the [Coast Law Group](#). "We know with increasing drought conditions there's going to be a lot more pressure for that."

Gonzalez is worried about the environmental impact on sea-life. Tiny creatures will be sucked into the plant and others might be hurt by the briny discharge. Because it takes a lot of

electricity to remove the salt, he's also worried about the cost.

"It'll be more than two times the cost of what we currently pay for imported water out of the gate," Gonzalez said. "Now over time those numbers will come into parity for imported and produced water at a desalination plant. But the big problem we have at Carlsbad: We still don't know how we're going to pay for it."

San Diego County water managers said every water user in the county will share in the cost, beginning next year (details are yet to come). There's a chance spreading the cost of the plant could turn into a flat fee to consumers throughout the region by 2016. Yet some water departments — like the city of San Diego — won't actually buy any desalinated water.

Even so, [The San Diego County Water Authority](#)'s Ken Weinberg said developing new supplies of water remains a key strategy.



By Nicholas McVicker

Pipes under construction that will eventually move water between treatment facilities at the Carlsbad desalination plant, September 4, 2014.

"What we're seeing now, in this drought, is really the benefits of pursuing that strategy," Weinberg said. "We've got local supplies. We've conserved water. Use is down 20 percent from just 2007. And we've got recycled water. We've got brackish ground water."

And soon desalinated water.

In fact, there have been talks about a Camp Pendleton desalination plant that would be three times the size of the Carlsbad facility. Weinberg said that is mostly long-term planning, but he said reducing reliance on imported water is very much a present-day concern.

"In the future we're going to be about half local supplies and conservation and about half imported water. And that local supply is a mix of seawater desalination, recycled water and ground water, and continued and expanded conservation," Weinberg said.

How the Carlsbad plant performs will likely influence how other California projects are viewed. The people building the facility remain confident the technology will prove itself.

"We think once the plant does go on line, everyone's going to realize this source of water from the Pacific Ocean can be and should be a part of our future water portfolio," MacLaggan said.

Operators should be ready to begin testing the plant next spring. Full-blown water production could begin a year from now.

ERIK ANDERSON, Reporter, Business & Environment [Contact](#) | [Follow @KPBSERik on Twitter](#)

Californians make big cuts in water usage, report says



Rick Silva, a Department of Water and Power employee, tries to trace the source of water running down an alley in L.A.'s Temple-Beaudry neighborhood. Californians have substantially reduced their water usage. (Luis Sinco, Los Angeles Times)

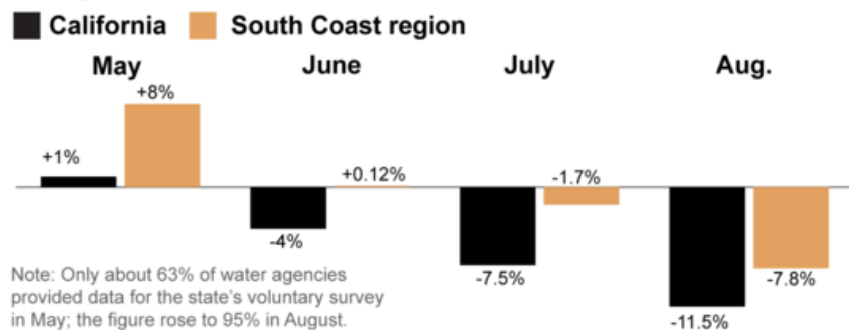
By **MATT STEVENS** 10-7-14

After months of appeals to conserve water, Californians appear to be finally getting the message, making substantial cuts in water consumption in the face of the state's drought.

Some of the biggest savings have come in Southern California, which faced criticism earlier this year for increasing water use at a time when the rest of the state was cutting back, according to state records released Tuesday.

Water use

While overall state water use has dropped, the South Coast region, which includes Los Angeles, has shown a smaller decline.



Source: The State Water Resources Control Board

@latimesgraphics

Southern California increased water use by 8% in May compared to the average during that period from 2011 to 2013. But over the summer, the region saw modest reductions, culminating in August with a 7.8% decline from August of the previous year, according to a report from the State Water Resources Control Board.

"We wish it had come earlier, but people are responding," said Max Gomberg, the board's senior environmental scientist. "Southern California has roughly half of the state's population. What happens in Southern California is critical to how things look at the statewide level."

Overall, California cut water use by 11.5% in August, compared to the same month in 2013, the equivalent of 27 billion gallons. It's the biggest drop of the year, yet still below Gov. Jerry Brown's goal of a 20% reduction.

Officials attributed the conservation in part to stricter local water laws that took effect in recent months, including restrictions on outdoor water use, hosing off driveways and residential car washing.

One question now is whether California can reach the 20% goal this year. Some water agencies said they are considering tightening water rules and raising rates for heavy users if the fall brings little rain.

State water board chairwoman Felicia Marcus said it's encouraging that conservation rates have been improving throughout the summer.



CAPTION

Sheri Shaffer, a manager with the Metropolitan Water District of Southern California, drives a boat past dry, rocky banks that reveal how far the water in Diamond Valley Lake in Hemet has receded. A group of scientists ran the state through a virtual mega-drought to see how it would fair. (Allen J. Schaben)

The increments are bigger in each jump; that's telling us that folks are kicking into gear," she said. "Can we get to an average 20%? Absolutely. But it won't happen in a nanosecond."

Ironically, one concern going forward is fall rains. Light showers would do little to improve the state's water shortage but could prompt residents to reduce their conservation efforts, officials said.

Residents must "maintain their conservation mindset," Gomberg said. "If it rains, turn off your sprinklers."

State officials described the August survey of water use as among the most accurate they've done. The May survey was voluntary, and only 63% of water agencies participated. About 95% provided data for the August survey.

In San Diego County, water use dropped 6% in August after being up slightly in both June and July, the water authority said. It marked a significant improvement from the first five months of the year when water use rose by 10% compared with the same period in 2013.

The Los Angeles Department of Water and Power reported an 8.8% reduction in August.

"Seeing these savings in the middle of the summer during a drought is telling of L.A. residents' commitment to water conservation," DWP General Manager Marcie Edwards said in a statement.

"I'm grateful that Angelenos are stepping up to address the drought," said Mayor Eric Garcetti, "but we must do more to further reduce our reliance on expensive imported water."

San Diego and other Southern California cities have complained that earlier surveys did not accurately reflect their savings. Water board officials have since refined their analysis.

"The state board staff has a better understanding now of water use characteristics and the uniqueness by region that can occur," said Dana Frieauf, a water resources manager with the San Diego County Water Authority.

The state received data from 394 water agencies. Of urban water suppliers serving populations greater than 40,000, 10 increased their water use in August; nine are in Southern California, including Compton, Colton and Coachella.

More than 20 water suppliers cut their water use 20% or more in August. The City of Tracy led the way with a 41% reduction.

State officials on Tuesday held out special praise for Long Beach. The city has been aggressive about water conservation for years, but still managed a 6.8% reduction in August. The city is now recording its lowest water use since 1958, officials said.

"There's a snowballing effect as people see people taking action," said the water board's Marcus. "We can't relent."

THE ORANGE COUNTY REGISTER

Water use is down in California, but not in these O.C. cities

[BY AARON ORLOWSKI AND KELLIE MEJDRICH](#)

2014-10-07 20:00:22



Although most cities across the state are heeding dire warnings to conserve water, some Orange County suppliers are increasing water consumption.

Water use in California dipped 11.5 percent in August compared with a year ago, but use in San Clemente, La Habra, San Juan Capistrano and Brea went up.

Those four local districts were among 10 large districts (40,000 people or more) statewide to use more water that month than in August 2013.

What's more, while water use fell in Orange County, overall, the drop was just 3.9 percent, far below the statewide average, according to a Register analysis of data released Tuesday by the State Water Resource Control Board.

Still, it's not clear that the county is bucking the state trend. Local water officials said the state statistics aren't totally reflective of actual water use.

In San Clemente, for example, the state indicated that water use in August jumped 3.8 percent compared with last August. Use also increased in June and July, going up 8.8 percent and 11.8 percent, respectively.

But those numbers don't reflect a recent shutdown of the city's water recycling plant, spiking potable water use even as total water use went down, said Andrew Kanzler, the water conservation analyst for the city.

"In fact, this past August was the lowest total water use in an August month since our population began stabilizing," Kanzler wrote in an email.

State water officials cautioned there are a range of reasons the data could show an increase in water usage, and not all of them mean water usage is actually increasing.

"There could have been a leak, you could have had a new, large industrial customer come in, and that bumps water use," said Max Gomberg, senior environmental scientist at the State Water Resources Control Board.

Statewide, the 11.5 percent dip reveals a growing trend toward conservation: It was the greatest drop in use of the three months for which state water officials have data – June, July and August.

In Orange County, turf removal is driving water savings, according to state and local officials.

Since the Municipal Water District of Orange County started its turf removal program three years ago, residents have torn out 2.4 million square feet of turf. Applications for turf removal rebates increased more than tenfold from January to September this year, going from 38 applications to 434, according to officials.

“Orange County has been great. When we ask them in times of dire drought, they have educated themselves on how to do it and they do,” said Darcy Burke, spokeswoman for water district.

Overall, Southern California is heeding warnings of water shortages, such as Gov. Jerry Brown’s declaration of a drought emergency in January and his call for a 20 percent reduction in statewide water use.

That wasn’t always so.

In June in the broader coastal Southern California region – which extends from Ventura County to San Diego County – water use increased, compared with last June, officials said.

But the region showed progress in July and August, with use declining 1.6 percent and 7.8 percent in those months.

Savings have been most pronounced outdoors, where it’s both easier to save water and has less impact on residents’ lifestyles. Replacing lawns with drought-tolerant plants is easier than not showering, said Gomberg, the Water Board scientist.

“Everyone needs to bathe, everyone needs to cook, wash clothes. There’s a lot of indoor use that can be made a little more efficient, but it needs to happen,” Gomberg said.

Contrast that with outdoor water use, especially irrigating turf grass that few use, such as the grass on medians, parking strips and on front lawns. That type of use can easily be eliminated, Gomberg said.

“We are not sending the message from the state that every piece of turf should be ripped out. You can have a small patch of turf in the backyard and still be a low water user,” Gomberg said.

Nearly 400 urban water suppliers volunteered August data, representing 33.5 million Californians.

State water officials praised Long Beach for an especially effective water conservation program, with some of the highest rebates for turf removal, and a strong messaging program.

The city implemented outdoor watering restrictions before they became mandatory statewide. Residents can water only Mondays, Thursdays and Saturdays before 9 a.m. and after 4 p.m.

Even though the department has a water waster program in effect, it hasn’t had to fine anyone “because our residents have just responded so positively for our call for conservation,” said Kaylee Weatherly, a spokeswoman for the Long Beach Water Department.

With the latest data, Santa Ana redeemed itself from a May blemish, when the city was spotlighted as the biggest water waster in California, with use spiking from a year earlier. At the time, the city took issue with the way some data were calculated.

In August, the city reduced consumption 4.7 percent compared with last August. And further reductions could be coming with recently approved penalties for water wasters.

As early as December, customers who don’t reduce their water use by 3 percent compared with the same period the previous year will get a warning. The second violation will result in a 15 percent penalty,

according to Nabil Saba, water resources manager for the city of Santa Ana.

“If you don’t, next time, there’s a monetary penalty for that. I think that’s strong enough for Santa Ana,” Saba said.

Contact the writer: aorlowski@ocregister.com or 562-310-7684

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SFGATE <http://www.sfgate.com/bayarea/article/Drought-Some-Bay-Area-water-users-save-big-5807594.php>

California drought: Big water cuts by many Northern Californians

By Kurtis Alexander Updated 2:01 pm, Wednesday, October 8, 2014



IMAGE 1 OF 1

Visitors adapt to the lower water levels at the lake which is at at sixty percent of capacity at Bass Lake on Friday July 18, 2014, near Oakhurst, Calif. **BUY THIS PHOTO**

As California braces for a rainy season that may again be a bust, residents are becoming increasingly mindful about water conservation, particularly in the northern half of the state.

State water data released this week show that Californians cut water use by 11.5 percent in August compared with the same month last year — the largest reduction reported this year. Residents had achieved a 7.5 percent savings in July and a 4.3 percent reduction in June.

“On balance, the trend here is very good,” said **Felicia Marcus**, chair of the **State Water Resources Control Board**.

The water board, which has been directed by Gov. **Jerry Brown** to consider statewide restrictions amid one of California’s worst droughts, decided this week not to impose new regulations.

The governor has asked residents to strive for a 20 percent cutback. But the most progress on conservation has come in Northern California communities with the strictest rationing in place.

The Bay Area’s Tri-Valley — where local leaders have cracked down on water use — owned three of the top four spots for conservation among places in California with at least 50,000 residents. Livermore cut back 36.9 percent in August compared with the previous year, the Dublin-San Ramon area saved 35.8 percent, and Pleasanton trimmed 33.4 percent.

Santa Cruz, which has perhaps the state’s most stringent water limits, ranked fifth in conservation with a 28 percent reduction in water use last month. The San Joaquin County city of Tracy, which has only outdoor water restrictions in place, led the state with a 41.2 percent cutback.

Kurtis Alexander is a San Francisco Chronicle staff writer. E-mail: kalexander@sfgate.com Twitter: @kurtisalexander

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Early Rains Could Bring Temporary Relief to Some Curtailed Water Rights Holders

Submitted by Pamela Martineau on Mon, 10/06/2014 - 2:42pm in [Water Supply Challenges](#) All [Water News](#)

If significant early rains occur this fall or winter, curtailed water right holders in the Sacramento, San Joaquin, Russian and Eel river watersheds may be able to divert or store water on a temporary basis, according to an announcement Oct. 3 by the State Water Resources Control Board.



Early storm events, which may not provide enough precipitation to permanently lift curtailments in these watersheds, offer opportunities to capture needed rainwater on a temporary basis. Under revised curtailment criteria, water right holders that have been unable to divert water may be allowed to do so if sufficient rains occur. Water right holders will be notified in real-time of these temporary relaxations of curtailments, State Water Board officials announced.

During this extraordinary drought year, more than 9,000 water right holders in the four watersheds saw their rights curtailed beginning last June when supplies were reaching historic low levels. Water right holders that received curtailment notices or orders from the State Water Board are strongly advised to sign up for email notification of information. Weather patterns are dynamic and the only way to provide this type of temporary relief is to pair it with real-time notification. Notification of any temporary relaxation of curtailments, as well as the reinstatement of curtailments following a storm event, will only be provided through email and posting on the State Water Board's website.

To make sure that these temporary measures are effective and are not resulting in harm to more senior water rights, reporting of amounts of water diverted under these special circumstances will be required. Water right holders that do not report these amounts will not be able to participate in future opportunities to collect water while curtailments are still in effect.

For more information on curtailments, please go to: http://www.waterboards.ca.gov/waterrights/water_issues/programs/drought/index.shtml

To sign up for email notifications on the status of curtailments, please go to: http://www.waterboards.ca.gov/resources/email_subscriptions/swrcb_subscribe.shtml#dwr

Latest Water News



LADWP Reduces August Water Use Despite Summer Heat, Steps up Enforcement for Water Wasters



U.S. Bureau of Reclamation is Soliciting Project Proposals for New Colorado River System Conservation Pilot Program



Informational Materials Now Available on Sustainable Groundwater Management Act



State Water Board Revises Dates for NPDES Permit Workshop and Adoption Meeting

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INFORMATION ITEM

November 10, 2014

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

FROM: Robert Hunter, General Manager

Staff Contact: Jessica H. Ouwerkerk

SUBJECT: SCHEDULE FOR 2015 WATER POLICY FORUM & DINNER EVENTS

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee receive and file the report.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

MWDOC held three Water Policy Forum & Dinner events in 2014. The events were held: Thursday, February 6th, Wednesday, July 30th, and Thursday, October 2nd. The February and July event dates worked well, but the October date was somewhat problematic in that attendees felt it was too soon after the previous event.

The first Thursday and the second or fifth Wednesday of the month remain the preferred times to hold the Water Policy Forum & Dinner events, as these dates have the fewest conflicts with MWDOC member agency meetings and other water industry events. As such, staff recommends the following dates for our 2015 Water Policy Forum & Dinner events:

- Thursday, February 5, 2015
- Wednesday, July 29, 2015
- Wednesday, October 14, 2015

Budgeted (Y/N): Y	Budgeted amount: \$6,300	Core _X_	Choice __
Action item amount: N/A	Line item: 31-7670		
Fiscal Impact (explain if unbudgeted):			

In addition to checking the calendars of our member agencies, these dates have been cross-checked with other water industry conferences and events (including ACWA, AWWA, Urban Water Institute, So. Cal. Water Committee, etc.). Staff will work with the Water Policy Dinner ad-hoc Committee to identify topics and speakers.

Based on results of the participant satisfaction surveys conducted after each event, participants remain highly satisfied with the events overall, and they state that they are extremely likely to attend future events. The event location, time, and food/beverage also rate very highly. Nonetheless, staff remains committed to continually identifying opportunities to improve the events.



INFORMATION ITEM
November 10, 2014

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

FROM: **Robert Hunter, General Manager**

Staff Contact: Darcy M. Burke

SUBJECT: DROUGHT OUTREACH

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee receive and file the report

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

DETAILED REPORT

As part of our efforts to provide education, information and resources to Orange County residents, business and policymakers, Public Affairs is tracking activities related to drought outreach. Since the last Public Affairs and Legislation Committee in October, Director Dick and staff members have conducted the follow drought outreach efforts:

Orange County Association of Realtors	Presentation	10/16/2014	Director Dick/Rob
Senator Huff's Water Forum	Presentation	10/17/2014	Director Dick/Darcy
eCurrents -	Article	10/23/2014	Jessica/Darcy
ASCE Drought Meeting	Presentation	10/31/2014	Joe/Darcy

Budgeted (Y/N):	Budgeted amount:	Core <u> X </u>	Choice <u> </u>
Action item amount:	Line item:		
Fiscal Impact (explain if unbudgeted):			



INFORMATION ITEM

November 10, 2014

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

FROM: Robert Hunter, General Manager

Staff Contact: Darcy M. Burke

SUBJECT: 8th Annual Orange County Water Summit – May 15, 2014

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee receive the report on the Orange County Water Summit.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

Planning for the 8th Annual Orange County Water Summit continues to move forward with a full committee meeting scheduled November 13th. The event is scheduled for Friday, May 15, 2015 and will once again be held at Disneyland's Grand Californian. Disney will also provide graphic services and décor for the event.

This year, the lead agency for Summit is Orange County Water District. They will be responsible for registration, vendor contracts and payments, financial services and other support services as required.

Staff is working on identifying sponsorships, developing partnerships with local business groups, the program and theme refinement. Promotion for both sponsorships and registration should begin after the New Year.

To date, two sponsors have confirmed participation; Mesa Water District will return as the Luncheon Sponsor (\$7,500.00) and Anaheim will provide the parking shuttle service. Formal sponsorship outreach will begin after the New Year.

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

The working draft of the program follows:



The 2015 OC WATER SUMMIT

Final Theme Name in Process

Working Draft: Dire Straights

Friday, May 15, 2015

7:30 a.m. – 1:30 p.m.

Grand Californian Hotel, Disneyland Resort
Anaheim, California

DRAFT PROGRAM*

7:30 a.m. – 8:00 a.m.

8:00 a.m. – 8:05 a.m.

8:05 a.m. – 8:40 a.m.

Video

Registration & Continental Breakfast

Welcome & Pledge of Allegiance

Emcee: Ben Edwards, Hurley (CONFIRMED)

THIRST

Session 1: Weather Panel

JPL Representative - TBD

Farmer's Almanac - TBD

Meteorologist - TBD

8:45 a.m. – 9:35 a.m.

**Session 2: Water Sources Panel and Direct Drought
Impacts (Proposed)**

Groundwater

TBD –

Import water

TBD

Other Sources – recycled, desal, stormwater WUE

TBD

9:45 a.m. – 11:00 a.m.

-Session 3: AGRICULTURE (Farm to Market?)

Moderator: TBD, Mike Wade, California Farm Water Alliance, suggested

Speakers:

1. John Chandler – Chandler Farms, Proposed
2. **Paul Parreira, RPAC, Confirmed**
3. Krueger's Markets or Whole Foods – Proposed

11:00 a.m. – 11:15 a.m.

BREAK

11:15 a.m. – 12:05 p.m.

Session 3: Business – Drought impacts and expectations of water reliability

Moderator – TBD

Manufacturing, Anheuser Busch, suggested

Finance – Well Fargo, suggested

Film Industry, Sony Pictures, suggested

12:05 p.m. 12:20 p.m.

BREAK

Video

12:20 p.m. – 1:25 p.m.

Lunch and Session 4

LESSONS LEARNED AROUND THE WORLD

ISRAEL, SPAIN, AUSTRALIA

Innovation, Private Enterprise, Public Private Partnerships, Government

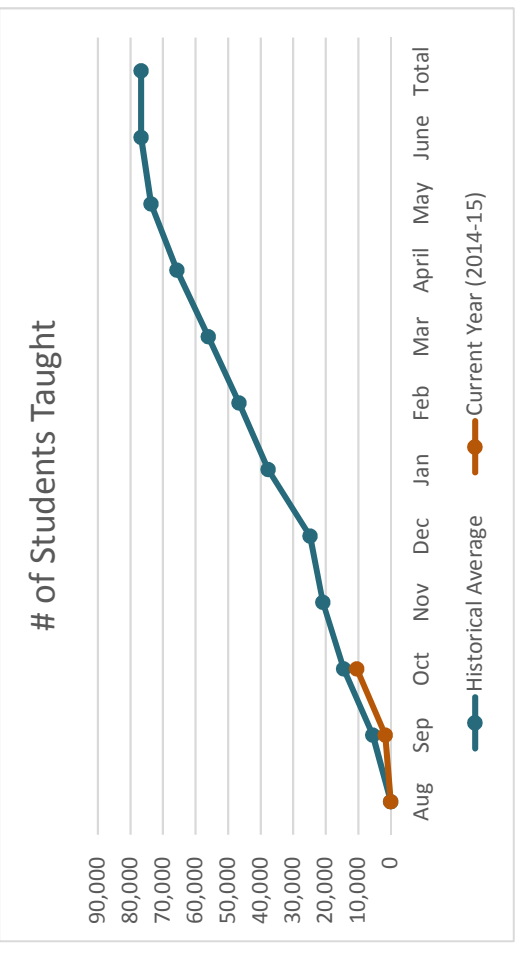
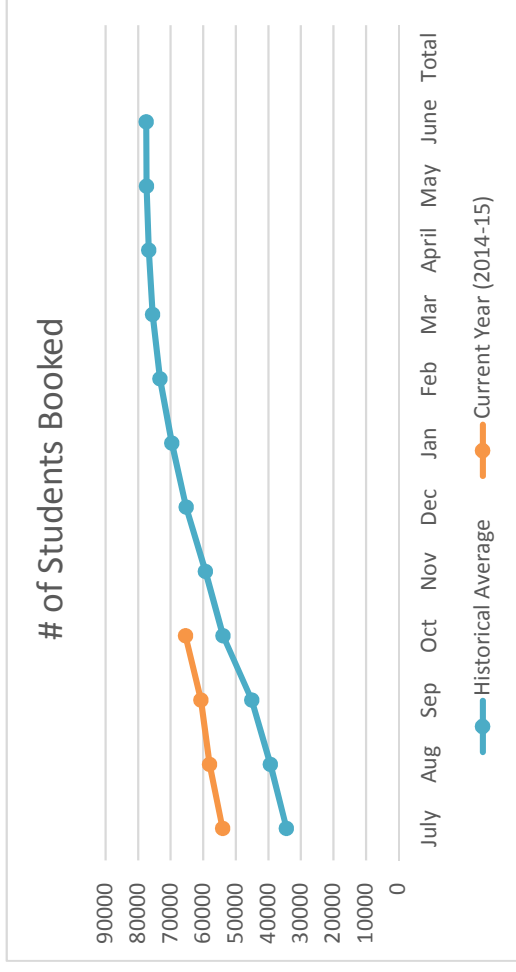
1:25 p.m.

Closing Remarks

**(Subject to Change)*

2014-15 Water Education School Program

# of Students Booked	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
Historical Average	34405	39319	45070	53900	59337	65269	69616	73332	75563	76726	77411	77523
Current Year (2014-15)	54053	58028	60691	65453								
# of Students Taught	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total
Historical Average	0	5,526	14,522	20,838	24,823	37,676	46,625	56,093	65,692	73,691	76,705	76,705
Current Year (2014-15)	0	1,673	10,488									



Public Affairs Activities Report

October 15, 2014 – November 9, 2014

Member Agency Relations	<p>Darcy and Tiffany continue to work with Metropolitan Water District of Southern California (Metropolitan) on this year's inspection trip season. Tiffany, Heather and Rob accompanied Director Ackerman and Chairman Record on a State Water Project Trip October 17th and 18th. Tiffany, Joe, Kevin Hostert and Bryce also accompanied Director McKenney on a State Water Project Trip November 7th and 8th.</p> <p>Tiffany met with Director Barbre and Al Mendez (MWD) on October 23rd, to finalize details for Director Barbre's Colorado River Aqueduct trip, December 5-7th. Tiffany is currently accepting reservations and managing MWD staff, guest and Director needs.</p> <p>Tiffany and Sarah created a Save the Date flyer with interactive hyperlinks for Director Ackerman's CRA trip February 7-8, 2015. Director Ackerman is working with the So Cal Gas Company on the guest list for this trip and needed a handout for recruitment.</p> <p>Darcy is working with Fred O'Callahan from Jet Propulsion Laboratories in regards to a potential tour of their facilities for WACO. The trip is being re-scheduled from December to sometime early next year and will be part of Director Dick's Weymouth Tour.</p> <p>Darcy and Jessica participated at Metropolitan Water District of Southern California's Public Information Officer's meeting on October 16th. Darcy presented the on the Value of Water program.</p> <p>Darcy and Jessica have provided drought information and outreach materials for South Coast Water District a number of times over the last several weeks.</p> <p>Darcy and Jessica participated in a Virtual Joint Information Center Training with Metropolitan Water District of Southern California External Affairs staff at the County's Emergency Operations Center.</p> <p>Darcy, Jessica and Heather participated in the Rolling Thunder Emergency Exercise on Wednesday, November 5th.</p> <p>Tiffany, Darcy, Jessica, Bryce and OCWD staff met to review app development progress, and discuss suggestions/enhancements for the current design, character development, game logistics and app layout. Tiffany will continue to work with Immersiv Media on the OC Water Hero Program phone app progress.</p> <p>Tiffany created an e-invitation for the November 6th Newly Elected Officials Forum and distributed the invitation to 2014 candidates.</p>
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	<p>Jessica coordinated a workshop on Effective Business Presentations for the Public Affairs Workgroup. Ten member agency and MWDOC staff members participated in the hands-on workshop, which included filmed presentations and personalized feedback. The next Public Affairs Workgroup meeting is scheduled for November 18.</p> <p>Heather participated in the Member Agency Legislative Coordinators 2015 Planning Session at Metropolitan Water District of Southern California. MWD staff reviewed 2014 key legislation on both the state and federal level, shared 2015 legislative expectations, and all MWD member agencies were encouraged to share any legislative proposals they might have for 2015.</p> <p>Jessica worked with Metropolitan to confirm two local high schools' participation in the 2015 Solar Cup Program. City of Huntington Beach will be sponsoring Coast High School, and Oxford Academy will be doing their own fundraising.</p> <p>Jessica provided water use efficiency marketing materials to Buena Park, Westminster, and San Juan Capistrano.</p>
Community Relations	<p>Darcy and Joe presented at the Orange County Chapter of the American Society of Civil Engineers on October 31st. The meeting was focused on the drought and sustainable water supplies and was held at Irvine Ranch Water District.</p> <p>Director Dick, Darcy and Public Affairs Intern, Bryce Roberto participated at Senator Huff's Water Forum on October 17th.</p> <p>Darcy presented on the Value of Water at the California Nevada Section American Water Works Association's Annual Fall Conference in Reno.</p> <p>Jessica developed and distributed the October issue of eCurrents newsletter, which included articles on drought, BDCP update, the Napa earthquake, a member agency spotlight on MNWD, and more.</p> <p>Jessica worked with the website developer to create an online speaker request form. The form allows the public to formally request a speaker for upcoming community events.</p> <p>Tiffany, Sarah, Bryce and Carmen implemented MWDOC's social media activities through Facebook, Twitter, and Pinterest during this period.</p> <p>Sarah and Joe staffed a table at the Village Nursery's Fall Open House event on October 17th. Joe gave a presentation on the drought and rebate programs.</p>

	<p>Heather participated in the WACO Planning meeting on October 21st.</p> <p>Heather attended Southern California Water Committee's 30th Annual Dinner with guest speaker, Senate President Pro Tem Kevin de Leon on October 23rd.</p> <p>Heather attended the Orange County Business Council Election Day Lunch on November 4th. Director Dick also attended.</p> <p>Jessica updated several pages on the MWDOC website.</p> <p>Jessica coordinated the event logistics, speakers, and event marketing for the October 30 ISDOC luncheon featuring guest speaker Carolyn Emery of OC LAFCO. Jessica also coordinated two new Associate Memberships in ISDOC: OC Sanitation District and a LA-based law firm. Directors Dick, Finnegan, Osborne, and Hinman attended the luncheon; Jessica and Heather provided staff support.</p> <p>Jessica participated in a GWRS tour and project update with the SAWPA group coordinated by Director Larry McKenney.</p> <p>Jessica is working with accounting staff to get updated Board Compensation figures for posting to MWDOC's Open Government website.</p> <p>Jessica is facilitating a request by CSDA to host a workshop on January 22, 2014. As the host agency, MWDOC will receive one complimentary registration for the workshop on "An Introduction to Good Governance Principles".</p>
Education	<p>Rob and Jessica met with Sean Fitzgerald, Tony Solorzano, and Adam Jacobson of Discovery Science Center to discuss the Water Education School Program bookings. As a follow-up to these discussions, a short presentation will be provided at the November 10 PAL Committee meeting.</p> <p>Jessica participated in a workshop hosted by State Water Resources Control Board on the Drops (Drought Outreach Program for Schools) grant program. Unfortunately, funding is only available for water quality-related constructions projects at schools. Jessica shared the information with the OC Stormwater Program as they may be interested from a water quality perspective.</p>
Media Relations	<p><i>Surf City Voice</i> ran an online article on November 3 regarding the upcoming elections and the recent Poseidon poll on desal. MWDOC was mentioned.</p>

	<p>Green Technology News ran an online article regarding recent appointments to the Metropolitan Board. Director McKenney was mentioned.</p> <p>Director Barbre participated in a KOCE interview on October 15.</p> <p>Several political blogs referenced the upcoming elections and candidates running for the MWDOC seats.</p> <p>Jessica developed and distributed a press release announcing the launch of MWDOC's new Water Use Efficiency microsite.</p> <p>El Toro Water District developed a press release to announce the 25 million gallons of water saved through their toilet rebate program. ETWD kindly sent the release to MWDOC for review and included a quote by Joe Berg. Jessica reviewed the release and provided input.</p>
Special Projects	<p>Darcy, Jessica, Tiffany and the Public Affairs interns are working on the retirement luncheon for Director Clark. Invitations have been distributed via Constant Contact. The luncheon will be held on November 19th, 2014 from 11:30 a.m. to 1:00 p.m. in MWDOC's Board Room.</p> <p>Darcy and Jessica are finalizing participation from the Member Agencies and the Three Cities for the Choice portion of the Value of Water Communications effort. A contract extension for Fraser Communications for the Choice portion of the program will be considered at the November Board meeting.</p> <p>Tiffany met one-on-one with all MWDOC interns to discuss goals and objectives for their internship. Tiffany met with Darcy and Jessica to discuss specific goals, objectives, projects and training for Public Affairs interns Sarah F, Bryce and Carmen. Sarah F helped develop a goals, objectives, and projects template which each intern filled out prior to the meeting.</p> <p>Tiffany participated with Cathy, Katie and Hilary in the interview process for the vacant Senior Administrative Assistant position. Four candidates were interviewed by this panel.</p> <p>Tiffany and Sarah created two new standard MWDOC PowerPoint templates.</p> <p>Tiffany, Jessica and Sarah assisted Rob in preparing a presentation on Prop 1 – OC Construction Projects for the American Construction Management Association.</p> <p>Tiffany and Bryce gathered final election data and prepared groups in the database for future correspondence.</p> <p>Darcy received the California Nevada Section American Water</p>

	<p>Works Association's Leadership Award for her work in Operator Certification and as Certification Director. The award was presented at their annual fall conference in Reno.</p> <p>Darcy has been working with Heather Collins from Metropolitan Water District of Southern California in coordinating tours for the upcoming American Water Works Association's Annual Conference in June 2015.</p> <p>Darcy is working with a variety of stakeholders on the validation process for Recycled Water Operator Certification for California Nevada Section American Water Works Association.</p> <p>Darcy, Karl and Joe participated on a conference call on media effects on water sales with Metropolitan and some of their member agencies.</p> <p>Darcy has begun work on this year's annual report.</p> <p>Darcy and Director Thomas are working on the Orange County Water Summit, 2015. An information item will be provided to the Public Affairs and Legislation Committee.</p> <p>Tiffany, Jessica and Darcy participated in several WEROC Staff Trainings.</p> <p>Heather, Jessica, Tiffany and Sarah Franks participated in the Business Communications and Presentations Training lead by Epiphany Media where they learned how to give a professional and effective oral presentation. All four prepared a PowerPoint and presented it to the group while being filmed for critique. Staff from other member agencies – Mesa Water District, East Orange Water District, Irvine Ranch Water District, City of San Juan Capistrano, and Santa Margarita Water District also participated.</p>
Water-Use Efficiency Marketing	<p>Jessica worked with the website developer to complete the water use efficiency microsite, which went live on October 15. The site will be shown at the November 10 PAL Committee meeting.</p> <p>Jessica designed a layout for the 2014 water use efficiency master plan annual report. WUE staff is currently developing the text.</p> <p>Jessica assisted San Juan Capistrano with a custom rebates flyer that will be distributed via mail to local residents.</p> <p>Jessica coordinated the purchase of lawn signs to promote the Turf Removal Program. The signs have been printed and delivered to nearly all MWDOC member agencies.</p> <p>Jessica worked with the website developer to finalize the water waste reporting widget. Found on the WUE microsite, the widget</p>

	<p>enables members of the public to identify water waste in the community. The reports are then followed to the appropriate member agency for follow-up.</p> <p>Jessica is working with the OC Stormwater Program on a couple how-to videos that will demonstrate efficient irrigation concepts, like 'cycle and soak' and 'how to program a smart timer. The videos were suggested by MWDOC and will be funded by the County.</p>
Legislative Affairs	<p>Heather is in the process of reviewing and updating MWDOC's Legislative Policy Principles for 2015. She is meeting with other MWDOC department managers to review their particular sections for any possible additions and/or deletions. The update will be provided to the Public Affairs and Legislation Committee in December.</p> <p>Heather participated in ACWA's 2015 State Legislative Planning Meeting. Three proposals were shared:</p> <ol style="list-style-type: none"> 1. Recycled Water, proposed by IRWD 2. Hexavalent Chromium Drinking Water Standards, proposed by ACWA 3. CEQA Notices, proposed by Yuba County Water Agency <p>A working group was formed to further discuss the proposal by IRWD. Heather is a member of that working group.</p> <p>While in Sacramento for the ACWA meeting, Heather met with Ron Davis about CalDesal; Dennis O'Connor, Committee Consultant for Senate Natural Resources and Water; and Jonathan Clay.</p> <p>Jessica developed speaking points for Director Dick for Governor Brown's press conference on October 28. Jessica also distributed email invitations to the event to MWDOC contacts. Heather, Jessica & Tiffany attended the press conference.</p> <p>Heather prepared an Election Results hand-out for the November WACO meeting.</p> <p>Heather participated in CalDesal's 2015 proposed legislation conference call.</p>