

MEETING OF THE
BOARD OF DIRECTORS OF THE
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY
Jointly with the
PUBLIC AFFAIRS AND LEGISLATION COMMITTEE
December 15, 2014, 8:30 a.m.
Conference Room 101

Committee:

Director Barbre, Chairman
Director Tamaribuchi
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. State Legislative Report (Townsend)
 - b. County Legislative Report (Lewis)
 - c. Legal and Regulatory Report (Ackerman)
2. ORANGE COUNTY WATER HERO MOBILE APP

ACTION ITEMS

3. EXTENSION OF STATE LEGISLATIVE ADVOCACY CONTRACT WITH TOWNSEND PUBLIC AFFAIRS, INC.
4. EXTENSION OF CONSULTING CONTRACT WITH LEWIS CONSULTING GROUP
5. TRAVEL TO WASHINGTON DC IN 2015 TO COVER FEDERAL INITIATIVES
6. ANNUAL REVIEW OF LEGISLATIVE POLICY PRINCIPLES

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

7. VALUE OF WATER COMMUNICATIONS CHOICE PROGRAM
8. ASSOCIATION OF CALIFORNIA WATER AGENCIES (ACWA) WASHINGTON, DC LUNCHEON AND SACRAMENTO RECEPTION
9. MET LEGISLATIVE STRATEGIES FOR 2015
10. DROUGHT OUTREACH
11. 8TH ANNUAL ORANGE COUNTY WATER SUMMIT (MAY 15, 2015)
12. SCHOOL PROGRAM PARTICIPATION REPORT
13. PUBLIC AFFAIRS ACTIVITIES REPORT

OTHER ITEMS

14. 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.

MEMO

To: Municipal Water District of Orange County
From: Townsend Public Affairs, Inc.
Date: December 9, 2014
Subject: Monthly Political and Activity Report

STATE POLITICAL UPDATE

Officials elected to the Assembly and Senate on November 4, were sworn into office on December 1. While bills may begin to be formally introduced at this time, the majority of legislative activity will begin on January 5, once the legislature reconvenes from the holiday break. The last day for bills to be introduced is February 27, with the majority of legislation generally introduced over the month of February. At the end of March, the legislature breaks again for their Spring Recess before returning in April. The governor will release his budget on or before January 10.

The Governor's January 10 budget will also outline the initial distribution of funds from the water bond. Distributing \$7.545 billion dollars is not an immediate or simple process, but is multifaceted, involving the Governor's office, state legislature, various agencies and departments.

Although bond funding has been approved by the voters, it does not become immediately available. The first step in the funding process involves the sale of bonds. Proposition 1 authorized the sale of \$7.1 billion in new bonds, and the repurposing of \$425 million of unspent bond funds. The general obligation bonds will be sold to investors over a ten year period at an estimated average interest rate of five percent. Once bond sales begin to generate revenue, it becomes the Governor's responsibility to integrate those funds into the state budget. The budget is then submitted to the legislature for approval. The exception to the budget approval process is funding related to water storage. The \$2.7 billion for water storage bypasses the legislature's approval because it is a continuous appropriation.

Once funds have been approved by the legislature through the budget, the money then moves to state agencies and departments, where it will be dispersed to cities, counties and local agencies through competitive grants. The guidelines for the grant process will be developed by each agency that administers a bond funded program. Prior to the adoption of the final guidelines for any given program, agencies or departments are required to hold at least three meetings where the public can provide input on the pending grant for that agencies or department's consideration. All water bond related grant guidelines will be available on the Natural Resource Agency's website, and draft guidelines should appear on the website at least 30 days prior to the first public meeting.

Below you will find an outline of the allocation of funds, and the overseeing state entity:

- **Water Storage — DWR — \$2,700,000,000**
- **Regional Water Security: \$810,000,000**
 - Integrated Regional Water Management Program —DWR — \$63,000,000
 - Water-Use Efficiency and Conservation — DWR — \$100,000,000
 - Storm Water Management — SWRCB — \$200,000,000
- **Clean and Safe Drinking Water: \$520,000,000**
 - Small Community Wastewater — SWRCB — \$260,000,000
 - Drinking Water Projects for Disadvantaged Communities — SWRCB — \$260,000,000
- **Water Recycling: \$725,000,000**
 - Water Recycling — SWRCB/DWR
 - Contaminant and Salt Removal — SWRCB/DWR
 - New Technology — SWRCB/DWR
- **Groundwater Sustainability — SWRCB — \$900,000,000**
- **Watershed Protection and Restoration — WCB — \$1,495,000,000**
- **Flood Management — DWR — \$395,000,000**

Another factor in the drafting of grant guidelines will be legislative trailer bills. These bills may affect guidelines by narrowing or expanding the scope of funding requirements, as well as potentially change the amount of funding eligible for particular programs. Below is a brief outline of the sections that MWDOC and member agencies would be eligible to apply for, including funding for desalination projects. As the guidelines for these funding sources develop, through the administrative path, or through trailer bill legislation, TPA will provide updates on specific opportunities.

Clean Safe and Reliable Drinking Water (Member Agencies)

\$260,000,000 for grants and loans for public water system infrastructure improvements and related actions

- \$195,000,000 eligible for MWDOC (after funding for disadvantaged communities removed)
- \$5,000,000 limit per project; \$20,000,000 limit per project with regional benefit
 - Requires at least a 50 percent match
 - \$65,000,000 (25 percent of funds) allocated to disadvantaged communities (DACs); 10 percent for projects and 15 percent for technical assistance

Regional Water Security, Climate and Drought Preparedness

\$810,000,000 for grants and loans to projects included or implemented in an IRWM plan, including desal

- \$63,000,000 for the Santa Ana sub-region
 - Requires at least a 50 percent match
 - \$6,300,000 set aside for DACs

Water Recycling

\$725,000,000 for recycling and advanced treatment technology

- Contaminant and salt removal including groundwater and desalination projects
 - Requires at least a 50 percent match

In anticipation of the upcoming session, TPA has drafted the following outline as a strategic guide to maximize MWDOC goals and objectives:

December

2015 Legislative Planning Meeting

Prior to the legislatures reconvening on January 5, a legislative planning meeting will be held between MWDOC staff and TPA to establish upcoming legislative priorities and goals.

December/January:

State Delegation District Meetings

Over December and January TPA will set up introductory meetings between MWDOC staff and Orange County delegation District Directors.

December schedule, Incumbents:

- Tim Shaw, District Director for Senator Bob Huff (R-29)
 - Scheduled, December 9, 2014
- Mike Johnson, District Director for Assemblyman Travis Allen (R-72)
 - Scheduled, December 11, 2014
- Samuel Han, District Director for Assemblyman Don Wagner (R-68)
 - Finalizing, late December/early January

Beginning in January, once District staff has been affirmed, meetings will be set with:

- Chris Wangsaporn, Chief of Staff: Assemblywoman Ling Ling Chang, District 55
(*As Chief of Staff, Chris Wangsaporn will be operating out of the District Office*)
- Kristy MacDougall, District Director: Assemblywoman Young Kim, District 65
- District Director pending: Assemblyman Bill Brough, District 73
- District Director pending: Assemblyman Matthew Harper, District 74
- District Director pending: Senator Janet Nguyen, District 34
- Vacant, Senate District 45 (formerly Senator Walters)

January/February:

Legislative Monitoring and Analysis

As bills are introduced after the legislature resumes on January 5, until February 27 (the deadline to introduce new legislation), TPA will work with MWDOC staff to monitor and analyze all legislation that would, or has the potential to, affect MWDOC projects and priorities.

To maximize MWDOC's influence in the legislative process, TPA will advise and assist with, but not limited to:

- Establishing Board positions on impactful legislation
- Build support or opposition coalitions to specific legislative proposals
- Communicate with elected offices through active letter writing, whether in support, oppositions, or recommending amendments to legislation
- Compile and continually update a legislative matrix—with a focus on high priority legislation
 - All relevant legislation will continue to be monitored and tracked by TPA and MWDOC staff and brought to the Board's attention when necessary.

February/March/April

Legislative Monitoring and Analysis

TPA will continue to track and monitor bills as they go through committee and update analysis as they are amended to reflect potential impact of the most recent developments.

Advocacy Trips, Sacramento

Future MWDOC Meetings in Sacramento will focus on key members and staff of relevant committees. This will include, but is not limited to:

- Alf Brandt: Legislative Director Assemblyman Rendon; Principal Consultant, Assembly Water, Parks and Wildlife Committee
- Dennis O'Conner: Principal Consultant, Senate Natural Resources and Water Committee
- Ron Davis: Legislative Director, Association of California Water Agencies
- Governor Brown's Office
- State Water Resource Control Board Staff

Committee Testimony

When specific legislation is in committee, TPA will help secure the opportunity, and prepare materials for MWDOC staff and Board members to present testimony. Potential committees to give testimony to will include, but not be limited to:

- Assembly, Water Parks and Wildlife
- Assembly, Natural Resources
- Assembly, Utilities and Commerce
- Senate, Natural Resource and Water
- Senate, Environmental Quality

May/June

Schedule a MWDOC Board leadership trip to Sacramento, date TBD

Other Priorities:

WACO Speaker



- Secure John Laird, Secretary of Natural Resource Agency as a keynote speaker for a WACO meeting

SWRCB—Drought Guidelines

- Continue to monitor and provide updates on the drought guidelines from the State Water Resource Control Board

SPECIFIC ACTIVITIES FOR THE MONTH OF DECEMBER

- On November 17, TPA held a check in call with MWDOC staff
- On November 18, TPA attended the Legislative Coordinators luncheon, and provided handouts regarding water bond implementation, and an updated election results matrix
- TPA distributed invitations to Orange County elected officials district offices for a Ribbon Cutting Ceremony for Laguna Hills High School new synthetic turf athletic field
- TPA drafted a strategy memo for the upcoming legislative session



The County of Orange Report

Presented December 15, 2014
By Lewis Consulting Group

Adopt-a-Highway to Adopt-a-Flood Control Channel

For years people have had the opportunity to adopt a highway – sponsorship and sign recognition in exchange for having litter removed along the sponsored route. Now the County of Orange is rolling out a new program which they hope will help protect and beautify the 380 mile network of flood control channels that serve Orange County.

Currently maintenance and cleaning is the responsibility of Orange County Public Works, which also utilizes the services of private contractors. Their work has also been assisted by occasional volunteer clean-ups including the best known activities associated with the California Coastal Clean-Up Day in September each year.

Flood channel trash and debris poses a problem because much of it eventually ends up in the Newport Bay, Bolsa Chica Wetlands or the Pacific Ocean.

To this end, in June of 2012, the County Board of Supervisors entered into a pilot project with the Disneyland Resort who adopted a two mile stretch of the Anaheim-Barber City Channel adjacent to the Resort. Disney discharges run-off into this stretch of the channel which ultimately flows into Huntington Harbor and Anaheim Bay. Since entering the partnership, Disney has removed nearly 1 ton of trash and has also covered 18,900 square feet of graffiti.

Hoping to replicate this success, the County has entered into a contract with Wyland Worldwide LLC to help oversee the program and help arrange recognition for participants via signage and web exposure.

Orange County Accepts Huge Gift of Land

For three months leading up to the November 18 Board of Supervisors hearing, County staff worked feverishly in hammering out details to allow the conveyance and acceptance of nearly 2,500 acres of land – a massive gift from the Irvine Company to the County of Orange. The meeting ratified the transaction which will now augment the County's massive amount of open space and parkland.

The land includes over 1,000 acres in the Mountain Park area of East Anaheim Hills and 936 acres in East Orange. Also, over 100 acres on the East and South side of Irvine Lake is included in the gift.

In 2010, the Irvine Company had gifted 20,000 acres of land to the County for permanent open space. Part of the new 2,500 acres will be used for parks and

recreational activities. In making this donation to the County, the Irvine Company is sacrificing its right to build nearly 6,000 homes which had been previously entitled.

In accepting the gift, the County appropriated over \$300,000 in startup costs for cameras, signage, security and trail repair. The County is placing the property under the care of Orange County Parks which is expected to spend over \$300,000 a year for resource management and field maintenance operations.

2015 Special Elections

Candidate filing began on December 2nd to fill the vacancy created when First District Supervisor Janet Nguyen was sworn into the State Senate. Filing will close on December 15th and the election will take place on January 27, 2015 and absentee voting will begin on December 29th.

The election is going to be hotly contested and is already starting to attract a relatively large field of candidates. As of 12/8/2014, the list of candidates that have pulled papers at the Registrar of Voters includes – Lou Correa, Andrew Do, Mark I. Lopez, Lupe Morfin-Moreno, Chris Phan and Steve Rocco. The highest vote getter in January will be sworn in as Supervisor – per the County charter there is no run-off. The winner will be up for re-election in June, 2016.

Another special election will be necessary when State Senator Mimi Walters is sworn in as U.S. Representative on January 3, 2015. The 37th State Senate District includes the communities of Anaheim Hills, Orange, Tustin, Irvine, Lake Forest, Laguna Beach, Costa Mesa, Newport Beach and portions of Huntington Beach.

The election is expected to occur in early March and will most likely elect a Republican from this very conservative district. If no candidate gets a majority in March and run-off election will occur between the two highest vote getters.

The two announced candidates so far are Assembly Don Wagner who represents portions of this district already and Supervisor John Moorlach who also represents portions of this district.

A Possible Barbara Boxer Retirement? Loretta Sanchez in the Wings?

There is increasing speculation that US Senator Barbara Boxer, who will turn 75 at the completion of her term, may opt to not seek re-election. The recent Republican takeover of the Senate certainly provides fuel for those predicting this decision.

There is no shortage of ambition among well-known Democrats itchy to succeed Jerry Brown or Diane Feinstein in four years or Barbara Boxer in two years.

Among Democrat names that have been mentioned as possible candidates are Lt. Governor Gavin Newsome, Attorney General Kamala Harris, Controller John Chiang, Billionaire liberal cause fundraiser Tom Steyer, LA Mayor Eric Garcetti and former Mayor Antonio Villaraigosa.

What about Loretta Sanchez? Congresswoman Sanchez has served in the US House since 1997. Certainly being a well-known Hispanic female in a 2016 Presidential turnout would be advantageous. Last weekend she appeared as one of the talking heads on ABC's This Week with George Stephanopoulos. Could this be the beginning of an effort to increase her statewide and national exposure?

With the election of a Democrat to the US Senate from California a near foregone conclusion, would Southern California water interests be better served by someone elected from south of the Tehachapis?

Legal and Regulatory

December 15, 2014

1. **Drought Worst in 1200 Years:** As we have seen in prior reports, there are many different opinions as to the severity of our current drought as compared to all of history. A recent study from the University of Minnesota states the you must go back 1200 years to find a comparable drought for a 3 year period. Their study examined tree rings from over 270 oak trees from central and southern California compared to longer living redwoods in similar areas. This study, which differed from others, spent much time analyzing tree rings from the last 100 years where we had better records of actual temperatures and rain falls. It then compared those ring patterns with older trees going back over 1000 years to extrapolate temperatures and rain fall patterns in those prior times.
2. **Sacramento to Speed Up Meter Installations:** Sacramento has been recently mandated to have full metering in place by 2025. While their prior efforts have been somewhat relaxed, they are now on course to have the job done by 2020. The continuation of the drought has been a factor, plus pressure from southern California legislators who spend much time in the area. Some conservation groups have threatened to bring legal action for “unreasonable use” for not taking more aggressive action. Sacramento being the State Capitol also brought additional pressure on the situation. An aging system and potential cost savings factored into the decision making process.
3. **Salton Sea Revisited:** The Imperial Irrigation District (IID) has filed a petition with the California Water Resources Control Board demanding action by the State to restore the Salton Sea and take other actions. The Sea is shrinking and creating more dry areas which are expelling more pollutants into the air. This condition is expected to worsen due to future water transfers to San Diego from the 2003 Quantification Settlement Agreement (QSA). IID wants the State to show funding sources for the restoration and condition water transfers under the QSA on actual restoration. In another development, the LA Times has opined that one solution to the problem is to pipe ocean water to the Sea. This is physically possible since the Sea is several hundred feet below sea level. They also claim that this solution would create a positive cost-benefit analysis but did not share any numbers.

4. **US Supreme Court Joins Delta Battle:** The US Supreme Court last week ruled in favor of the Natural Resources Defense Council in a matter considering the renewal of 41 long term contracts between the US Bureau of Reclamation for irrigation water with local farmers and districts. The reason was our beloved delta smelt which the NRDC claims was not given sufficient consideration in the contracts. This matter has been considered in the past with courts siding with the Bureau but this will be the first hearing at the Supreme Court level.
5. **Water Thieves during Drought:** Many water districts, particularly in northern California, are reporting dramatic increases in water thievery during the drought. Dublin San Ramon Services District, Contra Costa Water District, East Bay Municipal Utility District are the main districts being impacted. Thefts include contractors hooking up to fire hydrants to fill pools and use on construction sites, homeowners taking water from canals, street sweepers and well drillers. Currently there is a fine system in place ranging from \$25 to \$1500 per violation. Unfortunately the magnitude of the problem is on the rise.
6. **Owens Valley Dust Resolution:** The City of Los Angeles has finally settled a dispute with the Owens Valley which has been ongoing for decades. Since LA has been taking water from the Owens Valley, there has been a continuing battle over the dust and pollutants left behind to contaminate the regions air. In the past LA has temporarily flooded the lake during certain times to keep the dust down. This is very expensive and may not be the best use of the water. Various methods have been attempted but none have proven successful until now. The present method has tractors pulling discs which create furrows and basketball sized dirt clods. These clods maintain their shape and composure for years. At that time the process is repeated. The cost savings in water and implementation is sizable. Water savings alone will be 3 billion gallons in the first year going to 10 after year three.
7. **Drought vs. Tomatoes:** As the drought has had a very negative impact on agriculture in California, the tomato crop was 16% larger than last year. In fact this year production surpassed the record year of 2009 of 13.3 million tons (14 this year). Part of this is pure economics. Tomatoes can be grown with about ½ the water of other high value crops. Farmers make choices on what crops to grow based on water usage and potential sale prices of the products. This year tomato prices were very high from increased demand for tomato products. Tomatoes are the exception this year as most other crop production was down.



DISCUSSION ITEM

December 15, 2014

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

FROM: Robert Hunter
General Manager

Staff Contact: Darcy Burke

SUBJECT: Orange County Water Hero Mobile App

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee discuss the project and then receive and file this report:

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

The Orange County Water Hero Program is a joint offering between the Municipal Water District of Orange County and the Orange County Water District that began in 2007. The basic premise of the program was to provide education to the youngest Orange County water users and to encourage them to be more water efficient, educate them on ways to save water both inside their home and outdoors, and to encourage their families to take the same pledge. Once the child completed the pledge form online or by mail, an OC Water Hero kit was mailed to them. If they were successful in getting their parents or guardians to sign up as well, they received an additional OC Water Super Hero kit.

Through a variety of outreach efforts and additional funding through a joint Prop 50 Grant, we have been able to register 15,810 children as OC Water Heroes, and an additional 3,925 as Super Heroes. The current effort underway, the development of a mobile OC Water Hero App is designed to transition the children currently enrolled and re-engage them in water saving activities and education as well as engage new users and their families.

Budgeted (Y/N):	Budgeted amount:	Core X	Choice ____
Action item amount:	Line item:		
Fiscal Impact (explain if unbudgeted): \$7,500 was budgeted and spent in 2013-2014			

DETAILED REPORT

The OC Water Hero Kit contains the following items at a cost of \$8.43 per kit plus mailing expenses and assembly costs:

- Introduction letter
- Water Hero fix-it ticket sticky pad
- Water hero badge (star pin)
- Flying disc
- Activity book
- Stickers
- Shower Timer
- Parent pledge postcard

The OC Super Hero Kit contains the following items at a cost of \$9.29 per kit plus mailing expenses and assembly costs:

- Introduction letter
- Water tips magnet
- Keychain
- T-shirt

The program has dealt with a number of challenges since it launched in 2007. The cost of the kits in both staff time, materials, mailing expenses and postage has been growing. Interest in the program has waned significantly over time, even with requiring all Children's Water Festival Participants to register. Information provided by the children is not always accurate and larger percentage of kits were returned for wrong addresses, creating additional staffing issue to follow up, and many disappointed water heroes throughout the county.

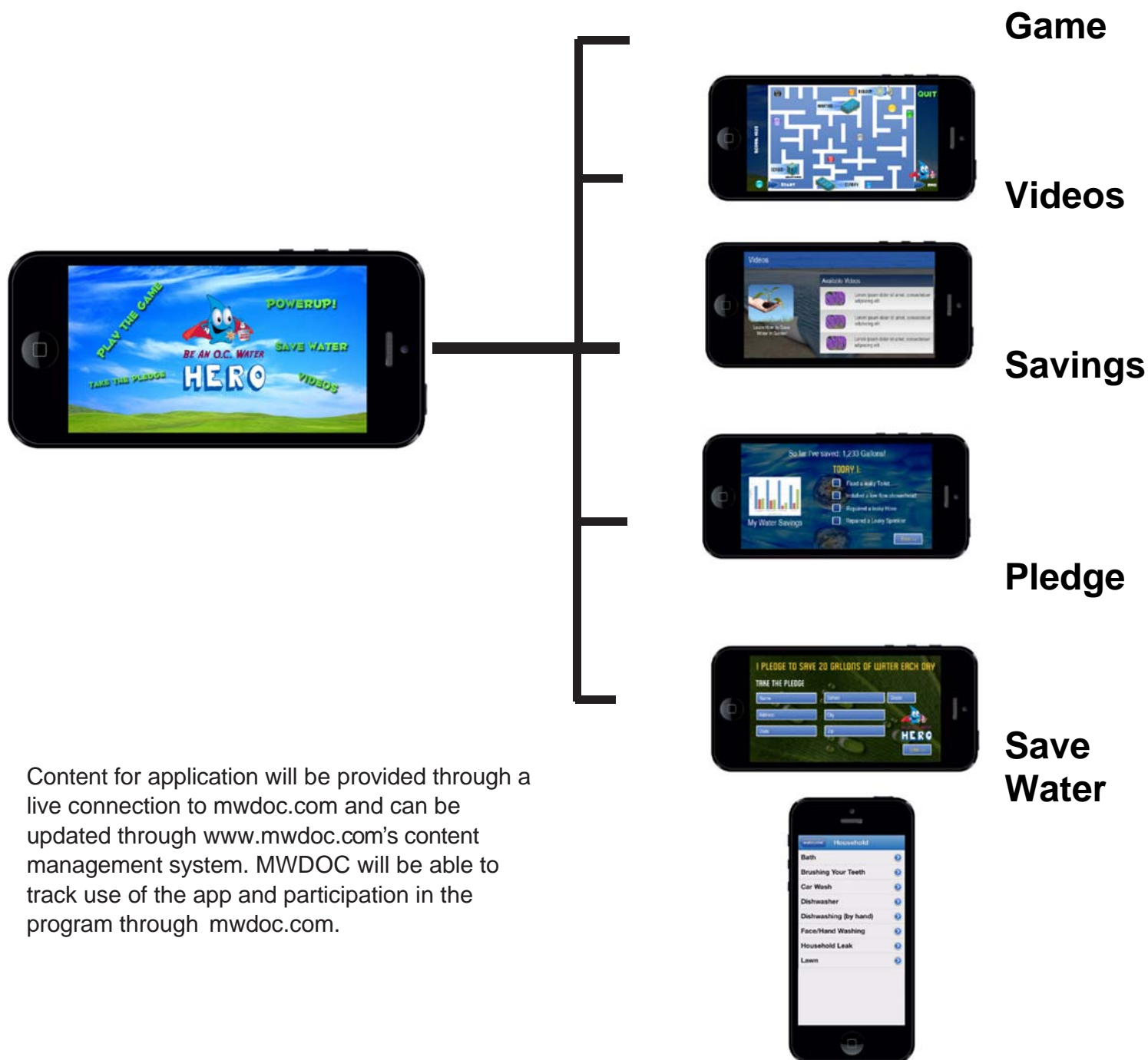
The merits of the program remain viable and relevant and as a result, staff recommended the program move to a digital format, specifically a mobile app that is both for Apple and Droid applications. According to Money magazine, one in ten children receive their first mobile phone by age 5 with the national average age being 10 years old. The OC Water Hero program has been designed for kindergarten through middle school so the transition to a mobile app was most appropriate for a digital platform.

Efforts for this transition began in fiscal year 2013-2014 when MWDOC budgeted \$7,500 for the effort. OCWD provided \$20,000 in funding for the 2014-2015 FY that also included refreshing the OC Water Hero website, www.ocwaterhero.com.

Elements of the Mobile App

There are five segments on the new mobile app; Game, Videos, Savings, Pledge and Save Water. Each of the segments and the draft content as outlined by our app developer, Immersiv Media follow. The project is expected to be completed in early spring with a beta test version available in February.

The O.C. Water Hero App will consist of five separate mobile applications all geared towards educating children in water conservation and encouraging sustained participation in the OC Water Hero program.

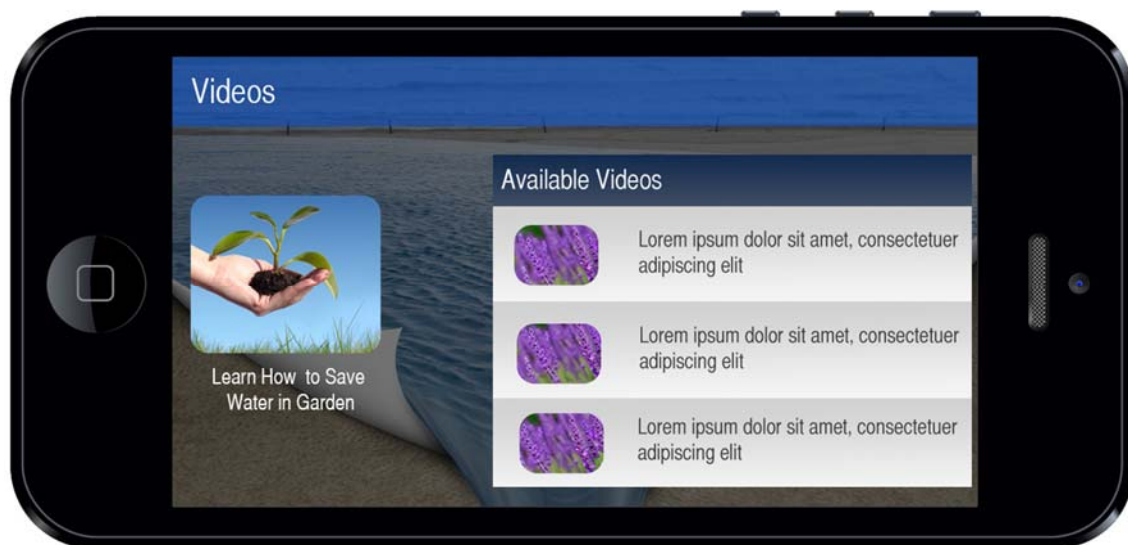


Content for application will be provided through a live connection to mwdoc.com and can be updated through www.mwdoc.com's content management system. MWDOC will be able to track use of the app and participation in the program through mwdoc.com.

O.C. Water Hero Videos

Water conservation cartoons and how-to videos targeted at children can be posted here. A good example of targeted videos are the Water Replenishment District's "Slurps" Series.

<http://www.wrd.org/education/>



O.C. Water Hero Tracker

The savings tracker will keep a running total of all water saved by the participant. Once a participant has checked off a water savings activity the application will note the date and type of activity and calculate the total savings each time the screen is activated.

Over time the participant will see the savings pile up and can submit the number to MWDOC for recognition



O.C. Water Hero Pledge

The pledge application will allow users to join the application via the iPhone. MWDOC could also include the functionality to send user push notifications to keep them informed of the program

I PLEDGE TO SAVE 20 GALLONS OF WATER EACH DAY

TAKE THE PLEDGE

Name School Grade

Address City

State Zip

BE AN O.C. WATER HERO

Enter >>

O.C. Water Hero, Save Water

The save water section will have a list of things participants can do to save water in the home and in the yard. It can also provide a check list that can feed back to the Savings Tracker section to encourage water- saving behavior.





OC Water Hero Mobile App

Municipal Water District of Orange County

Agenda

- 💧 Introductory
- 💧 Landing
- 💧 Pledge
- 💧 Home
- 💧 Videos
- 💧 Water Savings Library
- 💧 Water Hero Game
- 💧 Water Savings Tracker
- 💧 www.ocwaterhero.com



Introductory Screen

- 💧 The launch screen is the initial screen
- 💧 Apple now requires that this screen be nearly identical to the home screen minus text, buttons and other interactive elements



Landing Screen

- 💧 The landing screen is where the user decides whether or no to take the water-saving pledge.
- 💧 If the user decides not to take the pledge the "No" button will take the user to the Decline Screen
- 💧 Clicking the "Yes" button will take the user to the Pledge Screen.



Pledge Screen

- ❏ The pledge screen is where users register and take the water pledge.
- ❏ When the pledge is successful, this screen will not be visible on return visits.
- ❏ If users do not agree to the pledge they are taken to the Decline Screen.



Pledge wording will be the same as on existing pledge cards.





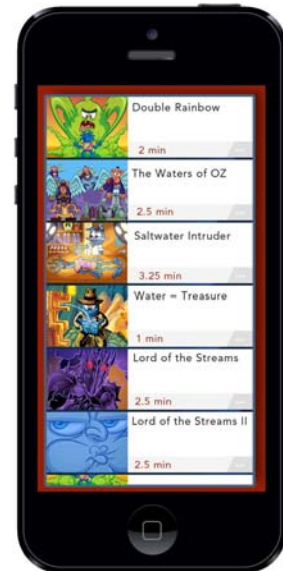
Home Screen

- ❏ The Home Screen is where users will connect to the three major sections of the app, receive status updates and messages from the app:
 - ❏ The Water Hero Game
 - ❏ Video Archive
 - ❏ Water-Saving Educational Materials
 - ❏ ocwaterhero.com
- ❏ The home screen will keep track of the total number of gallons saved.





Videos

-  The Video Screen will allow users to download and view a number of educational videos.
-  The video catalog can be updated via the ocwaterhero.com website content management system.



Water Savings Library

-  is a library of water savings tips that will help teach users about conservation and will help them with the game.
-  When they have trouble with the game the game will refer them to this section to find the answer



Water Hero Game

- ❏ Players will choose whether they will travel to the yard, the kitchen or the bathroom.
- ❏ There they will be confronted by an array of issues such as leaky sprinklers.
- ❏ Players will then identify the problems and the application will ask them to look in their own home to see if they have this issue.
- ❏ Monsters will try to stop them if they do not succeed in tasks, Heroes will cheer them if they do.



Water Hero Game

- ❏ Scores will be awarded for:
 - ❏ Correct answers to quizzes
 - ❏ Pledges to fix problems
 - ❏ Fixing problems
 - ❏ Pledges to adopt conservation-friendly alternatives
- ❏ Scores will be translated into an overall performance value that will correspond into number of gallons saved.
- ❏ At the end of a session players will be taken to the Savings Tracking Page so they can see their score



Water Savings Tracker

- 💧 The savings tracker appears at the end of a playing session.
- 💧 Here a player can check their progress and update the status of fixes.
- 💧 The website will rank player scores.
- 💧 Messages from ocwaterhero.com can appear here.



OC Water Hero Website

- 💧 The website will serve as the main repository of user data and will be a place where users can log in, check their progress and get rewards.
- 💧 Features include:
 - 🔑 User Registration and Accounts
 - 🔑 Pledge Form
 - 🔑 Social Media Integration
 - 🔑 Awards Notification
 - 🔑 List of Monthly Water Heroes
 - 🔑 Content Management System
 - 🔑 Water Saving Tips



Completion

- 💧 OC Water Hero App should be available for BETA testing beginning in early February
- 💧 Launch is planned for early spring





ACTION ITEM
December 17, 2014

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

FROM: Robert Hunter
General Manager

Staff Contact: Heather Baez

**SUBJECT: EXTENSION OF STATE LEGISLATIVE ADVOCACY CONTRACT WITH
TOWNSEND PUBLIC AFFAIRS, INC.**

STAFF RECOMMENDATION

Staff recommends the Board of Directors to authorize a one-year extension to the advocacy contract with Townsend Public Affairs and discuss whether to increase the fee from \$7500 to \$8500 per month.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

DETAILED REPORT

Townsend Public Affairs, Inc. (TPA) has provided state legislative advocacy services to the Municipal Water District of Orange County since 2001. This has included tracking, analysis and advocacy on legislation, assisting with strategy development on policy issues, helping with the coordination and preparation of directors and staff for high-level meetings, serving as a District liaison to legislators and staff, and state administration representatives, and participating in working groups and coalitions on the District's behalf. A proposed scope of services is attached for you

Please note, Legislative Advocacy contracts are on a calendar year basis so as not to interrupt services during a legislative session.

Budgeted (Y/N): Yes	Budgeted amount: \$90,000	Core X__	Choice __
Action item amount: \$90,000; \$45,000 for FY 2014/2015 and \$45,000 for FY 2015/2016 (proposed)	Line item: 31-7040		
Fiscal Impact (explain if unbudgeted): The FY 14-15 budget of \$90,000 will be complete as of 6/30/15. TPA is asking for an additional \$12,000 per year for calendar year 2015.			

Proposal Cost

Over the past 12 years TPA has charged MWDOC a fee of \$7,500 per month to provide comprehensive state advocacy services with respect to legislative, regulatory, policy, and funding matters. (Please note this amount is separate and distinct from fees that have been charged for federal advocacy and staff augmentation services.) However, in order to successfully execute the robust scope of services as outlined in TPA's scope attached, especially with respect to the major issues involving the BDCP, desalination, and appropriation of water bond funding, TPA is respectfully requesting a fee of \$8,500 per month for 2015.

Staff recommends the Board discuss whether to increase the fees to \$102,000 per calendar year (or \$8500 per month).

MEMO

TO: Municipal Water District of Orange County

FROM: Townsend Public Affairs, Inc.

DATE: December 9, 2014

SUBJECT: 2015 State Advocacy Scope of Services

Townsend Public Affairs, Inc. ("TPA") is proud and honored to represent the Municipal Water District of Orange County ("MWDOC") as its advocate in Sacramento for legislative, regulatory, policy, and funding issues and opportunities that are important to MWDOC and its Member Agencies. Our scope of services has included identification, analysis and advocacy on legislative matters, as well as identification and assistance with infrastructure funding and regulatory matters. TPA conducts its efforts under the direction of the General Manager and his designee, which at times has included working with the Board of Directors, Executive Staff and member agencies. TPA provides services via an office in Sacramento located across the street from the Capitol that houses six full-time registered advocates; these services are supplemented by a local office in Orange County that houses four full-time registered advocates. The regional office allows TPA to provide in-person participation (including the President of the firm) at numerous and various MWDOC committee meetings, including every meeting of the Public Affairs/Legislative (PAL) Committee, as well as staff meetings as requested by the General Manager.

The following is an outline of the scope of services that TPA proposes to provide for MWDOC (and, as directed, its Member Agencies) for 2015:

Legislative Advocacy and Monitoring

TPA will manage legislative tracking, analysis and advocacy for MWDOC including, but not limited to:

- Monitor and analyze state legislation and issues on a proactive basis that includes input from MWDOC on bills to target, initial topics could include:
 - CEQA regulatory streamlining;
 - Local government issues, such as finance, governance, and transparency;
 - Other legislative and regulatory matters as directed.
- Provide strategic guidance and recommendations to assist MWDOC in developing policy positions and achieving legislative objectives with appropriate legislators, staff, committees, and Administration officials;
- Advocate on legislation and issues in response to formal positions taken by MWDOC;

- Assist with the preparation of support letters, written testimony, oral testimony, and talking points for hearings and other legislative activities involving MWDOC;
- Facilitate and coordinate meetings and events on behalf of MWDOC with members of the Orange County state legislative delegation, Administration officials, local governments, and other key stakeholders.

Proposition 1

TPA will work to strategically place MWDOC in a position of maximum funding potential.

- TPA will provide support to MWDOC and member agencies (as requested by MWDOC) regarding Proposition 1 water bond funding opportunities, water infrastructure funding opportunities, analysis of funding, assistance with application preparation, and advocacy with officials from the appropriate funding agency;
- Advocate and influence implementing legislation and administrative guidelines for Prop 1 to align with MWDOC's priorities and projects. These efforts may include legislative trailer bill language, budget trailer bill language and/or administrative grant guideline amendments.

Bay Delta Conservation Plan

TPA will oversee the implementation of BDCP to ensure continued water supply reliability for MWDOC.

- TPA will monitor and advocate on behalf of MWDOC related to the Bay Delta Conservation Plan and Delta Visioning Process including, but not limited to:
 - Monitor, analyze and advocate as appropriate on legislation related to the implementation of components of the Bay Delta Conservation Plan and Delta Visioning Council, including bill addressing governance, funding, conveyance, and transfers;
 - Provide updates on the Bay Delta Conservation Plan.

Ocean Desalination

TPA will promote desalination as a viable and local water alternative.

- TPA will provide ongoing advocacy for ocean desalination projects including, but not limited to:
 - Support MWDOC and its Member Agencies on legislation that could facilitate or impeded ocean desalination and take position/action as appropriate;
 - Collaborate and coordinate with local water agencies and associations that take a similar stance;
 - Facilitate tours and briefings of the South Orange Coastal Ocean Desalination Project by key state stakeholders;
 - Work with MWDOC staff to facilitate meetings and outreach related to the South Orange County Coastal Desalination facility.

Regulatory and Funding Advocacy

TPA will manage all advocacy efforts related to regulatory and funding priorities.

- Monitor California State Water Resources Control Board and the legislature regarding water conservation, regulations, and activity;
- Will work to ensure MWDOC plays a prominent role in the development and implementation of urban water conservation and other drought-related activities;
- Advocate for State energy/water policies that could be beneficial to MWDOC and its Member Agencies, along with supporting efforts for potential funding opportunities that would assist in helping to offset costs for appropriate MWDOC projects;
- Provide ongoing support on all State water-related funding opportunities including, but not limited to:
 - Advocate for equitable distribution of water infrastructure-related funding and eligibility requirements, which align with MWDOC priority projects;
 - Advocate for Orange County projects/plans, facilitate coordination at the local stakeholder level, including outreach and advocacy with members of the legislature and the administration.

MWDOC Administrative Support

TPA will guide MWDOC throughout the legislative process and will participate as a representative on its behalf.

- Prepare monthly written state legislative reports and additional materials as requested by staff for Public Affairs/Legislative (PAL) Committee;
- Attend and participate in monthly PAL Committee meetings;
- Attend and participate in the regular Member Agencies Legislative Coordination meeting hosted by MWDOC;
- Attend and participate as a representative of MWDOC at Statewide association meetings/events, state legislative committees meetings, public hearings, legislative working groups, and other groups and submit follow up reports/meeting summaries to MWDOC in a timely manner.

Proposal Cost

Over the past 12 years TPA has charged MWDOC a fee of \$7,500 per month to provide comprehensive state advocacy services with respect to legislative, regulatory, policy, and funding matters. (Please note this amount is separate and distinct from fees that have been charged for federal advocacy and staff augmentation services.) However, in order to successfully execute the robust scope of services as outlined above, especially with respect to the major issues involving the BDCP, desalination, and appropriation of water bond funding, TPA respectfully requests a fee of \$8,500 per month for 2015.



ACTION ITEM
December 17, 2014

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

FROM: Robert Hunter, General Manager **Staff Contact: Heather Baez**

SUBJECT: EXTENSION OF CONSULTING CONTRACT WITH LEWIS CONSULTING GROUP

STAFF RECOMMENDATION

Staff recommends the Board of Directors to consider extending the contract with Lewis Consulting Group for specialized services.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

DETAILED REPORT

Lewis Consulting Group provides specialized, professional services to MWDOC Board of Directors and staff on matters related to the County of Orange, local government, and regional issues. They will continue to assist the Board and staff, as requested, in the coordination and preparation for meetings with the County of Orange officials and staff, assisting with strategy development on local policy issues that may arise and other requests as needed.

Specifically:

Provide strategic issue consultation to MWDOC on legislative, organizational and political issues of interested as requested.

Monitor, track, and analyze issues, proactively and as requested, that relate to MWDOC.

Budgeted (Y/N): Yes	Budgeted amount: \$48,000; 2014-2015 Fiscal year expenditure	Core X__	Choice __
Action item amount: \$24,000, FY/14-15; \$24,000 FY/15-16		Line item:	
Fiscal Impact (explain if unbudgeted):			

Provide strategic guidance and recommendations to assist MWDOC and maximize its policy influence and achieve goals and objectives.

Update on selected issues related to MWDOC.

Lewis Consulting Group will continue working within the scope of services helping MWDOC identify priorities and opportunities in the outlined areas as needed. Compensation is to be on a “time and material” basis.

SCOPE OF WORK, TERMS OF AGREEMENT AND TERMS AND CONDITIONS FOR BILLING

Company: Lewis Consulting Group
Name: John Lewis
Address: 1914 W. Orangewood Ave., #201, Orange, CA 92868
Phone: 714.937.1005

1. **Term** – Commencement January 1, 2015 Termination December 31, 2015.
2. **Fees/Rates** to be billed - \$250/hour
3. **Budgeted Amount** – Compensation is to be on a “time and material” basis, not to exceed \$48,000. **CONSULTANT’s** fees shall be billed by the 25th day of the month and paid by the **DISTRICT** on or before the 15th of the following month. Invoices shall reference the Purchase Order number from the **DISTRICT**.
4. Upon invoicing **DISTRICT** 80% of the contract amount, **CONSULTANT** shall prepare and provide to **DISTRICT** a “cost to complete” estimate for the remaining work.
5. **Scope of Work/Services** –

Provide strategic issue consultation to MWDOC on legislative, organizational and political issues of interest as requested.

Monitor, track, analyze issues, proactively and as requested, that relate to MWDOC.

Provide strategic guidance and recommendations to assist MWDOC and maximize its policy influence and achieve goals and objectives.

Provide updates on selected issues related to MWDOC as directed.
6. **Consultant Representatives:** John Lewis and Matt Holder



ACTION ITEM
December 17, 2014

TO: Board of Directors

FROM: **Public Affairs & Legislation Committee**
(Directors Barbre, Hinman, and Tamaribuchi)

Robert Hunter
General Manager

Staff Contact: Heather Baez

SUBJECT: TRAVEL TO WASHINGTON D.C. TO COVER FEDERAL INITIATIVES

STAFF RECOMMENDATION

Staff recommends the Board of Directors receives and files the report.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

DETAILED REPORT

For the 2015 portion of fiscal year 2014-2015, there are currently three trips planned (so far):

- January (Director Barbre)
- February (ACWA Conference & luncheon – separate budget item)
- March (Director Barbre)

The meetings and discussions have revolved around what Congress and the various Committees will do with respect to earmarking of projects and/or how to deal with the prohibition on earmarking as well as implementation of WIFIA, and Senator Feinstein and Congressman Valadao's Drought legislation.

Budgeted (Y/N): Yes	Budgeted amount: \$15,000	Core <u>X</u>	Choice __
Action item amount: n/a		Line item:	
Fiscal Impact (explain if unbudgeted): Estimated DC travel for calendar year 2015 is \$15,000. Calendar year 2014 estimated expenses total \$9,500. The first six months of FY 2014/15 expenses estimate at \$6,000.			

ANNUAL SUMMARY FROM DECEMBER 2014

Each year a number of trips are made to Washington DC to carry out MWDOC's Federal Initiatives. Anticipated trips are as follows:

In the past, typically MWDOC has budgeted six person-trips to Washington DC per year (a person-trip is one person traveling to and from Washington DC typically involving a two night stay). For 2015, it is anticipated that a few more trips will be made through the inclusion of the General Manager, and/or one staff and/or another director. These trips cost about \$1500 per person per trip and so the total estimated travel costs would be about \$15,000.

Typically, the first of these trips occurs in early to mid-January to begin the process of scoping out sentiments and positions relative to funding opportunities for the year. The search includes looking for funds for Water Use Efficiency, Planning, and other projects such as the Doheny Desalination Project and any other grant funding that might be developing. Early input into the process is sought to collect information and the current sentiment and to shape the policy direction in a manner beneficial to our needs.

Additional trips occur as the year proceeds. Typically, the second trip occurs in mid-February. The purpose is to continue making the rounds with Committee and Congressional staff members ahead of the appropriation submittal process (March & April) to further develop our strategy and requests for the year.

A third trip occurs in the May timeframe for meetings with the various legislative offices.

The fourth and fifth trips for the year occur in the summer or early fall to follow-up on any late issues as appropriations bills are drafted and approved.

Each of these trips can include one to two persons (staff and/or Directors; typically Director Brett Barbre makes all of the trips because of his expertise and connections).

FISCAL IMPACTS

The following is budgeted for fiscal year 2014/2105:

Washington Legislative Advocacy - \$15,000 budgeted. Approximately \$5,873 has been spent, leaving \$9,127 remaining.

Separate budget item for your information:

ACWA D.C. Conference (February 2015) – 2 staff, \$1,200/registration, \$3,800/travel
2 directors, \$1,200/registration, \$3,800/travel



ACTION ITEM
December 17, 2014

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

FROM: Robert Hunter, General Manager **Staff Contact:** Heather Baez

SUBJECT: ANNUAL REVIEW OF LEGISLATIVE POLICY PRINCIPLES

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee review and discuss the updated legislative policy principles and direct staff as appropriate.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

DETAILED REPORT

In September 2012, the Municipal Water District of Orange County Board of Directors adopted legislative policies principles. They were reviewed again in March 2014 (discussion only). The purpose of these principles is to assist District staff and its legislative advocates in the evaluation of legislation that may impact the District, its member agencies, the interests of Orange County, the Metropolitan Water District of Southern California and/or its member agencies. The principles establish guidelines to allow the District to respond to certain types of legislation in a timely manner while issues that are not clear or have complicated implications will be presented to the Board for further guidance.

Changes are shown as follows:

Additions are italicized

Deletions are crossed through

Budgeted (Y/N): N	Budgeted amount: None	Core <input checked="" type="checkbox"/> X	Choice <input type="checkbox"/>
Action item amount:	Line item:		
Fiscal Impact (explain if unbudgeted):			

IMPORTED WATER SUPPLY

It is MWDOC's policy to support legislation that:

- 1) Ensures the development of a long- term state water plan that balances California' s competing water needs and results in a reliable supply of high- quality water for Orange County.
- 2) Facilitates the implementation of the Bay Delta Conservation Plan, the co- equal goals of reliable water supply and ecosystem restoration, and related policies that provide long term, comprehensive solutions for the San Francisco Bay/Sacramento-San Joaquin River Delta that:
 - a) Provides reliable water supplies to meet California's short- and long- term needs;
 - b) Improves the ability to transport water across the Delta either for, or in supplement to, State Water Project deliveries;
 - c) Improves the quality of water delivered from the Delta;
 - d) Enhances the Bay-Delta's ecological health in a balanced manner that takes into account all factors that have contributed to its degradation;
 - e) Encourages cost-effective water-use- efficiency measures;
 - f) Employs sound scientific research and evaluation to advance the co-equal goals of improved water supply and ecosystem sustainability.
- 3) Funds a long-term, *comprehensive* Bay-Delta solution in a manner that equitably apportions costs to all beneficiaries.
- 4) Seeks to keep BDCP on schedule and prudently expedites the approval process for projects that will improve water reliability and security.
- 5) Provides funding for Colorado River water quality and supply management efforts.
- 6) *Provides conveyance and storage facilities that are cost-effective for MWDOC and its member agencies, while improving the reliability and quality of the water supply.*
- 7) *Authorizes and appropriates the federal share of funding for the long-term Bay Delta solution.*
- 8) *Authorizes and appropriates the ongoing state share of funding for the long-term Bay Delta solution.*

It is MWDOC's policy to oppose legislation that:

- 1) Would make urban water supplies less reliable, or would substantially increase the cost of imported water without also improving the reliability and/ or quality of such water.

2) Imposes water user fees to fund Bay Delta ecosystem restoration and other public purpose, non-water supply improvements in the Delta region.

LOCAL WATER RESOURCES

It is MWDOC's policy to support legislation that:

- 1) Provides funding for, *and authorizes and/or facilitates the expanded use of*, water recycling, *potable reuse, conservation*, groundwater recovery and recharge, storage, brackish and ocean water desalination and surface water development projects.
- 2) Recognizes that recycled water is a resource and should be permitted and managed as such.
- ~~3) Authorizes and/or facilitates expanded use of local water resources including water recycling and brackish groundwater.~~
- 4) Authorizes local governmental agencies to regulate the discharge of contaminants to the sewer collection system that may adversely affect water recycling and reuse.
- 5) Reduces regulatory burdens on water recycling and brackish and ocean water desalination projects.
- 6) Supports ecosystem restoration, increased stormwater capture and sediment management activities at Prado Dam.
- 7) Recognizes and supports the development of ocean desalination as a critical new water supply for the state and Orange County, specifically.*
- 8) Authorizes, promotes, and provides incentives for potable reuse projects.*
- 9) Recognizes that the reliability of supplies to the end user is the primary goal of water suppliers.*

It is MWDOC's policy to oppose legislation that:

- 1) Restricts a local governmental agency's ability to develop their local resources in a manner that is cost-effective, environmentally sensitive, and protective of public health.
- 2) Imposes barriers to the safe application of recycled water and continues to define recycled water as a waste.
- 3) Would make urban water supplies less reliable, or would substantially increase the cost of imported water without also improving the reliability and/ or quality of such water.
- 4) Restricts or limits a local governmental agency's ability to establish local priorities for water resources planning decisions.*

WATER USE EFFICIENCY

It is MWDOC's policy to support legislation that:

1) ~~Requires the installation and use of retail water meters and billing based on a volumetric use.~~

1) Furthers the statewide goal of a 20% reduction in per capita water use by 2020 as set forth in SBx7-7, enacted in November 2009.

2) *Would allow flexibility and options for compliance in achieving statewide water reduction goals.*

3) Sets cost-effective efficiency standards for water-using devices.

4) Provides loans and grants to fund incentives for water conserving devices or practices.

5) Advances and ensures accurate reporting of the implementation of water efficiency measures of the Best Management Practices (BMPs) for the California Urban Water Conservation Council's Memorandum of Understanding.

6) Increases landscape water use efficiency and promotes Commercial, Institutional and Industrial (CII) water use efficiency programs.

7) *Requires individual metering connections to be built in new construction of multiple unit commercial or residential buildings.*

8) *Encourages stakeholders to investigate and develop statewide landscape water conservation standards and regulations.*

9) *Provides incentives, funding, and other assistance where needed to facilitate market transformation and gain wider implementation of water-efficient indoor and outdoor technologies and practices.*

10) *Provides incentives, funding, and other assistance where needed to facilitate water use efficiency partnerships with the energy efficiency sector.*

It is MWDOC's policy to oppose legislation that:

1) Fails to ensure balance in the implementation of water efficiency practices and requirements for both urban and agricultural use.

2) *Would repeal cost-effective efficiency standards for water-using devices.*

WATER QUALITY

It is MWDOC's policy to support:

- 1) Legislation that protects the quality of surface water and groundwater.
- 2) Funding that helps agencies meet state and federal water quality standards.
- 3) The establishment and/ or implementation of standards for water-borne contaminants based on sound science and with consideration for cost-effectiveness.

It is MWDOC's policy to oppose:

- 1) Legislation that could compromise the quality of surface water and groundwater supplies.
- 2) Legislation that establishes and/ or implements standards for water-borne contaminants without regard for sound science or consideration for cost effectiveness.

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

It is MWDOC's policy to support legislation that:

- 1) Implements a rate structure that is consistent with MWDOC board-adopted policy.

It is MWDOC's policy to oppose legislation that:

- 1) Compromises the existing governance structure and the representation of member agencies on the Metropolitan Water District Board of Directors.

WATER TRANSFERS

It is MWDOC's policy to support legislation that:

- 1) Encourages and facilitates voluntary water transfers.
- 2) Provides appropriate protection or mitigation for impacts on the environment, aquifers, water-rights holders and third- parties to the transfer including those with interests in the facilities being used.
- 3) Legislation that encourages transfers which augment existing water supplies, especially in dry years.

It is MWDOC's policy to oppose legislation that:

- 1) Undermines the operations and maintenance of the conveyance system.
- 2) Interferes with the financial integrity of a water utility and compromises water quality.

3) *Increases regulatory or procedural barriers to water transfers at the local or state level.*

WATER INFRASTRUCTURE FINANCING

It is MWDOC's policy to support legislation that:

- 1) Employs a "beneficiary pays" principle that establishes a clear nexus between the cost paid to the direct benefit received. Likewise, those who do not benefit from a particular project or program should not be required to pay for them.
- 2) Establishes grants or other funding opportunities for local and regional water infrastructure projects.
- 3) Considers local investments made in infrastructure, programs, mitigation and restoration in determining appropriate cost shares for water infrastructure investments.
- 4) *Would reduce the cost of financing water infrastructure planning and construction, such as tax-credit financing, tax-exempt municipal bonds, Water Resources Development Act (WRDA), Water Infrastructure Finance Innovation Act (WIFIA), the Environmental Infrastructure Accounts and other funding mechanisms.*

It is MWDOC's policy to oppose legislation that:

- 1) Establishes a fee or tax that does not result in a clear benefit to the District, its member agencies, and their customers.

ENERGY

It is MWDOC's policy to support legislation that:

- 4) Facilitates the development and expansion of clean, renewable energy in California, including hydropower.
- 2) *Supports water supply reliability as the primary focus of water agencies and energy intensity of water supplies as a secondary factor.*
- 3) *Recognizes the role and value of the water industry investment in water use efficiency and therefore recognizes WUE efforts towards greenhouse gas reduction, including funding such activities.*
- 2) 4) Recognizes hydroelectric power as a clean, renewable energy source and that its generation and use meets the greenhouse gas emission reduction compliance requirements called for in the Global Warming Solutions Act of 2006 (AB 32).

It is MWDOC's policy to oppose legislation that:

- 1) Grants preferential consideration to certain types of clean, renewable energy projects over others, resulting in those preferred projects receiving advantages for state funding, project permitting, and regulatory compliance.

FISCAL POLICY

It is MWDOC's policy to support legislation that:

- 1) Requires the federal and state governments to provide a subvention to reimburse local governments for all mandated costs or regulatory actions.

It is MWDOC's policy to oppose legislation that:

- 1) Is inconsistent with the District's current investment policies and practices.
- 2) Pre-empts the District's ability to impose or change water rates, fees, or assessments.
- 3) Impairs the District's ability to maintain levels of reserve funds that it deems necessary and appropriate.
- 4) Impairs the District's ability to provide services to its member agencies and ensure full cost recovery.
- 5) Makes any unilateral reallocation of District revenues, or those of its member agencies, by the state unless the state takes compensatory measures to restore those funds.
- 6) *Would impose mandated costs or regulatory constraints on the District or its member agencies without reimbursement.*

GOVERNANCE

It is MWDOC's policy to support legislation that:

- 1) Advances good government practices and public transparency measures in a manner that do not take a "one-size fits all" approach, respects local government control, and facilitates technological efficiencies to meet state reporting and disclosure requirements.

It is MWDOC's policy to oppose legislation that:

- 1) Advances local government reform measures by imposing unnecessarily broad burdens upon all local governments, particularly when there is no demonstration of rampant and wide-spread violations of the public trust.
- 2) Shifts state programs, responsibilities and costs to local governments without funding to support the shift.
- 3) Seeks to limit or rescind local control.

- 4) *Reduces or diminishes the authority of the District to govern its affairs.*
- 5) Imposes new costs on the District and the ratepayers absent a clear and necessary benefit.
- 6) Resolves state budget shortfalls through shifts in the allocation of property tax revenue or through fees for which there is no direct nexus to benefits received.

PUBLIC EMPLOYEE PENSION REFORM

It is MWDOC's policy to support legislation that:

- 1) Seeks to contain or reform public employee pension and other post-employment benefit (OPEB) cost obligations that are borne by public agencies via taxpayers and ratepayers.



INFORMATION ITEM

December 15, 2014

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

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 approved the Fraser Communications contract for the Value of Water CHOICE program at the November 19th meeting. Since that time, staff has hosted a kick off meeting for the participating agencies, provided them with a list of deliverables for the first phase of implementation, developed a short survey to identify any particular member agency needs for customization and developed a matrix for the agencies to complete with key information on local projects, stakeholder groups and on-going outreach efforts.

In addition, staff has presented an overview of the research findings, position statement and other key factors to operations staff at the City of Orange. The City of San Clemente and others have also expressed an interest to have similar presentations and discussion sessions with key field and organizational staff.

The next steps are for MWDOC staff to work with Fraser Communications to begin developing creative materials, scripts, media plans, presentation templates, articles and talking points based on the three pillars; jobs/economy, education and innovation. Based on our findings, the following position statement and supporting pillars are the basis for messaging and outreach.

Budgeted (Y/N): Y	Budgeted amount: \$171,000	Core ____	Choice X__
Action item amount:		Line item:	
Fiscal Impact (explain if unbudgeted): The amount in the budget was a draft placeholder and contingent on participation as well as final outreach recommendations.			

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
- 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

**INFORMATION ITEM**

December 17, 2014

TO: Board of Directors**FROM:** **Public Affairs & Legislation Committee**
(Directors Barbre, Hinman, and Tamaribuchi)Robert Hunter
General Manager

Staff Contact: Heather Baez

**SUBJECT: ASSOCIATION OF CALIFORNIA WATER AGENCIES (ACWA)
WASHINGTON D.C. LUNCHEON & SACRAMENTO RECEPTION****STAFF RECOMMENDATION**

Staff recommends the Board of Directors receives and files the report.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

DETAILED REPORT

ACWA's 2015 Washington D.C. conference is set for February 25-26 at the Liaison Hotel. ACWA has not yet released further details. However, staff, with the help of Jim Barker, has reserved The Gold Room in the Rayburn building to host a briefing and luncheon on February 25 from 12:30-2:00. While in D.C. in November, "Save the Date" cards were delivered to each congressional member in the delegation to get it on their calendar.

Additionally, staff is in the process of updating the formal invitations (lunch & dinner), briefing booklet and display posters.

Budgeted (Y/N): Yes	Budgeted amount: \$7,000	Core <u>X</u>	Choice ____
Action item amount:	Line item:		
Fiscal Impact (explain if unbudgeted): MWDOC has budgeted \$7,000 for FY 14/15 for “Legislative Outreach & Briefings” which would include this event. The cost of the 2014 DC luncheon was approximately \$1,600 split between MWDOC and 3 co-hosting agencies – approximately \$400/each. Our portion of the Sacramento reception is estimated at \$500.			

ACWA's Legislative Symposium in Sacramento has been scheduled for March 4, 2015 at the Sacramento Convention Center. No further details have been released by ACWA, however we will be coordinating a reception for our delegation on that date as well.



INFORMATION ITEM

December 17, 2014

TO: Board of Directors

FROM: **Public Affairs & Legislation Committee**
(Directors Barbre, Hinman, and Tamaribuchi)

Robert Hunter
General Manager

Staff Contact: Heather Baez

SUBJECT: MET LEGISLATIVE STRATEGIES FOR 2015

STAFF RECOMMENDATION

Staff recommends the Board of Directors receives and files the report. No action required at this time.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

On December 9, 2014, the Metropolitan Water District of Southern California's Board of Directors considered and subsequently adopted the state and federal legislative priorities. The document is attached for your information and review.

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

Communications and Legislation Committee

Mr. Chairman, I would like to report on the following actions taken at the **Communications and Legislation Committee meeting on December 8, 2014:**

OTHER BOARD ITEMS - ACTION

8-3 At the Communications and Legislation Committee meeting on December 8, 2014, the Communications and Legislation Committee voted to adopt the CEQA determination that the proposed action is not subject to CEQA and is categorically exempt, and to adopt the Legislative Strategy for 2015/16 as amended in committee pursuant to a request by Director McKenney to add the phrase “from unacceptable risks” to the second bullet item in the Water Quality section for both federal and state legislative priorities, so that it reads: Support legislation, initiatives and funding to protect and improve water quality from unacceptable risks from various constituents, including but not limited to chromium 6, nitrate, perchlorate, salinity, uranium, various fuels and their additives, pharmaceuticals/personal care products, and other constituents of emerging concern.

With this amended language, I would ask the committee to approve Option #1, to adopt the CEQA determination that the proposed action is not subject to CEQA and is categorically exempt, and adopt the Legislative Strategy for 2015/16.

AND I SO MOVE



- Board of Directors
Communications and Legislation Committee

12/9/2014 Board Meeting

8-3

Subject

Adopt Legislative Priorities for 2015/16

Executive Summary

This board letter outlines the state and federal 2015/16 legislative priorities recommended by staff for the Board's consideration and adoption.

Details

After consulting with Metropolitan member agencies in October 2014 and the Board Communications and Legislation Committee in November 2014, the following federal and state legislative priorities are submitted for your consideration and approval. The priorities for 2015/16 support Metropolitan's mission and incorporate its overall water supply reliability and water quality objectives.

Federal Legislative Priorities

Bay-Delta and State Water Project Improvements

- Support administrative or legislative action and funding to keep the Bay Delta Conservation Plan (BDCP) on schedule to advance conveyance and ecosystem improvements to meet the coequal goals of water supply reliability and Delta ecosystem restoration.
- Support administrative or legislative action and funding to advance emergency response and near-term Delta improvements, consistent with coequal goals.

Colorado River Initiatives

- Support continued funding authorization and coordination between states for continued implementation of the Lower Colorado River Multi-Species Conservation Plan.
- Encourage coordination between federal and state agencies to implement the Quantification Settlement Agreement.
- Promote continued funding and coordination between states for the Colorado River Basin Salinity Control Program under the Departments of Agriculture and Interior.
- Protect and preserve Metropolitan's interest in water conservation programs enabled by the Water Treaty between the United States and Mexico.

Drought Related Legislation

- Support administrative or legislative actions to respond to drought, including funding for immediate water supply improvements, while maintaining environmental protections.

Regional Water Resource Management

- Support legislation authorizing the U.S. Environmental Protection Agency (EPA) to provide grant funding for programs such as the Water Research Foundation to conduct research enabling water agencies to adapt to hydrologic changes.
- Support legislation authorizing EPA's *WaterSense* program and other federal incentive programs that promote water use efficiency and energy efficiency.

Water Quality

- Support local jurisdictions' continued use and storage of chlorine gas as treatment disinfectant. Support authorizing EPA oversight of water system security through updated vulnerability assessments and site security plans.
- Support legislation, initiatives and funding to protect and improve water quality from various constituents, including but not limited to chromium 6, nitrate, perchlorate, salinity, uranium, various fuels and their additives, pharmaceuticals/personal care products, and other constituents of emerging concern.
- Support policies and administrative or legislative actions that protect surface water and groundwater supplies from energy development activities that may impair water resources. Covered energy development activities include, but are not limited to, enhanced oil and gas recovery techniques such as hydraulic fracturing.

Cybersecurity

- Support national associations' and coalitions' efforts to develop standard guidance and best management practices for consistent and ongoing actions to reduce vulnerabilities in process control systems for major water system providers.

Environmental Planning and Environmental Compliance

- Support administrative or legislative actions to improve clarity and workability of the National Environmental Policy Act (NEPA), and eliminate duplicative NEPA and state California Environmental Quality Act (CEQA) processes.
- Support administrative or legislative actions for environmental compliance (e.g., air, water, hazardous materials and waste) that provide for regulatory compliance flexibility, promote consistency and reduce regulatory duplication.
- Support administrative or legislative actions, including those related to the California Desert Wilderness Protection Act, to ensure the reliability and continuity of Metropolitan's system operations and real estate assets, including rights of way necessary to access Metropolitan's facilities.
- Support administrative or legislative actions, including those that address EPA's proposals related to the Clean Water Act definition of "waters of the United States," to ensure reliability and continuity of Metropolitan's water transfers, and water supply facilities and infrastructure.
- Support administrative or legislative actions to consolidate the review and oversight of anadromous species protection under the Department of Interior to eliminate duplication and increase efficiencies

Invasive Species

- Support administrative or legislative actions and funding for biological controls, mitigation management, and elimination of invasive species, including, but not limited to, quagga mussels and striped bass.
- Support administrative or legislative actions pertaining to invasive species that are consistent with, and in no way interfere with, existing interstate water transfers.

Energy Sustainability

- Encourage coordination to implement federal law that is consistent with Metropolitan's long-term contract for hydropower generated at Hoover Dam for the benefit of Arizona, Southern California and Nevada water users that rely on Hoover power to minimize costs to consumers.
- Support authorization for grant funding for energy efficiency, including programs to reduce greenhouse gases and develop renewable resources.
- Promote water/energy nexus legislative or regulatory activities that preserve Metropolitan's ability to pursue a wide variety of supply options and oppose constraints on supply development such as water resource loading orders based on energy intensity. Support legislation that provides renewable energy credits for both small and large hydroelectric facilities, irrespective of the facility's nameplate generating capacity.

Infrastructure and Public Finance

- Support measures to reduce the cost of financing water infrastructure planning and construction, such as tax-credit financing, tax-exempt municipal bonds, an expanded Water Infrastructure Finance Innovation

Act, or similar financing mechanism that funds new water supply infrastructure, including water conduits, pipelines, canals, pumping, power and associated facilities, the Environmental Infrastructure Accounts and other funding mechanisms.

- Support Bureau of Reclamation's Title XVI and WaterSMART programs.
- Monitor pension reform and Other Post-Employment Benefit proposals.

Appropriations Priorities

- BDCP planning and implementation funding for near-term projects, including near-term and emergency response projects.
- Farm Bill/USDA programs to support habitat projects in the Delta and agricultural water use efficiency projects in the Delta or in the Colorado River basin.
- Colorado River Basin Salinity Control Program.
- Colorado River drought resiliency projects.
- Water quality protection initiatives (e.g., chromium 6, nitrate, perchlorate, salinity, uranium, pharmaceuticals, personal care products, etc.).
- Biological controls, mitigation management and elimination of invasive species.
- Solar retrofits and other renewable energy and conservation projects.
- Water conservation and water use efficiency programs and water resource projects.
- Desalination and salinity management research, including funding for the Brackish Groundwater National Desalination Research Facility through the Desalination Reauthorization Act of 1996.
- Lower Colorado River Multi-Species Conservation Plan.
- Bureau of Reclamation Title XVI program.
- Climate change adaptation and mitigation research.

State Legislative Priorities

Bay-Delta and State Water Project Improvements

- Support administrative or legislative action and funding to keep the BDCP on schedule to advance conveyance and ecosystem improvements to meet the coequal goals of water supply reliability and Delta ecosystem restoration.
- Support administrative or legislative action and funding to advance emergency response, near-term Delta improvements and expenditures to support fish monitoring activities in the Delta consistent with coequal goals.
- Continue support for implementation of state policies adopted as part of the 2009 Delta Reform Act and water management package, including clarification of the monitoring and enforcement provisions related to in-Delta diversions.
- Support state funding for public share of Delta ecosystem restoration costs.
- Support administrative or legislative action to add storage statewide and to remove existing prohibition for state funding to raise Shasta Dam.
- Oppose administrative or legislative action that would unfairly shift procurement of renewable resources to the State Water Project, irrespective of transmission limitations, cost and portfolio availability.

California Water Action Plan

- Support implementation of the Brown Administration's comprehensive water strategy, consistent with Metropolitan's goals and objectives, to ensure effective drought management and near-term actions to guide development of programs and investments to meet the state's long-term water infrastructure needs.

Colorado River Initiatives

- Encourage coordination between federal and state agencies to implement the Quantification Settlement Agreement.

Regional Water Resources Management/Foundational Actions

- Support effective administrative solutions to improve the permitting process for proposed seawater desalination projects in California while complying with all existing environmental regulations, as initiated by AB 2595 (Hall, 2012).
- Support administrative or legislative action to promote recycled water as a water resource, without compromising the operational, financial, water quality, regulatory and customer interests of Metropolitan and other drinking water agencies.

Groundwater Management

- Monitor implementation of the 2014 Sustainable Groundwater Management Act, including subsequent legislation to address expedited adjudications and designation of groundwater recharge as a beneficial use.

Environmental Planning

- Support administrative or legislative action to improve clarity and workability of CEQA.
- Support administrative or legislative action for environmental compliance (e.g., air, water, hazardous materials and waste) that provide for regulatory compliance flexibility, promote consistency and reduce regulatory duplication.

Invasive Species

- Support administrative or legislative actions and funding for biological control, mitigation management and elimination of invasive species, including, but not limited to, quagga mussels and striped bass.

Energy Sustainability

- Support expanding definition to qualify state and local hydropower generation as renewable resource.
- Pursue allocation of Cap-and-Trade auction revenues or free allowances from the California Air Resources Board or other administering agencies for Metropolitan and Department of Water Resources/State Water Project, to be used for greenhouse gas reduction measures and related projects.
- Promote water/energy nexus legislative or regulatory activities that preserve the Metropolitan's ability to pursue a wide variety of supply options and oppose constraints on supply development such as water resource loading orders based on energy intensity.
- Continue to support and promote integrated water resources portfolio planning.

Water Quality

- Support local jurisdictions' continued use and storage of chlorine gas as a treatment disinfectant.
- Support legislation, initiatives and funding to protect and improve water quality from various constituents, including, but not limited to, chromium 6, nitrate, perchlorate, salinity, uranium, various fuels and their additives, pharmaceuticals/personal care products, and other constituents of emerging concern.
- Support policies and regulations or legislation to protect surface water and groundwater supplies from energy development and other activities that may impair water resources. Covered energy development activities include, but are not limited to, enhanced oil and gas recovery techniques such as hydraulic fracturing.

Infrastructure and Public Finance

- Support "beneficiaries pay" approach as financing mechanism for statewide projects and programs.
- Oppose de facto taxes levied solely on water agencies for funding broader public benefits.
- Monitor implementation of 2012 pension reform legislation and Other Post-Employment Benefits reform initiatives for potential impacts on Metropolitan's long-term liability.
- Support legislation or administrative action that deters metal theft and protects critical public water infrastructure.
- Monitor implementation of the 2014 water bond, Proposition 1, and influence how water bond dollars are spent, both through program development — including regulations and guidelines at the agency and department level — and through the appropriation of bond funds through the state budget process.

Policy

Supports Metropolitan's mission and incorporates its overall water quality and supply reliability objectives.

California Environmental Quality Act (CEQA)

CEQA determination for Option #1:

The proposed action is not defined as a project under CEQA because it involves continuing administrative activities, such as general policy and procedure making (Section 15378(b)(2) of the State CEQA Guidelines). In addition, where it can be seen with certainty that there is no possibility that the proposed action in question may have a significant effect on the environment, the proposed action is not subject to CEQA (Section 15061(b)(3) of the State CEQA Guidelines).

The CEQA determination is: Determine that the proposed action is not subject to CEQA pursuant to Sections 15378(b)(2) and 15061(b)(3) of the State CEQA Guidelines.

CEQA determination for Option #2:

None required

Board Options

Option #1

Adopt the CEQA determination that the proposed action is not subject to CEQA and is categorically exempt, and adopt the Legislative Strategy for 2015/16.

Fiscal Impact: None

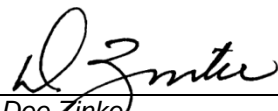
Option #2

Take no action.

Fiscal Impact: None

Staff Recommendation


Option #1



Dee Zinke
Deputy General Manager, External Affairs

12/1/2014

Date



Jeffrey Kighlinger
General Manager

12/1/2014

Date

Ref# ea12634028



INFORMATION ITEM
December 15, 2014

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

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 November, staff members have conducted the follow drought outreach efforts:

eCurrents - Nov/Dec Issue	Articles	11/13/14	Jessica/Darcy	
Water-Energy Team Program Advisory Grp	Meeting	11/13/14	Karl	Organized by SCE
Orange Co. Drought Task Force	Meeting	1/17/14	Kelly	
ABC 7	Interview	11/27/14	Darcy	Reporter: Greg Lee
MET Allocation Presentation - Member Agency Managers	Presentation	11/20/14	Harvey	
Drought Messaging Workshop	Meeting	12/1/14	Darcy	Member Agencies and Anaheim
Orange County Drought Task Force	Meeting	12/01/14	Kelly	Written Report
Orange County Emergency Management	Meeting	12/04/14	Kelly	
MWDOC Allocation Workshop	Meeting	12/8/14	Harvey	MWDOC Member Agencies
Society of Marketing Professionals	Presentation	12/8/2014	Darcy	
South OC Drought Forum with ACC and Cox	Taped Panel Discussion	12/9/2014	Karl	GM Panel

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



INFORMATION ITEM

December 15, 2014

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

FROM: Robert Hunter, General Manager **Staff Contact:** Darcy M. Burke

SUBJECT: 8th Annual Orange County Water Summit – May 15, 2015

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

The full planning committee met on November 13th, for the 8th Annual Orange County Water Summit. Much discussion about program, theme and speakers transpired. Based on the feedback of the Committee, the Co-Chairman have scheduled a working lunch meeting effort the end of the year to refine the planning committee's suggestions and move the planning forward.

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.

OCWD is considering developing a promotional video, similar to what they use to promote the Children's Water Festival for the Summit. Details on cost, logistics, distribution and content still need to be discussed. In addition, 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.

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

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.

The working draft of the program follows:



The 2015 OC WATER SUMMIT

*Final Theme in Process
The Thirst Games*

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 – (Fred O’Callahan assisting)

Farmer’s Almanac – Janice Stillman, Editor (considered)

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.

Video

12:20 p.m. – 1:25 p.m.

BREAK

Lunch and Session 4

LESSONS LEARNED AROUND THE WORLD

ISRAEL, SPAIN, AUSTRALIA

Innovation, Private Enterprise, Public Private Partnerships, Government

1:25 p.m.

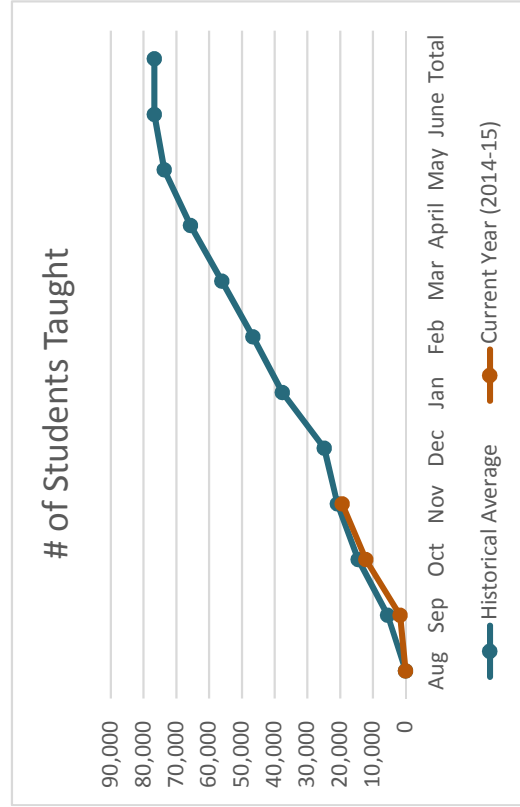
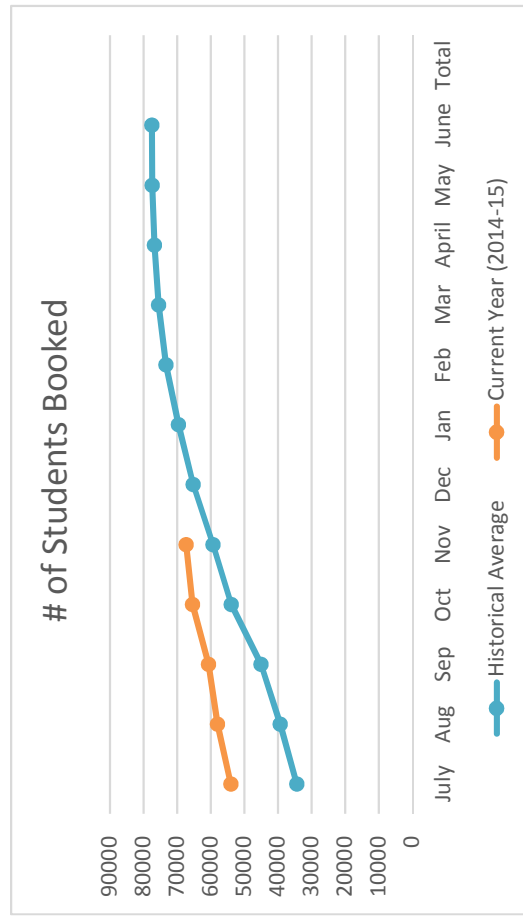
**(Subject to Change)*

Closing Remarks

2014-15 Water Education School Program

# of Students Booked	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total
Historical Average	34405	39319	45070	53900	59337	65269	69616	73332	75563	76726	77411	77523	
Current Year (2014-15)	54053	58028	60691	65453	67314								

# 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	12,161	19,355								



Item 12

Public Affairs Activities Report November 10, 2014 – December 14, 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. Darcy has scheduled a meeting with the Jet Propulsion Laboratory staff, Tiffany and Metropolitan staff to prepare for an inspection trip of their facilities for WACO. The trip is currently being re-scheduled for early next year and will be part of Director Dick's Weymouth Tour.</p> <p>Tiffany and Bryce created electronic and print materials for Director Barbre's CRA trip scheduled for January 23rd and 24th, and Director McKenney's State Water Project trip scheduled for February 20th and 21st. Tiffany is currently working with Director McKenney and Director Barbre on itinerary options, and has been accepting reservations, guest and Director needs for these two trips, as well as for Director Ackerman's Colorado River Aqueduct inspection trip scheduled for February 7th and 8th.</p> <p>Tiffany and Heather Baez accompanied Director Barbre on a Colorado River Aqueduct Trip December 5th, 6th and 7th.</p> <p>Darcy hosted three Public Affairs Workgroup meetings. The first was in coordination with the Heather Baez and the Legislative Coordinators group; this joint meeting occurs three to four times a year and Townsend Public Affairs provides lunch for the group. The other two were focused on drought messaging as we move to allocations and the kick off meeting for the Value of Water (VOW) Choice Program. Darcy, Tiffany, Heather and Bryce participated in the Legislative Coordinators workgroup, Darcy, Jessica, Tiffany and Sarah participated in the drought messaging and VOW workgroups.</p> <p>Tiffany is continuing to work with Immersiv Media on the initial development phase of the OC Water Hero Program phone app.</p> <p>Heather met with Jim Leach from SMWD to review legislative priorities and discuss how our agencies can continue to work together.</p> <p>Heather and Jessica staffed the ISDOC Executive Committee meeting on Dec. 9. Jessica is working to book a speaker for the January 29th Quarterly Lunch Meeting. On January 1, Heather will take over as the staff administrator for ISDOC.</p> <p>As a follow up to the Value of Water Choice Program kickoff meeting, Darcy and Jessica distributed materials to the participating agencies, including a survey to determine their priorities for various outreach materials and information to submit on their programs and activities.</p>
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Community Relations	<p>On November 13th Tiffany met with Ellen Orange-Brown and Austin Brown, Co-Founder and Project Manager with Coastkeeper, at the Coastkeeper sustainable garden. Tour options, social media content, water use efficiency efforts, and partnership opportunities were discussed.</p> <p>Darcy attended the San Juan Capistrano City Council meeting on December 2, 2014 and presented appreciation plaques to outgoing City Council Members Larry Kramer and John Taylor.</p> <p>Darcy presented and overview of the findings and efforts of the Value of Water Communications plan to key staff members at the City of Orange Public Works, Community Services and water operations staff.</p> <p>On December 9th, Darcy presented at the Society of Marketing Professionals, Orange County Chapter, on the drought, the water bond and other water projects.</p> <p>Tiffany, Sarah and Bryce implemented MWDOC's social media activities through Facebook, Twitter, and Pinterest during this period.</p> <p>Jessica and Tiffany updated several pages on the MWDOC website.</p> <p>Tiffany and Bryce created a drought-specific collage/image used for the cover of eCurrents, Facebook, and the website homepage.</p> <p>Heather drafted an article for eCurrents introducing our new Board member, Sat Tamaribuchi.</p> <p>Heather attended the California Women's Leadership Association annual holiday party honoring Congresswoman-Elect Mimi Walters, Supervisors-Elect Michelle Steel and Lisa Bartlett, new Assemblywomen Ling Ling Chang and Young Kim, and newly elected Senator Janet Nguyen.</p> <p>Heather attended the annual holiday party co-hosted by ACC-OC, OCBC and the OC BIA.</p> <p>Jessica developed and distributed the November/December issue of eCurrents. This combined edition featured articles on the recent election results, the Water Use Efficiency Master Plan, emergency preparedness, and a member agency spotlight on SMWD. The next issue of eCurrents will go out in January.</p> <p>Jessica posted director compensation figures for 2013-14 to the MWDOC Open Government microsite. This posted information complies with Assembly Bill 2040, which requires public agencies to Post the financial compensation data for the local agency's officials, as reported to the State Controller's Office, on the local agency</p>
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	<p>website OR provide a link to the State Controller's Officer public officials compensation online database.</p> <p>Karl and Jessica participated in the South Orange County Drought Forum with ACC-OC and Cox Communications on December 10. Karl participated as a panelist; Jessica developed talking points and coordinated videos/images.</p>
Education	<p>Jessica met with Lori Kiesser of Inside the Outdoors to discuss water education programs and opportunities for collaboration. ITO continues to provide water education programs to students throughout Orange County despite having lost funding for outdoor science school.</p>
Media Relations	<p>KABC – 7, reporter Greg Lee interviewed South Coast Water District's General Manager, Andy Brunhart, Chris Reagan, Assistant Manager at Laguna Beach County Water District, and Darcy at the Doheny Ocean Desalination project. The segment aired on November 27, 2014.</p> <p>Jessica developed and distributed a press release announcing MWDOC's new Director, Sat Tamaribuchi.</p> <p>Jessica developed a press release regarding Director Ackerman's reappointment by Governor Brown to the Santa Ana Regional Water Quality Control Board. The release will be distributed once the Senate confirms the appointment.</p> <p>A number of stories ran announcing Kevin Hunt as the Interim General Manager of Central Basin MWD. MWDOC was mentioned as his previous employer.</p> <p>Orange County Breeze ran a story on November 23 regarding an upcoming rate increase in Garden Grove. The article cited MWDOC as having recently increased rates, causing the city to need to raise its rates.</p> <p>Business Wire ran Metropolitan's press release announcing the dedication of the courtyard at their headquarters building to past Chairman John V. Foley, who represented MWDOC on the MET Board.</p>
Special Projects	<p>Darcy, Jessica, Tiffany and the Public Affairs interns coordinated the November 19th retirement luncheon for Director Clark, on behalf of MWDOC and the Urban Water Institute.</p> <p>Darcy and Heather participated in the Management Staff Retreat on Friday November 14th.</p> <p>Darcy is continuing to work with a variety of stakeholders on the validation process for Recycled Water Operator Certification for</p>

	<p>California Nevada Section American Water Works Association.</p> <p>Darcy is working on this year's annual report.</p> <p>Darcy and Director Thomas are working on the Orange County Water Summit, 2015 and are scheduled to participate in a lunch meeting with Co-Chairman Steve Sheldon and OCWD staff member Eleanor Torres on December 16th.</p> <p>Rob, Darcy and Harvey attended the Colorado River Water Users Conference December 10-12th in Las Vegas, NV.</p> <p>Darcy and Tiffany participated in the interview process for the Value of Water Assistant position.</p> <p>Heather attended a number of sessions at ACWA's fall Conference Dec. 2-4 and had an opportunity to meet with governmental affairs managers from water districts across the state.</p> <p>Jessica participated in the OC Water Summit Planning Committee meeting on November 13. The Committee discussed potential topics and speakers, sponsorships, and event themes. The Committee is planning to meet monthly moving forward.</p>
Water-Use Efficiency Marketing	<p>Jessica is working with Water Use Efficiency (WUE) Department staff on the WUE Master Plan Annual Update. This report will outline MWDOC's progress towards achieving the Master Plan goals and objectives. To date the layout has been developed and the text is being finalized.</p> <p>Jessica is worked with the OC Stormwater Program to create two short "how-to" videos on efficient watering. MWDOC suggested the creation of the videos and topics, and the videos were funded and produced by the County. They will be distributed via social media, agency websites, and other distribution channels.</p> <p>Jessica is working with the OC Stormwater Program on Turf Removal Program lawn signs that will be displayed at residential properties following completion of the Turf Removal Program. The County will pay for the design and printing of the signs, and MWDOC will assist with messaging and distribution. These signs were requested by the member agencies in order to promote the Turf Removal Program in local neighborhoods by highlighting successful participating properties.</p> <p>Jessica participated in the City of Mission Viejo's Green Business Program meeting for water stakeholders on December 2. Staff of ETWD, SMWD, and MNWD also participated to discuss water efficiency opportunities for local businesses in order to become Green Business certified.</p> <p>Jessica participated in the OC WUE Coordinators meeting hosted</p>

	<p>by City of Anaheim on December 4. Jessica updated the group on the Value of Water Choice Program, drought messaging/outreach, and other activities.</p> <p>Jessica participated in the December 9 OC Stormwater Program's Public Education Committee meeting.</p> <p>Jessica worked with the WUE department staff to develop a website document outlining rebate program participation steps. This document is intended to help the public understand the rebate application and payment process, as many customers call with questions regarding next steps.</p>
Legislative Affairs	<p>Heather, working with MET and ACWA, drafted a response on the "Waters of the U.S." proposal that was sent to the EPA. The EPA received nearly 700,000 comments and are expected to render a decision in Spring 2015.</p> <p>Heather participated in the ACWA and WaterReuse working group on a legislative proposal submitted by IRWD.</p> <p>Heather has been coordinating with staff and Jim Barker in preparation for ACWA's Washington D.C. conference to be held Feb. 25-26, 2015.</p> <p>Heather participated in a conference call with TPA to update on the remainder of 2015.</p> <p>Heather, Rob & Director Barbre, with the help of Jim Barker, had a number of useful meetings in Washington D.C. They met with staff from the following offices: Congresswoman Loretta Sanchez, Congressman Bob Gibbs (R-OH), Congressman Dana Rohrabacher, Congressman Darrell Issa, Congressman Ken Calvert, Congressman David Valadao, Senate Energy Committee, Senate Environment and Public Works, MET Federal Representative Brad Hiltcher, and Michael Kennedy formerly of Senator Orin Hatch's office.</p> <p>Heather "virtually" attended MET's Communications and Legislation Committee on Dec. 8.</p> <p>Heather met with members of Senator Bob Huff's staff to update them on MWDOC's legislative priorities and projects.</p> <p>Heather met with Sabiha Khan, new Orange County representative for U.S. Senator Dianne Feinstein to introduce her to MWDOC and update her on our current legislative priorities.</p> <p>Heather met with Michael Johnson, District Director for Assemblyman Travis Allen to provide him with a legislative update.</p>