

MEETING OF THE  
BOARD OF DIRECTORS OF THE  
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY  
Jointly with the  
**PUBLIC AFFAIRS AND LEGISLATION COMMITTEE**  
December 18, 2017, 8:30 a.m.  
Conference Room 101

**Committee:**

Director Tamaribuchi, Chairman  
Director Dick  
Director Yoo Schneider

Staff: R. Hunter, K. Seckel, H. Baez,  
D. Micalizzi, P. Meszaros, T. Baca

Ex Officio Member: W. Osborne

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

**PUBLIC PARTICIPATION**

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

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

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

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

**DISCUSSION ITEMS**

1. LEGISLATIVE ACTIVITIES
  - a. Federal Legislative Report (Barker)
  - b. State Legislative Report (BBK)
  - c. County Legislative Report (Lewis)
  - d. Legal and Regulatory Report (Ackerman)
2. AB 1668/SB 606 (FRIEDMAN/HERTZBERG/SKINNER) UPDATE
3. SOUTHERN CALIFORNIA WATER ISSUES CONGRESSIONAL DELEGATION BRIEFING LUNCHEON (DC)
4. WATER UCI INDUSTRY-UNIVERSITY COOPERATIVE RESEARCH CENTER

5. STATE WATER BOARD PROPOSED REGULATION TO PERMANENTLY PROHIBIT CERTAIN WASTEFUL WATER USE PRACTICES
6. LEGISLATIVE POLICY STATEMENT FROM SANTA MARGARITA WATER DISTRICT DIRECTOR CHUCK GIBSON

**ACTION ITEMS**

7. MWDOC.COM PRIVACY POLICY
8. EXTENSION OF LOCAL ADVOCACY CONTRACT WITH LEWIS CONSULTING GROUP
9. EXTENSION OF FEDERAL LEGISLATIVE ADVOCACY CONTRACT WITH JAMES C. BARKER, PC
10. EXTENSION OF STATE LEGISLATIVE ADVOCACY CONTRACT WITH BEST, BEST & KRIEGER

**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.)

11. UPDATE ON 2018 OC WATER SUMMIT (JUNE 1, 2018)
12. SOCIAL MEDIA UPDATE
13. EDUCATION REPORT UPDATE
14. PUBLIC AFFAIRS ACTIVITIES REPORT

**OTHER ITEMS**

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

**ADJOURNMENT**

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

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

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Nicholas Crockett  
Alia Cardwell

*Municipal Water District of Orange County, California*  
*Washington Update*  
*December 12, 2017*

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Congress is racing to finish its uncompleted business of the year before the Holiday Break which starts on December 23.

Two issues have dominated Congress for the last month: 1) The Tax Reform Bill; and, 2) the passage of the annual package of Appropriations bills.

***Tax Reform:***

Both the House and the Senate have passed their respective Tax Reform Bills. There has been a Conference Committee convened to reconcile the two bills. Only 50 votes—and not the normal 60 votes--will be required for passage in the US Senate due to the procedure that is being used with this tax package. See Table One which outlines some of the differences between the two bills. Table Two provides more details about various differences.

Of note, there is an effort underway during the Tax Reform Conference Committee process to provide some further tax relief on the State and Local Taxes issue—known as the SALT Issue here. Some of the larger states, like California and New York, are hit significantly harder under the reforms envisioned because of their higher property tax rates. We anticipate “some” relief to occur for these states in the final legislative product. On the Municipal Bond front, key bonding trade groups and MWDOC staff contacted key Congressional Members and Staff urging them to strike the language regarding Municipal Bonds.

There is an intense pressure to try and pass the tax reform bill prior to the Holiday Break.

**Table One**

Key Differences between the House and Senate Passed Tax Bills

	<b>House Bill</b>	<b>Senate Bill</b>
Tax Rates	12%, 25%, 35%, 39.6%	10%, 12%, 22%, 24%, 32%, 35%, 38.5%
Mortgage Deduction home	Limit lowered to \$500K of debt For new mortgages on primary residences	Current law mostly retained, \$100K equity interest deduction eliminated
State and Local Tax Deduction	Eliminated for income and sales taxes; Limited to \$10,000 for property taxes	Same as the House
Municipal Bond Exclusion	Private Activity and Advance Refunding Bond exclusion eliminated for new bonds	Advance Refunding eliminated
Itemized deductions	Mostly eliminated	More retained than the House Bill

(Also, see Table Two at the end of this Report for more comparisons.)

***Federal Spending:***

The current Continuing Resolution to fund all federal government activities expires on December 22<sup>nd</sup>. Congressional Leaders are seeking agreement on a two year budget deal—for the balance of the 2018 Fiscal Year for the 2019 Fiscal Year. With this strategy, the Congress will avoid fighting over a spending bill next fall in the middle of the fall elections.

The fight has been over how much spending to allocate to our national security (defense spending) versus how much to allocate for discretionary spending (non-defense spending).

Inasmuch as the Appropriations Bill will need to pass the Senate with at least 60 votes, Senate Republicans will need to negotiate with the Senate Democrats over spending levels relating to the Defense Department and other discretionary spending.

House and Senate Leadership are seeking an agreement on top-line spending numbers before Christmas so that key staffers can assemble the final spending bill during the month of January. At the present time we anticipate another short term spending bill that will likely run until after the first of the year or into the first couple of months of 2018.

As a footnote on the final Omnibus Spending Bill, top Democrats have insisted that there be some form of relief for the “Dreamers”—and that issue at press time is still unresolved.



***Infrastructure Bill:***

Within the last month, there have been several Trump Administration Officials quoted that the Administration intends to release more of its plans regarding an Infrastructure program in the coming months and perhaps as soon as January 2018. It is still unclear if “water infrastructure” will be one of the elements of the President’s plans.

***Federal Water Appropriations:***

The Committee passed versions of the House and Senate Energy and Water Spending Bills funded water programs at approximately last year’s levels. As expressed in last month’s report, we are still waiting to see if the appropriations bills will fund the many grant programs which were passed as part of the California Drought Relief bill which passed last December as part of the WIIN Act (2016 version of the Army Corps Water Resources Development Act or WRDA). We are tracking this process closely and will report on developments.

***WaterFix and the Delta Tunnels Issue:***

The Metropolitan Water District of Southern California provided a bi-partisan briefing to House Staffers two weeks ago. The briefing was favorably received. We continue to follow the California WaterFix issue from here in Washington.

***Congressional Wildfire Activity/Legislation:***

For the last two weeks, virtually every night the wildfires north of Orange County have led the national news here. Regarding Wildfire related management practices, experts have sought categorical exclusions to NEPA and other environmental statutes so that “active wildfire management practices could occur”—for example, the clearing of brush, providing fire break lines and other active forest management practices—cutting and clearing wooded areas. To date, such authority is difficult for many of the federal agencies to receive because Environmental Groups have resisted this active forestry management practice—while Congressional Committees have heard expert testimony indicating that the best scientific approach to helping a long term brush or forested area is to perform periodic “active management”—again, the clearing and cutting of wooded areas.

***February 28, 2018 Washington, DC Briefing and Luncheon:***

The invitations have gone out and we are actively coordinating with other water districts and Congressional Offices to insure excellent participation for this annual gathering.

See Table Two relating to Tax Reform below.

Table Two

**More Detailed Side by Side Comparison of the House and Senate Tax bills**

Area	House Version	Senate Version
<b>Individual Tax</b>		
Tax Rates	12%   25%   35%   39.6%	10%   12%   22%   24%   32%   35%   38.5%
Standard Deduction	\$12,200 (single) / \$24,400 (married) / \$18,300 (head of household)	\$12,000 (single) / \$24,000 (married) / \$18,000 (head of household)
Personal Exemptions	Replaced with \$300 credit per person through 2022; eliminated without replacement after	Eliminated
Child Tax Credit and Dependent Exemptions	Dependent exemption replaced with \$300 credit through 2022; CTC increased to \$1,600/child – phased out at higher income than current law	Dependent exemption eliminated; CTC increased to \$2,000/child – phased out at higher income than House bill; separate \$500 nonrefundable credit for non-child dependents
Alternative Minimum Tax	Eliminated	Exemption amount increased
Earned Income Tax Credit	Same as current law but with program integrity measures	Same as current law
Mortgage Interest Deduction	Limit lowered to \$500,000 of debt for new mortgages on primary residences	Mostly retained; \$100,000 home equity interest deduction eliminated
Charitable Deduction	Mostly similar to current law	Mostly similar to current law
Health Exclusion	Same as current law	Same as current law
State & Local Tax Deduction	Eliminated for income and sales taxes; limited to \$10,000 for property taxes	Eliminated for income and sales taxes; limited to \$10,000 for property taxes
Medical Expense Deduction	Eliminated	Retained; floor lowered to 7.5% of AGI for 2017 & 2018
Municipal Bond Exclusion	Private activity and advance refunding bond exclusion eliminated for new bonds	Advance refunding bond exclusion eliminated for new bonds
Capital Gains from Home Sales	Exclusion phased out for high earners	Residence requirement increased
401(k) Retirement Accounts	Same as current law	Same as current law
Capital Gains and Dividends	Same as current law	Same as current law
Higher Education Tax Benefits	Consolidated to single benefit	Same as current law
Indexing of Tax Provisions	Chained CPI used for inflation adjustments	Chained CPI used for inflation adjustments
Other Itemized Deductions	Mostly eliminated	More retained than House bill
Other Tax Provisions	Several provisions repealed	Preserves more tax provisions than House bill
Expirations	\$300 family and personal credits expire after 2022	All individual provisions except chained CPI expire after 2025; expanded medical expense deduction expires after 2018

Source: The Committee for a Responsible Federal Budget

JCB 12/12/2017



## Memorandum

To: Municipal Water District of Orange County  
 From: Syrus Devers, Best Best & Krieger  
 Date: December 18th, 2017  
 Re: Monthly State Political Report

## Legislative Report

The Legislature remains on interim recess until January 3rd.

More scandals: The most significant events of the last 30 days are the sudden resignations of two Democrats in the State Assembly. Raul Bocanegra (San Fernando) and Matt Dababneh (Encino) both announced their resignations due to allegations of sexual harassment. As a result, Democrats will no longer have a supermajority in the Assembly at the start of the 2018 session. Rumors abound of other members being accused of misconduct in the near future.

More work: December is typically the least active month of the year for both the Legislature and the administration. In truth, the administration is busy finalizing the State Budget, but that takes place behind closed doors at this time of the year. This December, however, has been different: The work on the water efficiency legislation, SB 606 and AB 1668, has continued unabated except for a pause during the week of Thanksgiving. Since the last PAL Committee meeting, BBK has participated in stakeholder meetings to discuss proposed amendments to the legislation, strategy sessions with the authors, and district meetings with legislators, including Assembly Member Blanca Rubio who carried the opposing ACWA legislation. Although no amendments were publically available at the time of this report, it is possible that BB&K will be able to brief the PAL Committee on proposed amendments at the hearing.

The main activity this month on the legislation has been two “listening sessions” organized by the Senate Natural Resources Committee to allow opposition parties to express concerns with the more controversial issues in the legislation. MWDOC staff was present at both sessions. The most significant result from these sessions can be described as “deafening silence,” referring to the absence of substantive issues raised by opponents. To give one example, a session on variances in setting water use efficiency targets was scheduled to last two hours: It was over in 30 minutes with only a few issues around interpretation of bill language being brought up.

# The County of Orange Report

December 12, 2017  
by Lewis Consulting Group



The December 13<sup>th</sup> LAFCO meeting was held after our print deadline, so anything of interest will be reported orally.

Only two items of note appear in the agenda:

Item 9A - a proposed contract with Policy Consulting Associates and Richard Berkson Associates to conduct the required analysis for the Municipal Services Review for the potential transfer of the San Juan Capistrano Utility System.

Item 9B - a legislative report conveying a brief overview of LAFCO related legislation from the 2016-2017 session and a look forward to related 2018 issues and legislation.



## Update

### **Treatment Center to Benefit Homeless**

At the December 5, 2017 meeting the Board of Supervisors voted to spend \$7.8 million to purchase a 45,000 sq. ft. two story office building on over two acres in Orange just south of Chapman Avenue in close proximity to the Santa Ana Flood Control Channel. The property will be converted to a center for mental health and drug treatment services. The hope is the center will help alleviate a crisis in mental health care which has led to increased emergency hospitalizations.

Patterned after a highly successful and acclaimed program in San Antonio, TX, plans include a sobering station, additional withdrawal services, outpatient triage and referral services.

## **Cannabis a NO-GO**

Joining with nearly every city in Orange County, the Board of Supervisors rejected making unincorporated Orange County a sanctuary for marijuana transactions.



The Board voted 4-1 to prohibit commercial cannabis activity, including retail sales and distribution; commercial cultivation; outdoor personal cultivation; delivery; manufacturing and testing. These prohibitions apply to both recreational and medical use and prohibit outdoor personal cultivation up to the extent permitted by state law.

## **More County News. . .**

The December 12<sup>th</sup> meeting deleted the agenda item pertaining to an update on the Canyon 2 Fire. Presumably, there was no major change of information to report from the ongoing investigation.

At the same meeting, the Board extended a six month contract not to exceed \$750,000 with City Net to continue providing services to homeless encamped along the Santa Ana River Flood Control Channel between Chapman Avenue and Katella Avenue. In the first six months of its contract, City Net engaged 372 homeless in triage/case management activities.

The 2017 Point in Time census of homeless in Orange County counted 4,792 homeless persons; of these, 2,584 were unsheltered. The County is committed in calendar year 2018 to enforce public recreation trails hours over the length of the Santa Ana Flood Control Channel, returning the entire length to its original purpose.

## **PPIC Poll Findings**



Last month we were treated to the results from the USC Dornsife / Los Angeles Times Poll. That poll was conducted October 27-November 6. This month we have the latest tabulations courtesy of PPIC - Public Policy Institute of California. Their poll was conducted between November 10-19 and their sample of 1,070 likely voters yields a margin of error of +/- 4.3%.

There is nothing in this poll to dispel the notion that California is a decidedly **"BLUE STATE"**.

	<u>APPROVE</u>	<u>DISAPPROVE</u>
Job approval for Governor Jerry Brown	53%	28%
Job approval for President Donald Trump	28%	68%
California going in "right direction"	53%	41%
United States going in "right direction"	25%	58%
Opinion of Democrat Party	48%	42%
Opinion of Republican Party	26%	64%
Congressional Republican Tax Reform	25%	58%
	<u>IMPORTANT</u>	<u>NOT IMPORTANT</u>
Imposing single-payer health insurance	72%	15%
Repealing recent gas tax increase	72%	25%

Disenchantment with both major political parties is a major finding of the survey.  
Is a third Party needed? YES - 60% NO - 29%

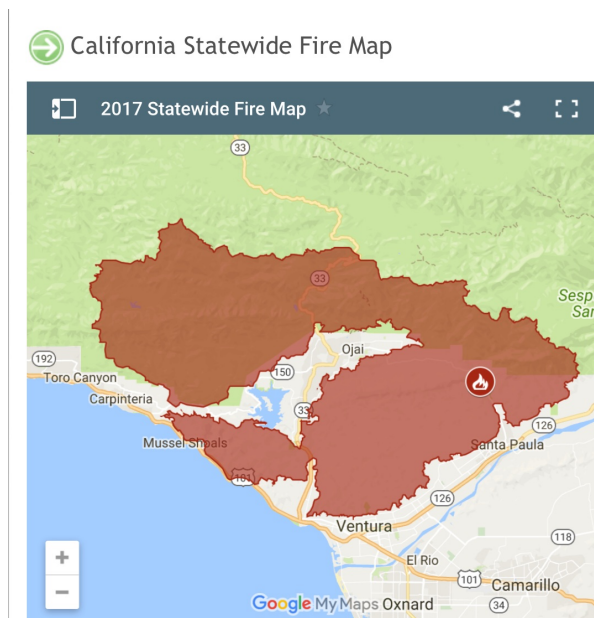
Contest for California Governor:

23% GAVIN NEWSOME  
18% ANTONIO VILLARAIGOSA  
9% JOHN CHIANG  
9% JOHN COX  
6% TRAVIS ALLEN  
3% DELAINE EASTIN  
1% OTHER  
30% UNDECIDED

Contest for U.S. Senate:

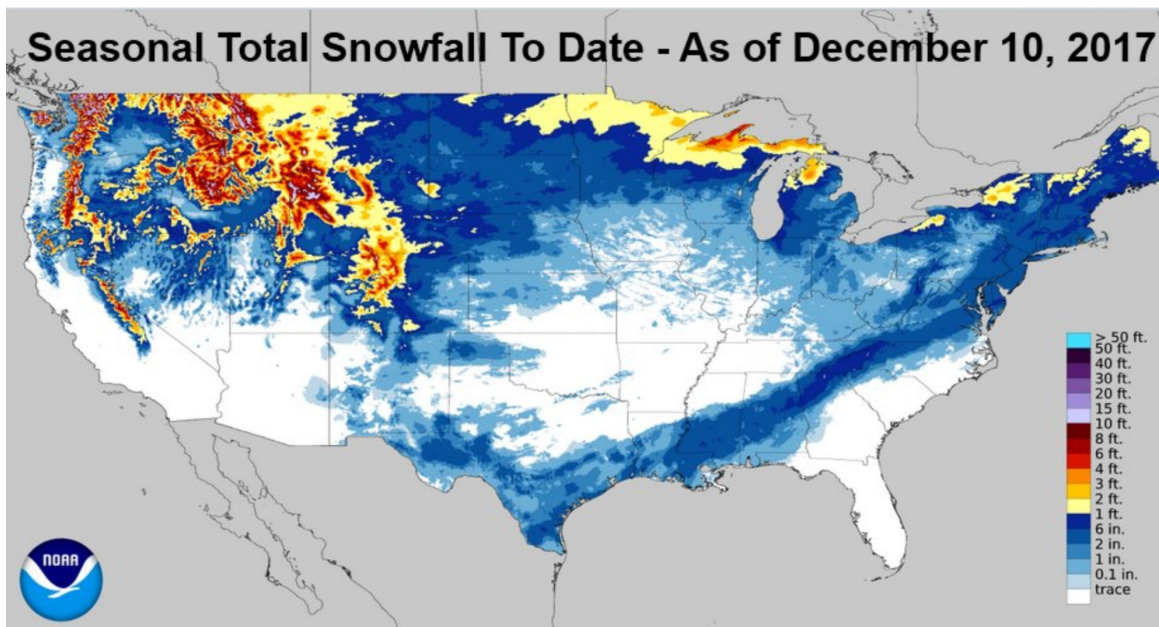
45% DIANNE FEINSTEIN  
21% KEVIN DE LEON  
1% SOMEONE ELSE  
33% DON'T KNOW

## OH I've Seen Fire and I've Seen "Frozen" Rain

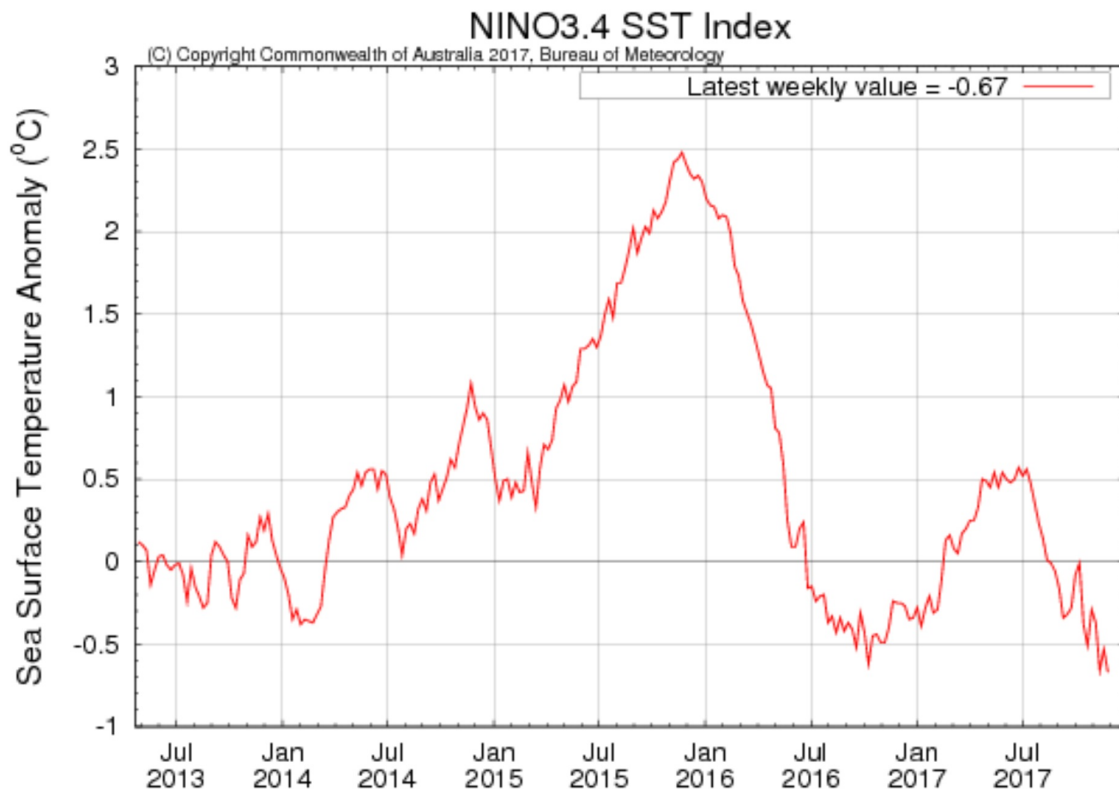


Thomas Fire - December 2017





U.S. Snow Cover - December 2017



Mild La Niña Still in Plan

# ACKERMAN CONSULTING

## Legal and Regulatory

December 18, 2017

1. **Lithium in LA Water:** A local LA physician who has studied lithium levels in San Fernando Valley water supplies has filed a report with LADWP questioning safety levels of that chemical. Lithium is a natural element that commonly is found in water in the US and California. Dr Jeffrey Nordella has been studying the effects of the Aliso Canyon natural gas leak and has discovered increased amount of lithium in surrounding water. Increased levels of lithium have been linked to dementia and other health issues. Water regulators do not test for lithium and there is no Federal standard for it. DWP says there is nothing to worry about and that it has tested water near Aliso Canyon and it is safe. The LA County Department of Public Health is also involved and says there is nothing to be concerned about. Dr Nordella continues to press his concerns.
2. **Atmospheric Rivers Comeback:** Last year's drought was broken by over 30 atmospheric river episodes. While this season is not off to a great start, both the National Weather Service and State climatologists predict that rainy times are back and we can expect more rivers with greater frequency in the near future. Keep your umbrellas handy.
3. **Giant Desal Plant in Mexico?:** Baja California has been planning a massive desal plant in Rosarito Beach which could handle 100 million gallons per day. This would be twice as large as the Poseidon Plant in Carlsbad. This would be a public private partnership between Baja, California and an international consortium including Mexico, Cayman Island, French and Singapore companies. The project has become very controversial. (Surprise, surprise) Locals think the project is too big and not needed and would cost too much (\$470 million). They also allege that there is conspiracy to sell part of this water to the US. Otay Water District in San Diego has been in negotiations to purchase some of the plants surplus water but it is certainly not secret. The fate of the project is currently in the hands of the Baja Legislature. The Governor of Baja is strongly pushing the project.
4. **Surfing at Tahoe:** The recent high winds in Northern California which hit gusts of over 100 miles per hour in the Sierras, have produced surfing conditions on Lake Tahoe. Those gusts produce 50 mile per hour winds on the Lake which created 5 foot waves. At least two surfers, possibly from Huntington Beach, took advantage of the conditions. The CHP put out high wind warnings in the area which was followed by almost a foot of snow. This is definitely an example of climate change.



5. **Less Water on Mars?:** The popular science relating to Mars was that significant water existed on Mars. Frozen and underground ice packs were opined and much above ground river action. This was predicated on pictures of changing water flow on the surface. Current studies are raising doubt on this theory. More precise analysis of the flows on Mars suggest that the rivers are sand and not water. The topography and visual aspects of both can be similar but the present evidence suggests that sand is the answer. Some of the frozen characteristics which we thought was ice from water may actually be dry ice or frozen carbon dioxide.
  
6. **Fire Retardant Unsafe?:** With the dramatic increase in fires in California, the discussion has again begun about the safety of the retardants used in fighting fire. The most common ingredient in retardants is ammonium phosphate which is basically fertilizer. Almost all these are made by Phos-Chek, a US subsidiary of an Israel based company. Both Federal and California agencies use their products. The US Forest Service sets the standards for “qualified products”. The base product when used in high concentration can be harmful to fish, plants and water. How long these products stay in the environment is not an easy question to answer. Climate, rain, wind have a lot to do with that issue. There are standards in place as to how close one can drop the retardant near a body of water, but that also depends on the severity of the fire and surrounding conditions. To give you an idea of the magnitude of the problem, California fire crews have dropped over 15 million gallons of retardant this year so far. This is double the amount used three years ago and almost that same amount the Federal government used for the entire rest of the US. Another adverse impact is the rapid growth of invasive plants appearing in the burn areas after a fire. The “high food grade” of the retardant generates a food frenzy for non-native plants to develop. All sides are carefully monitoring and trying to mitigate these impacts.
  
7. **Tribes and Groundwater:** The US Supreme Court recently decided not to hear an appeal relating the tribal rights to groundwater. The Agua Caliente Band of Cahuilla Indians in the Palm Springs area won the case involving their rights to groundwater which dated back to 1870. The Desert Water Agency and the Coachella Valley Water District were challenging the tribe’s historical right. The aquifer is quite large and is used for groundwater by numerous landowners and agencies who have rights to the water. The question was and is, who gets how much, what should the quality of the water be, and who controls it. The court in its action did not decide all these questions but said that the tribe has rights to the water. Expectations are that there will be an adjudication for the groundwater basin. Some interesting legal issues will be considered. One major one will be whether or not tribes, which are considered sovereign nations, are subject to the State new Groundwater Management laws. Stay tuned.
  
8. **Scientists Warn of More Droughts:** Everyone is trying to make predictions as to the meaning of the drought and what is in store for California in the future. Scientists with the Nature Communications group claim that their new models show a correlation between melting ice in

the Arctic and diminished rain for California. They predict a 15% reduction in rain in the next 20-30 years. They acknowledge that the current US Administration has a contrary view but they believe their new complex modeling is accurate. They did admit that they did not study causation for the most recent drought which may have included ice melt and changing atmospheric conditions. They also did not read Paragraph 2 of this report.

9. **Utah Pipeline:** Utah is considering building a 140 mile pipeline to connect a growing dry population area to a source of water. Sound familiar?? The St George area is experiencing rapid growth and is in need of more water. Lake Powell, 140 miles away, is a possible source of that water. The water battle is already heating up. Environmentalists and others claim that St George uses too much water, wastes too much water, does not pay enough for their water, this is a water grab and the project will destroy the environment. The cost of the pipeline is \$1-2 billion. Since Lake Powell also serves Arizona, Nevada and California, they will have to be considered in the process.
10. **Fluoride for San Jose:** Under a recent action taken by the Santa Clara Board of Supervisors, San Jose will start adding fluoride to its drinking water. San Jose is currently the largest city in America to not have fluoridated drinking water. Fluoridation has been required by state law since 1995. San Jose Water, a private water company, who supplies water to most of San Jose, is regulated by the PUC. They were required to comply only if someone else paid for it. That someone else finally appeared in the form of the County, the Health Trust (a Silicon Valley health organization), and the city of San Jose.
11. **Valley Fever Increase:** Valley fever fungal lung infection (valley fever) has seen a dramatic increase in the Central Valley primarily in agricultural settings. Valley fever is very debilitating and is a serious health condition and risk. Its exact cause has always been unclear but the recent increase in cases has brought more research to the issue. It turns out that our excessive rain conditions are the culprit for this increase. The rainy and moist conditions caused the fungi to explode in growth causing more spores to become airborne when the ground dries out. Construction and moving earth makes the conditions worse. Procedures and cautionary tactics are being employed to reduce the risk.



**DISCUSSION ITEM**  
December 18, 2017

**TO: Public Affairs and Legislation Committee**  
(Directors Tamaribuchi, Dick, and Yoo Schneider)

**FROM: Robert Hunter, General Manager**

Staff Contact: Heather Baez  
Melissa Baum-Haley  
Joe Berg

**SUBJECT: AB 1668/SB 606 (FRIEDMAN/HERTZBERG/SKINNER) UPDATE**

**STAFF RECOMMENDATION**

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

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**SUMMARY**

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Staff will provide an oral update to the Committee on activities associated with AB 1668 and SB 606, implementing the Governor's Report, *Making Conservation a California Way of Life*.

<b>Budgeted (Y/N): N/A</b>	Budgeted amount: N/A	Core ____	Choice ____
<b>Action item amount: None</b>	Line item:		
<b>Fiscal Impact (explain if unbudgeted):</b>			



**DISCUSSION ITEM**  
December 18, 2017

**TO:** **Public Affairs and Legislation Committee**  
(Directors Tamaribuchi, Dick, and Yoo Schneider)

**FROM:** **Robert Hunter, General Manager**

Staff Contact: Heather Baez

**SUBJECT: SOUTHERN CALIFORNIA WATER ISSUES CONGRESSIONAL  
DELEGATION BRIEFING LUNCHEON (D.C.)**

**STAFF RECOMMENDATION**

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

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**SUMMARY**

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As customary, MWDOC co-hosts a luncheon during the ACWA conference in Washington D.C. and has once again partnered with regional neighbors, Eastern Municipal Water District, Inland Empire Utilities Agency, Long Beach Water Department, and Western Municipal Water District. The luncheon is scheduled for Wednesday, February 28<sup>th</sup>. ACWA typically plans a tour and boxed lunch for conference attendees at that time.

The ACWA Washington D.C. conference is scheduled for Tuesday, 02/27/2018 - Thursday, 03/1/2018 at the St. Regis Hotel. ACWA is accepting online registration for the conference through February 9, 2018.

<b>Budgeted (Y/N): Y</b>	Budgeted amount: \$900, food & materials	Core ____	Choice ____
<b>Action item amount: None</b>		Line item: 31-7670	
<b>Fiscal Impact (explain if unbudgeted):</b>			

## MWDOC's PARTICIPATION

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As we did last year, MWDOC is co-hosting a Southern California Water Issues Congressional Delegation Briefing with Eastern Municipal Water District (EMWD), Inland Empire Utilities Agency (IEUA), Long Beach Water Department (LBWD), and Western Municipal Water District (WMWD). The Gold Room in the Rayburn Building (same location as 2017) has been secured for the luncheon through Congressman Darrell Issa's office.

"Save the Date" cards were hand delivered in November to all congressional offices within the hosting agencies service area. Invitations will be hand delivered in January and will be followed up with email invites and personal phone calls.

Staff from MWDOC, EMWD, IEUA, LBWD, and WMWD have begun updating the briefing book and program for the event. The briefing book – which includes a brief background on the five presenting agencies – will highlight the investments and importance of reliability – with special emphasis placed on the CA WaterFix. In addition, the sponsoring agencies will reach out to their member agencies to see if they will be in attendance at the event, and if they would like to have their local project/s included in the briefing book.

Last year MWDOC member agencies, Irvine Ranch Water District, Mesa Water District, Moulton Niguel Water District, and Santa Margarita Water District were all included. MWDOC has reached out to its member agencies for participation in the briefing book. The briefing book will be provided to luncheon attendees on a USB drive (printed with all five hosting agency logos) for them to keep at their offices and use for future reference.

Staff from MWDOC and the partnering agencies are meeting weekly to touch base, stay on schedule, and work on outstanding issues to ensure all deadlines are met and details are being worked out.



**DISCUSSION ITEM**

December 18, 2017

**TO:** Board of Directors

**FROM:** **Public Affairs & Legislation Committee**  
(Directors Tamaribuchi, Dick and Yoo Schneider)

Robert Hunter, General Manager

Staff Contact: Heather Baez

**SUBJECT: WATER UCI INDUSTRY-UNIVERSITY COOPERATIVE RESEARCH CENTER**

**STAFF RECOMMENDATION**

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Staff recommends that the Board of Directors discuss and make recommendations to staff.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**BACKGROUND**

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MWDOC has participated in a number of UCI seminars and forums. As an extension of that working relationship the water interdisciplinary center at UCE (Water UCI) has invited MWDOC to participate in and help fund a five year research program (material attached). The Water UCI Industry-University Cooperative Research Center (IUCRC) has applied for a National Science Foundation (NSF) grant to conduct research on water-related issues. Water UCI is soliciting partners to both define research projects and provide matching funds for the grant. Under this agreement up to five water industry participants will work joint with UCI researchers to define the research topics and scopes. Depending upon the number of participating agencies the annual cost could be from \$30,000 to \$50,000.

There will be a meeting at UCI in January 2018 to further discuss the details of the program. The purpose of this item is to have an initial discussion with the Board concerning this program and assess the Board's interest in continuing discussions.

Budgeted (Y/N): N/A	Budgeted amount: n/a	Core __	Choice __
Action item amount: None		Line item:	
Fiscal Impact (explain if unbudgeted):			

## **Water UCI Industry-University Cooperative Research Center (IUCRC)**

**Water UCI** is an interdisciplinary center in the UC Irvine School of Social Ecology. Water UCI was launched in July 2014 to: 1) foster collaboration among UCI faculty, students, and researchers on boundary-spanning research, education, and outreach; and, 2) employ Southern California as a point of departure to engage regional and global stakeholders (e.g., water agencies, NGOs) in tackling grand challenges facing the world's freshwater such as climate variability, population growth, urbanization, and the energy-water nexus.

The **NSF IUCRC** program enables industrially-relevant, pre-competitive research via a multi-member, sustained partnerships among industry, academe, and government. The partnership is formalized in each Center's **Industrial Advisory Board (IAB)**, which advises the Center's management on all aspects of the Center, from research project selection and evaluation to strategic planning. It is important to note that all IAB members have common ownership of the entire IUCRC research portfolio; however, individual firms can provide additional support for specific "enhancement" projects under separate arrangements with the respective university. The partnership is given even greater strength by the direct involvement of industry representatives in research projects. Each project in the Center has a principal researcher (typically the project's research professor) and in many cases also has one or more mentors from industry (who may be a IAB representatives or engineers or scientists assigned from an IAB member company).

New IUCRCs start at Phase I that lasts five years. As a Center progresses, it is likely to have increased opportunities for funding from additional firms, other federal agencies and laboratories, and state and local governments; thus, increasing the leverage of NSF funds. After five years, Sites within Centers that continue to meet the IUCRC Program requirements may request support for a second five-year (Phase II) period. After ten years, Sites within Centers may apply for a third five-year (Phase III) period. Phase III awards are provided for Centers that demonstrate significant impact on industry research as measured through robust and sustained membership, student impact, annual reports, site visits, and adherence to IUCRC requirements. Centers are expected to be fully supported by private and public partners after fifteen years as an IUCRC.

### **Required Funding From Industry Partners**

Membership fees received by the Center are considered program income. At least 90% of the IUCRC program income must be used to support direct costs of the research, and up to 10% may be used to support indirect costs.

Membership fee requirement levels (per Site) are:

- *Phase I*: a minimum of \$150,000 in-cash (no in-kind cash equivalent) annually and 3 distinct full members.

- *Phase II:* a minimum of \$200,000 in-cash (no in-kind cash equivalent) annually and 4 distinct full members.
- *Phase III:* a minimum of \$250,000 in-cash (no in-kind cash equivalent) annually and 5 distinct full members.

### **Funding from NSF**

- *Phase I - First Five Year Center Award*  
Site meeting minimum membership requirement receives \$150,000 annually from NSF.
- *Phase II - Second Five Year Center Award*  
Site meeting minimum membership requirement receives \$100,000 annually from NSF.
- *Phase III - Third Five Year Center Award*  
Site meeting minimum membership requirement receives \$50,000 annually from NSF.

Phase I and Phase II Sites that exceed minimum membership requirements during their five years of operations are eligible to request additional funding for the subsequent Phase. The additional requested amount is equivalent to half of the total in-cash only membership fees collected in excess of the required minimum during the current operating Phase, not to exceed \$50,000 per Site, per year.

### **Water UCI IUCRC: Technological Innovation and Policy in Water-Scarce Regions**

**Participating Universities:** University of California, Irvine and University of Nevada, Reno

**Potential Partners:** University of California, Riverside and San Diego State University. These universities are currently determining the feasibility of joining the IUCRC.

**Planning Grant Proposal due date:** April 2018.

### **Research thrusts (potential research areas- actual thrusts to be determined in partnership with Industry Advisory Board):**

- Science and Technology
  - Water reuse and advanced water treatment technologies
  - Desalination technologies
  - Storm-water capture and decentralized treatment and recharge
  - Alternative technologies for conservation or water supply supplementation
- Planning and Policy
  - Long-term water supply forecasting
  - Natural resources economics (the value of water)
  - Evaluation of conservation strategies
  - Water policy in drought-prone regions





**DISCUSSION ITEM**

December 18, 2017

**TO:** **Public Affairs & Legislation Committee**  
(Directors Tamaribuchi, Dick, Yoo Schneider)

**FROM:** **Robert Hunter**  
**General Manager**

Staff Contact: Joe Berg  
Heather Baez  
Melissa Baum-Haley

**SUBJECT: State Water Board Proposed Regulation to Permanently Prohibit Certain Wasteful Water Use Practices**

**STAFF RECOMMENDATION**

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Staff recommends the Public Affairs & Legislation Committee: Discussion on the proposed regulations and potential areas of concern.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**SUMMARY**

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On November 1, 2017, the State Board Resources Control Board (State Board) released a Notice of Proposed Regulatory Action for a Rulemaking to permanently prohibit certain wasteful water uses that were prohibited under the previous emergency regulation that expired on November 25, 2017. A public Workshop that was held during the November 21, 2017 State Board meeting. The workshop provided the public an opportunity to discuss the permanent prohibition of certain wasteful water use practices with the State Board and staff. The rulemaking process includes a comment period that will end on December 26, 2017. MWDOC staff is currently in the process of composing a formal comment letter for submission to the State Board.

The revised regulation will be presented to stakeholders and the State Board in February for action at their February 6 or 21 meeting. If adopted by the State Board in February, the final regulation will become effective in April 2018.

<b>Budgeted (Y/N):</b> n/a	Budgeted amount: n/a	Core __	Choice __
<b>Action item amount:</b> None		Line item:	
<b>Fiscal Impact (explain if unbudgeted):</b>			

It is important to note that these permanently prohibited practices are a concurrent and separate rulemaking effort from the conservation legislation (AB 1668 and SB 606). Both are pillars of the broader framework to make conservation a California Way of Life.

## **DETAILED REPORT**

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### **Background**

The State Water Board first adopted drought emergency conservation regulations in July 2014. Included in these regulations were prohibitions against certain wasteful water use practices. The Board expanded, updated, extended, and readopted the emergency regulations several times, most recently in February 2017. Governor Brown ended the Drought State of Emergency in April 2017. In response, the State Water Board partially repealed the February drought emergency conservation regulations, maintaining urban water supplier reporting requirements and the prohibitions on wasteful water use practices. These remained in place until November 25th, 2017.

Executive orders B-37-16 and B-40-17 set forth actions to use water more wisely, eliminate water waste, strengthen local drought resilience, and improve agricultural water use efficiency and drought planning. To eliminate wasteful water practices that are not efficient uses of the state's water resources, the executive orders directed the State Board to permanently prohibit practices that waste water. On November 1, 2017, the State Board released a Notice of Proposed Regulatory Action (NPRA) for a Rulemaking to permanently prohibit certain wasteful water uses (Attachment A).

As noted, these permanently prohibited practices are a concurrent and separate rulemaking effort from the conservation legislation (AB 1668 and SB 606). Both are pillars of the broader framework to make conservation a California Way of Life.

### **Proposed Regulatory Action**

The State Board proposes to establish California Code of Regulations<sup>1</sup> on Conservation and the Prevention of Waste and Unreasonable Use and within this chapter will be a new article<sup>2</sup>, Article 2, on Water Conservation. This article is proposed to provide for permanent prohibitions against wasteful water uses. Currently certain water uses are prohibited under an emergency regulation that expired November 25, 2017. The prohibitions that are proposed would be consistent with existing requirements in California Code of Regulations<sup>3</sup> by operation of law.

- The proposed regulation prohibits the following wasteful water use practices:
  1. The application of water to outdoor landscapes in a manner that causes runoff
  2. The use of a hose to wash an automobile except where the hose is equipped with a shut-off nozzle
  3. The application of potable water to hardscapes

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<sup>1</sup> Title 23, Division 3, Chapter 3.5

<sup>2</sup> Article 2

<sup>3</sup> Title 23, Division 3, Chapter 2, Article 22.5, §865 and §866

4. The use of potable water in non-recirculating ornamental fountains or other decorative water features
  5. The application of water to outdoor landscapes during or within 48-hours after measurable rainfall
  6. The irrigation of turfgrass on public street medians and verges unless the turfgrass serves a community or neighborhood function
- The proposed regulation also prohibits serving water except when requested in restaurants and bars, and requires the operators of hotels and motels to offer patrons the option of not having their towels and linens washed daily.
  - Finally, the regulation authorizes penalties for homeowners' associations that block, stifle, or threaten homeowners from reducing or eliminating the watering of vegetation or lawns during a declared drought emergency, or installing or being forced to reverse or remove water-efficient landscaping, in violation of existing law. The proposed regulation similarly prevents any city, county, or city and county from imposing fines as prohibited by §8627.7 of the Government Code.

### **Stakeholder Involvement**

This NPRA included a notice for a public Workshop that was held during the November 21, 2017 State Board meeting. The workshop provided the public an opportunity to discuss the permanent prohibition of certain wasteful water use practices with the State Board and staff. The rulemaking process also has a 45-day comment period that commenced on November 10. The deadline for submission of written comments is 12 noon on Tuesday, December 26, 2017.

The State Board will be briefed in January regarding comments received and solicit direction to revise the regulation. The revised regulation will be presented to stakeholders and the State Board in February for action at their February 6 or 21 meeting. If adopted by the State Board in February, the final regulation will be sent to the Office of Administrative Law and become effective in April 2018.

### **MWDOC Staff Activities**

The proposed regulation has been discussed at MWDOC's November 2 and December 7 Water Use Efficiency Member Agency Coordinator Workgroup meetings and at the November 16 Member Agency Managers Meeting.

MWDOC Staff attended the State Board Public Workshop held on November 21 along with thirteen stakeholders who also spoke on the issue. Joe Berg provided testimony based on the discussions at the aforementioned member agency meetings. His testimony focused on the following:

- Support for Items 1 – 4 above as they are already permanently incorporated into local water waste prohibitions
- Removing the reference to 1/10 of an inch of rainfall as a definition of "measureable rainfall" and allowing local agencies to determine what is measurable
- As a caveat to Item 6 above, (the irrigation of turfgrass on public street medians and verges unless the turfgrass serves as a community neighborhood function)
  - Exempting medians and verges irrigating turfgrass with recycled water from the proposed regulation

- In the event that the regulations pass in such a manner that requires median and parkway to either turn brown or be removed and replaced, this would create an unfunded mandate which could result in significant costs for municipalities to convert existing landscape material with a yet to be determined timeline
- Relying on the existing Water Conservation in the Landscape Act requirements for cities and counties to adopt and enforce Landscape Ordinances containing landscape design standards including a Maximum Applied Water Allowance (MAWA)
  - As of 2015, the MAWA for commercial landscapes includes an ET Adjustment Factor of 0.45 of the local Evapotranspiration rate. In effect, the MAWA prohibits the use of turfgrass in all new and rehabilitated landscape areas including medians and verges

MWDOC staff is currently in the process of composing a formal comment letter for submittal to the State Board. The content of this letter builds from the testimony points above and will incorporate discussion input from the MWDOC Board at the Public Affairs and Legislative Committee. To be most effective in expressing concerns, it has been suggested that agencies submit comment letters individually rather than a group letter. MWDOC staff will also provide a sample letter for member agencies to use as a template for additional comments to the State Board.

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State Water Resources Control Board

## NOTICE OF PROPOSED REGULATORY ACTION

### TITLE 23. WATERS

#### DIVISION 3. STATE WATER RESOURCES CONTROL BOARD AND REGIONAL WATER QUALITY CONTROL BOARDS

#### CHAPTER 3.5 Conservation and the Prevention of Waste and Unreasonable Use

### NOTICE OF PROPOSED RULEMAKING

The State Water Resources Control Board (State Water Board or Board) proposes to adopt the proposed regulation described below after considering all comments, objections, and recommendations regarding the proposed action.

### PROPOSED REGULATORY ACTION

The State Water Board proposes to establish California Code of Regulations, title 23, division 3, chapter 3.5 on Conservation and the Prevention of Waste and Unreasonable Use and within this chapter will be a new article, article 2, on Water Conservation. This article is proposed to provide for permanent prohibitions against wasteful water uses. Currently certain water uses are prohibited under an emergency regulation that is set to expire November 25, 2017. The prohibitions that are proposed would be consistent with existing requirements in California Code of Regulations, title 23, division 3, chapter 2, article 22.5, specifically sections 865 and 866 that are expiring November 25, 2017 by operation of law.

### AUTHORITY AND REFERENCE

The State Water Board is implementing, interpreting and making specific:

Authority: Section 1058, Water Code.

References: Article X, Section 2, California Constitution; Sections 4080, 4100, 4110, 4150, 4185, and 4735, Civil Code; Sections 102, 104, 105, 275, 350, and 10617, Water Code; Light v. State Water Resources Control Board (2014) 226 Cal.App.4th 1463.

### PUBLIC WORKSHOP

A public workshop has been scheduled for this proposed action. State Water Board staff will hold a public workshop to provide the public an opportunity to discuss the permanent prohibition of certain wasteful water use practices. Any written or oral comments will be received, added to the record, and considered by the Board. A quorum of Board members may be present; however, no Board action will be taken. The public workshop will follow the Board meeting on:

**Tuesday, November 21, 2017**

Joe Serna Jr. – CalEPA Headquarters Bldg.  
Coastal Hearing Room  
1001 I Street, Second Floor  
Sacramento, CA 95814

FELICIA MARCUS, CHAIR | EILEEN SOBECK, EXECUTIVE DIRECTOR

Please consult the agenda for the meeting, which will be available at least 10 days before **November 21, 2017**, to determine the exact day and time this item will be considered. A public hearing has not been scheduled. Any interested person can submit a written request for a hearing to be held. The written request for a hearing must be submitted at least 15 days prior to the close of the written public comment period.

#### **WRITTEN COMMENT PERIOD**

Any interested person, or his or her authorized representative, may submit written comments relevant to the proposed regulatory action to the State Water Board. Written comments must be received no later than **12:00 noon on Tuesday, December 26, 2017**. The State Water Board will only consider comments received by that time.

Please send comment letters to Ms. Jeanine Townsend, Clerk to the Board, by email at [commentletters@waterboards.ca.gov](mailto:commentletters@waterboards.ca.gov), (916) 341-5620 (fax), or by mail or hand delivery addressed to:

Jeanine Townsend, Clerk to the Board  
State Water Resources Control Board  
P.O. Box 100, Sacramento, CA 95812-2000 (by mail)  
1001 I Street, 24th Floor, Sacramento, CA 95814 (by hand delivery)

Please also indicate in the subject line, **“Comment Letter – Prohibiting Wasteful Water Use Practices.”** Hand and special deliveries should also be addressed to Ms. Townsend at the address above. Couriers delivering comments must check in with lobby security and have them contact Ms. Townsend. Due to the limitations of the email system, emails larger than 15 megabytes are rejected and cannot be delivered or received by the State Water Board. We request that comments larger than 15 megabytes be submitted under separate emails.

To be added to the mailing list for this rulemaking and to receive notification of updates of this rulemaking, you may subscribe to the listserv for **“Water Conservation Regulations”** by going to [http://www.waterboards.ca.gov/resources/email\\_subscriptions/swrcb\\_subscribe.shtml](http://www.waterboards.ca.gov/resources/email_subscriptions/swrcb_subscribe.shtml) (look under “General Interests”, select “Water Conservation Regulations”).

#### **WEBCAST INFORMATION**

Video and audio broadcasts of the public workshop will be available via the internet and can be accessed at: <https://video.calepa.ca.gov/>.

#### **PARKING AND ACCESSIBILITY**

For directions to the Joe Serna, Jr. (CalEPA) Building and public parking information, please refer to the map on the State Water Board website:  
<http://www.calepa.ca.gov/headquarters-sacramento/location/>.

#### **SPECIAL ACCOMMODATION REQUEST**

Consistent with California Government Code section 7296.2, special accommodation or language needs may be provided for any of the following:

- An interpreter to be available at the hearing;
- Documents made available in an alternate format or another language;
- A disability-related reasonable accommodation.

The CalEPA Building is accessible to persons with disabilities. To request these special accommodations or language needs, please contact 916 341-5254 as soon as possible, but no later than 10 business days before the scheduled Board hearing. TTY/TDD/Speech to Speech users may dial 711 for the California Relay Service.

Consecuente con la sección 7296.2 del Código de Gobierno de California, una acomodación especial o necesidades lingüísticas pueden ser suministradas para cualquiera de los siguientes:

- Un intérprete que esté disponible en la audiencia
- Documentos disponibles en un formato alterno u otro idioma
- Una acomodación razonable relacionados con una incapacidad

Para solicitar estas comodidades especiales o necesidades de otro idioma, por favor llame a 916 341-5254 lo más pronto posible, pero no menos de 10 días de trabajo antes del día programado para la audiencia del Consejo. TTY/TDD/Personas que necesiten este servicio pueden marcar el 711 para el Servicio de Retransmisión de Mensajes de California.

#### **FUTURE NOTICE**

The State Water Board public workshop will be at the times and places noted above. Any change in the date, time, and place of the public workshop will be noticed on the webpage: [http://www.waterboards.ca.gov/water\\_issues/programs/conservation\\_portal/index.shtml](http://www.waterboards.ca.gov/water_issues/programs/conservation_portal/index.shtml)

#### **CALIFORNIA ENVIRONMENTAL QUALITY ACT**

This is to advise that the State Water Board is proposing to adopt the **Wasteful Water Use Regulation**. Pursuant to CEQA Guidelines section 15063, the State Water Board prepared an Initial Study to provide a preliminary analysis of the proposed action to determine whether a Negative Declaration or Environmental Impact Report should be prepared. The proposed regulation will have a less than significant impact on the environment. Because there is no substantial evidence that the project or any of its aspects may cause a significant effect on the environment, the Board prepared a Negative Declaration. The draft Initial Study/Negative Declaration is available for review at the CalEPA library, located at 1001 I Street, Sacramento, CA 95814, and on the Water Board's website ([www.waterboards.ca.gov/water\\_issues/programs/conservation\\_portal/regulation.shtml](http://www.waterboards.ca.gov/water_issues/programs/conservation_portal/regulation.shtml)).

#### **INFORMATIVE DIGEST/ POLICY STATEMENT OVERVIEW**

##### **a) Summary of existing laws and regulations**

The proposed regulation would establish in California Code of Regulations, title 23, division 3, a new chapter, chapter 3.5, on Conservation and the Prevention of Waste and Unreasonable Use, and within this chapter a new article, article 2, on Water Conservation. This article is proposed to permanently prohibit certain wasteful water uses. Currently, those wasteful water uses are prohibited under an emergency regulation that is set to expire November 25, 2017.

References: Article X, Section 2, California Constitution; Sections 4080, 4100, 4110, 4150, 4185, and 4735, Civil Code; Section 8627.7, Government Code; Sections 102, 104, 105, 275, 350, and 10617, Water Code; *Light v. State Water Resources Control Board* (2014) 226 Cal.App.4th 1463.

Specifically, the proposed regulation would prohibit all Californians from engaging in certain wasteful water use practices, would penalize particular entities that violate existing laws, and would require specific actions of hotels and motels.

The Prohibitions (i.e., Californians shall not...)

- Apply water to outdoor landscapes in a manner that causes runoff such that water flows onto adjacent property, non-irrigated areas, private and public walkways, roadways, parking lots, or structures.
- Use a hose that dispenses water to wash a motor vehicle, except where the hose is fitted with a shut-off nozzle or device attached to it that causes it to cease dispensing water immediately when not in use.
- Apply potable water directly to driveways and sidewalks.
- Use potable water in an ornamental fountain or other decorative water feature, except where the water is part of a recirculating system.
- Apply water to irrigate turf and ornamental landscapes during and within 48 hours after measurable rainfall of at least one-tenth of one inch of rain.
- Serve drinking water other than upon request in eating or drinking establishments, including but not limited to restaurants, hotels, cafes, cafeterias, bars, or other public places where food or drink are served and/or purchased.
- Irrigate turf on public street medians or publicly owned or maintained landscaped areas between the street and sidewalk, except where the turf serves a community or neighborhood function.

Penalties for Particular Entities:

- Any homeowners' association, community service organization, or any similar entity violating section 4735 of the Civil Code is an infraction punishable by a fine up to \$500/day for each day the violation occurs.
- Any city, county, or city and county violating section 8627.7 of the Government Code is an infraction punishable by a fine up to \$500/day for each day the violation occurs.

The Requirement for Hotels and Motels:

- Operators of hotels and motels shall provide guests with the option of choosing not to have towels and linens laundered daily. The hotel or motel shall prominently display notice of this option in each guestroom using clear and easily understood language.

**b) Comparable Federal Laws and Regulation**

The State Water Board has determined that there are no comparable federal laws or regulations related to the proposed regulation on prohibiting certain wasteful water use practices.



**c) Policy Overview, Objectives and Benefits of the Proposed Regulatory Action**

Article 10 of the California Constitution, section 2, states:

*that because of the conditions prevailing in this State the general welfare requires that the water resources of the State be put to beneficial use to the fullest extent of which they are capable, and that the waste or unreasonable use or unreasonable method of use of water be prevented, and that the conservation of such waters is to be exercised with a view to the reasonable and beneficial use thereof in the interest of the people and for the public welfare.*

The State Water Board has determined that the proposed regulation will safeguard urban water supplies, minimize the potential for waste and unreasonable use of water, and realize the directives of Executive Orders B-37-16 and B-40-17. Each of the specific prohibitions on water uses and other end user requirements are necessary to promote water conservation to maintain adequate supplies, which cannot be done if water is being used in a wasteful or unreasonable manner. Between June 2014 and April 2017, the emergency regulations catalyzed water use reductions conserving over 3.5 million acre-feet. Should the proposed regulation be adopted, continued water savings would be achieved.

In general, water conservation has many benefits, including conserving water for source-watershed stream flows; conserving energy, as nearly 20 percent of California's electricity use is embedded in moving and consuming water; generating additional economic activity, such as investments in drought-tolerant landscaping; increased water quality in receiving waters due to lower runoff volume; increased awareness and a shared sense of responsibility among urban water users; reduced potential for severe economic disruption due to future water shortages; and more equitable management of water supplies.

Though the potential overall water saving from the proposed regulation are likely to be relatively minor, the water savings associated with the proposed regulation would nonetheless realize or promote a number of the aforementioned benefits. Each of these benefits is discussed below. The proposed regulation would not by itself necessarily achieve a significant level or amount of these benefits, relative to a comprehensive suite of conservation actions like water pricing changes or mandatory supply reductions; but, by prohibiting some of the more wasteful and discretionary water use practices, it can reasonably be expected to have a positive impact on each of the areas described below.

Protecting watersheds

Water efficiency can help stretch water supplies and contribute to the protection of aquatic environments. Water efficiency can preserve stream flows by preventing or delaying the need to build additional infrastructure and conserve (and even restore) flows in already-exploited watersheds. In *Water Efficiency for In-stream Flow: Making the Link in Practice*, the Alliance for Water Efficiency (AWE) describes how municipal water efficiency programs contribute to a more natural flow regime in California's Russian River. To create better habitat conditions for Coho salmon and steelhead in the summer and Chinook salmon in the fall, local water agencies invested in a number of water conservation strategies, including public education campaigns, cash-for-grass incentives, and rainwater catchment and greywater system rebates (AWE 2011).

Other documented examples of how urban water conservation has helped protect in-stream flows include, in California, the work of the Sacramento Water Forum to conserve American River flows (SWF 2017), and, outside of CA, the work of metropolitan Seattle agencies to conserve Cedar and Deschutes River flows (AWE 2011). These examples demonstrate that water conservation can directly protect watersheds by reducing consumption and dedicating those savings to in-streams flows.

#### Conserving energy

The proposed regulation would reduce GHG emissions by reducing the amount of energy needed to make water available for urban uses. A considerable amount of energy is embedded in California's water infrastructure. Over 19% of California's energy is used to supply, treat, and consume water and then to collect and treat wastewater (CEC 2006). Of that, about 40% is consumed by the water sector itself—primarily for supply and conveyance but also for water distribution, water treatment, and wastewater collection and treatment; the remaining 60 percent is attributable to the electricity used by customers as water is consumed—primarily for heating and pumping (Park and Croyle 2012). The energy intensity of a particular quantity of water depends on a number of factors, most importantly how (e.g., indoors or outdoors) and where (e.g., San Francisco or Los Angeles) it's consumed.

The corollary is that the energy savings associated with conserving any given quantity of water will similarly depend on where and how it's used. Water conservation in Southern California will generally yield more energy savings from pumping and treating water than conservation efforts in Northern California, where water requires less energy to travel. It is also true that indoor water use generally offers the greatest energy savings because indoor uses require wastewater collection, treatment, and discharge. Furthermore, indoor use of hot water is particularly energy intensive due to the energy required for hot water heaters. Energy savings associated with conserving water outdoors would only be associated with reduced supply, conveyance, treatment and distribution (Elkind 2011). The proposed regulation would primarily result in reduced outdoor use, and any related energy savings and reductions in GHG emissions would come from the prohibition of some of the more wasteful outdoor water use practices.

Approximately 7.2% of the state's overall electricity use is embedded in the supply, conveyance, treatment and distribution of water (Park and Croyle 2012). When water is conserved outdoors, the energy inputs embedded in those processes are avoided — and those avoided energy inputs vary considerably depending on where the water comes from and where it goes.

To better understand the geographically variable energy intensities of water in California, the California Public Utilities Commission (CPUC) developed the Water-Energy calculator; it computes average outdoor energy intensities for each of California's hydrologic regions (CPUC 2017). Using those outdoor water use intensity values, the UC Davis Center for Water-Energy efficiency calculated the energy savings associated with the volume of water conserved during a few months of the declared drought emergency. The electricity savings from statewide water conservation totaled 460 GWh, the equivalent of taking about 50,000 cars off the road for a year (UC Davis 2017).

#### Generating additional economic activity

Several of the wasteful water uses prohibited by the proposed regulation (e.g., the prohibitions affecting runoff) may result in the more efficient irrigation of urban landscapes. Reducing outdoor water waste could generate additional economic activity, such as investments in water efficient landscaping. Substantial expenditures to use water more efficiently outdoors may benefit the landscaping sector, perhaps by helping to catalyze a new, drought oriented sub-sector of the landscaping services sector, as well as, over time, likely reducing prices for this type of amenity. Furthermore, reducing the amount of water used for landscaping may direct those savings to other economically beneficial uses (Moss et al. 2015). It is not expected that the proposed regulation will have a significant impact on shifting landscapes to more drought tolerant plantings, but landscape companies may see increased calls for irrigation system upgrades, or changed landscape topographies, to avoid runoff as prohibited by the proposed regulation.

#### Improved water quality

Dry-weather discharges contain pollutants that compromise aquatic ecosystems. Dry-weather urban runoff can be a source of pesticides, nutrients, bacteria and metals. For arid and semi-arid streams dominated by urban runoff and effluent, pollutants conveyed during the dry-season can represent a substantial portion of total annual loading. Recent studies have shown that dry-weather loading of nutrients, pesticides, and other constituents can be a significant contributor of pollutants to receiving waters (Pitton et al. 2016, Stein and Ackerman 2007, Stein and Tiefenthaler 2005, McPherson et al. 2002, 2005). For example, dry-weather flows contribute more than 50 percent of the annual pollutant loads of some metals in Los Angeles basin watersheds (Stein and Ackerman 2007). A five-year study of eight California sites found that the majority (76 percent) of annual microbial loading occurred during the dry season (Reano et al. 2015).

Few studies have examined how reduced outdoor water use affects the water quality of runoff. However, an Orange County residential runoff reduction study found that increased outdoor water efficiency reduced the amount of runoff (by 50 percent at one site) while the concentration of pollutants such as nutrients, organophosphate pesticides, trace elements and bacteria remained the same (IRWD 2004). In essence, the IRWD study suggests that, with the reduction of dry weather runoff, pollutant loading may decrease. The proposed regulation may benefit water quality by reducing the amount of runoff and, by extension, total pollutant loading in the dry-season.

#### Increased conservation awareness

The proposed regulation would define ten water use practices as wasteful and unreasonable per Article X, section 2 of the California constitution, potentially compelling those urban water agencies that have not already prohibited the aforementioned practices to now do so. Depending on the degree of local education and enforcement, urban water users may place an even greater value on this vital resource and adjust their behavior accordingly. Numerous studies have shown that defining injunctive norms (i.e., norms that govern how a person should behave) can catalyze even greater conservation rates (Steg et al. 2014). By defining the addressed water use practices as wasteful and unreasonable, the proposed regulation assigns judgment. Coupled with the descriptive normative messaging typically employed in water conservation campaigns (e.g., notices comparing one household's use to other homes in the neighborhood), a strong injunctive message (e.g., watering driveways is wasteful) may instill an even greater conservation ethic.

### Reduced potential for severe economic disruption

Wasteful and unreasonable uses of water threaten the California economy, now more than ever. Looking ahead, the co-occurring warm and dry conditions that gave rise to the recent drought are not “exceptional” but rather very probable (Diffenbaugh et al. 2015). Eliminating waste and unreasonable use of water safeguards California’s economy, ensuring our most vulnerable sectors are more resilient to projected climate change impacts. Permanently prohibiting some of the most wasteful and discretionary water use practices, and increasing the visibility of water conservation and efficiency can reduce the potential for economic disruption in multiple sectors, particularly the agricultural and electricity sectors.

Agriculture: The 2012-2016 drought reduced the amount of surface water available to farmers, like all other sectors. Despite offsetting much of the surface water reductions with increased groundwater pumping, the drought impacted California’s agricultural sector. Table 1 summarizes the results of the 2014-2016 economic impact reports the UC Davis Center for Watershed Sciences generated for the California Department of Food and Agriculture.

As shown in Table 1, groundwater pumping largely offset the impacts to California’s agricultural sector. However, the shortages nonetheless resulted in substantial costs (due to idled land, lost revenue, increased pumping, etc.), peaking in 2015 with an estimated loss of \$2.7 billion and 21,000 jobs (Howitt et al., 2015). Unaccounted for in the UC Davis assessment is the cost of massive and unsustainable groundwater pumping.

	2014	2015	2016
Surface water reduction	6.6 MAF*	8.7 MAF	2.6 MAF
Groundwater pumping	5.1 MAF	6.0 MAF	1.9 MAF
<b>Net shortage</b>	<b>1.5 MAF</b>	<b>2.7 MAF</b>	<b>0.7 MAF</b>
Total economic cost	\$2.2 billion	\$2.7 billion	\$603 million
Total job losses	17,000	21,000	4,700

Table 1: Summary of agricultural impacts of the California drought (2014-2016)

While continued groundwater overdraft temporarily benefits farmers, in the long run it too is costly, requiring farmers and surrounding communities to dig deeper wells, find alternative sources of water and repair infrastructure damaged by subsidence (Cooley et al. 2015).

Electricity: The Pacific Institute examined the effects of drought on California’s hydroelectricity generation. In an average year, hydropower provides 18 percent of the state’s electricity needs; during the drought, it averaged 10.5 percent. Through September 2016, hydroelectricity production dropped by 66,000 GWh. The replacement sources of energy were both more expensive and more polluting, costing ratepayers \$2.45 billion and increasing power plant emissions by 10 percent (Gleick 2017).

Economic disruption summary: Using water reasonably and efficiently safeguards California’s economy by protecting our most vulnerable sectors, particularly the agricultural and electricity sectors. Impacts to these sectors could ripple throughout the economy, as was the case in Australia during the millennium drought. At its peak, the “Big Dry” was estimated to have reduced Australia’s GDP by 1.6 percent. A 1.6 percent hit to California GDP would reduce state output by more than \$30 billion (Moss et al. 2015). Making conservation a California way of life reduces the potential for such severe economic disruption.

#### More Equitable Management of Water Supplies

A 2017 Pacific Institute report analyzed the impact of the 2012-2016 on California's most vulnerable communities. The report found that disadvantaged communities were gravely affected. Supply shortages and rising costs affected people's access to safe, affordable water in their homes. Additionally, declines in salmon populations, exacerbated by the drought, prevented some California Native American tribes from obtaining fish that are an essential part of their diet and an integral part of their spiritual and cultural traditions. Inequitable access to water in California existed before the drought began in 2012, but lack of water made the outcome of these inequities more severe (Feinstein et al., 2017). Making conservation a California way of life reduces the potential that future droughts will as severely impact disadvantaged communities.

#### **d) An Evaluation of Inconsistency or Incompatibility with Existing State Regulations**

The State Water Board evaluated whether the proposed regulation is inconsistent or incompatible with existing regulations. The proposed regulation is not inconsistent or incompatible with existing state regulations.

Absent the proposed regulation, there is no permanent statewide prohibition on specific water uses to promote conservation and no general regulatory identification of urban water uses that are considered a waste or unreasonable use. (Compare Cal. Code Regs., tit. 23, § 862.) The State Water Board's May 2015 emergency regulation constituted the first statewide directive to urban water users to undertake specific actions to respond to the drought emergency. The State Water Board extended and amended the regulation since May 2015 to respond to updated conditions as appropriate. Consequently, the proposed regulation is consistent and compatible with existing emergency regulations on this subject.

The 2014-2015 drought related actions and response activities culminated in Executive Orders (EO) B-37-16 in May 2016 and B-40-17 in April 2017. The EOs built on the temporary emergency conservation regulations and tasked State agencies with establishing a long-term framework for water conservation and drought planning. The actions directed in the EOs are organized around four primary objectives: (1) using water more wisely, (2) eliminating water waste, (3) strengthening local drought resilience, and (4) improving agricultural water use efficiency and drought planning.

To eliminate water waste, the State Water Board has been tasked with permanently prohibiting practices that waste water, such as: Hosing off sidewalks, driveways and other hardscapes; Washing automobiles with hoses not equipped with a shut-off nozzle; Using non-recirculated water in a fountain or other decorative water feature; Watering lawns in a manner that causes runoff, or within 48 hours after measureable precipitation; and Irrigating ornamental turf on public street medians.

While the severity of the drought has lessened in California after winter rains and snow, significant impacts remain. For the fifth consecutive year, dry conditions persist in areas of the state, with limited drinking water supplies in some communities, diminished water for agricultural production and environmental habitat, and severely depleted groundwater basins. Furthermore, California droughts will be more frequent and persistent, as warmer winter temperatures driven by climate change reduce water held in the Sierra Nevada snowpack and result in drier soil conditions.

Recognizing these new conditions, permanent regulations are needed to use water more wisely and efficiently, and prepare for more frequent, persistent periods of limited supply in all communities and for all water uses, including fish, wildlife, and their habitat needs. The proposed regulation is consistent and compatible with Executive Orders B-37-16 in May 2016 and B-40-17 in April 2017.

Additionally, homeowners' associations for common interest developments currently are statutorily barred from prohibiting low-water use landscaping or artificial turf and from fining residents who reduce their outdoor irrigation during drought emergencies, as are cities, counties, or cities and counties. (Civ. Code, § 4735; see also id., §§ 4080, 4100, 4110, 4150, and 4185; Gov. Code, § 8627.7.) The Governor's April 25, 2014 Executive Order similarly declared "any provision of the governing document, architectural or landscaping guidelines, or policies of a common interest development ... void and unenforceable to the extent it has the effect of prohibiting compliance with the water-saving measures contained in this directive, or any conservation measure adopted by a public agency or private water company...." (Proclamation of a Continued State of Emergency, April 25, 2014, Ordering ¶ 4.) The proposed regulation neither differs from nor conflicts with an existing comparable federal statute or regulation.

**MANDATED BY FEDERAL LAW OR REGULATIONS** (Gov. Code, §§ 11346.2, subd.

(c)) The proposed regulatory action is not identical to previously adopted or amended federal regulations.

**LOCAL MANDATE**

This proposal does not impose a mandate on local agencies or school districts, or a mandate which requires reimbursement pursuant to part 7 (commencing with section 17500) of division 4 of the Government Code.

**NON-MAJOR REGULATION: RESULTS OF THE ECONOMIC IMPACT ANALYSIS**

The Impacts

By prohibiting wasteful water use practices, the proposed regulation will conserve water. Water conservation has many benefits (see, Benefits section I.c. supra), but it also has consequences. Declining water sales translate to declining utility revenues, complicating efforts to continue conservation programs while covering the costs of water treatment and delivery as well as infrastructure repair and replacement (AWE 2014). To recuperate the revenue lost as customers conserve, utilities must adjust rates. The State Water Board estimates that the proposed regulation would result in annual statewide savings of 12,489 AF. Assuming these savings would be distributed in proportion to the population served by urban water suppliers, individual urban water suppliers would incur minor utility net revenue losses.

There are two primary reasons why the proposed regulation is unlikely to lead to major statewide costs. First, through existing permits and policies, many of the state's urban areas already address the most wasteful of the to-be-prohibited practices (i.e., those practices pertaining to outdoor use). Secondly, the proposed regulation is unlikely to catalyze substantial water savings, as only prohibiting wasteful uses has been shown to conserve relatively little compared to other conservation strategies.

Type-of-use-restrictions (i.e., prohibitions), without accompanying changes in pricing, achieve modest reductions (Dixon and Moore 1996, Olmstead and Stavins 2009, Mini 2015, Manago and Hogue 2017). For example, when the Los Angeles Department of Water and Power (LADWP) instituted mandatory outdoor water restrictions in 2008, the rate of outdoor water use

declined 6 percent compared to an averaged 2001-2007 baseline; when LADWP additionally raised rates, the rate of outdoor use declined by an average of 35 percent between 2009 and 2014 (Manago and Hogue 2017).

Water demand tends to decrease as prices increase. Rates can be strategically used to influence demand, particularly outdoor residential demand, which is more elastic (i.e., more responsive to changes in price) than residential indoor demand (Epsey and Shaw 1997, Dalhusien 2003, Olmstead 2007, Baerenklau et al 2013). The proposed regulation would only prohibit certain wasteful water use practices. Because it would not also require water agencies to change rates in a manner to incentivize the mandated conservation practices, the analysis assumes the prohibitions themselves will not lead to significant savings.

The State Water Board assumes that the proposed regulation would result in savings commensurate with the savings attributable to the prohibitions under the emergency conservation regulations. We estimate that 1 percent of the June 2014 to April 2017 savings (12,498 acre-feet per year (AF/yr) are due to the prohibitions. See Table 2.

<i>Hydrologic Region</i>	<i>AF Saved from June 2014 to April 2017</i>	<i>AF Saved due to prohibitions</i>	<i><b>Annual AF Savings due to prohibitions</b></i>
	A	B	C
Central Coast	131,150	1,312	463
Colorado River	115,850	1,158	409
North Coast	27,905	279	98
North Lahontan	8,504	85	30
Sacramento River	509,086	5,091	1,795
San Francisco Bay	582,310	5,823	2,054
San Joaquin River	238,309	2,383	840
South Coast	1,538,675	15,387	5,426
South Lahontan	84,976	850	300
Tulare Lake	304,592	3,046	1,074
<b>Total</b>	<b>3,541,357</b>	<b>35,414</b>	<b>12,489</b>

Table 2: Statewide Water Conservation by hydrologic region (June 2014-April 2017)

To estimate the water savings, the Board used its Urban Water Supplier Reporting database. In July 2014, the State Water Board first adopted drought emergency conservation regulations. Among other actions, the emergency regulations required urban water suppliers to submit to the Board monthly reports including information about current and 2013 (baseline) monthly production volumes. Comparing current production data to the baseline enables the Board to track water savings over time.

The State Water Board has calculated cumulative water savings and monthly water savings every month since this type of water use reporting became required. The Board's monthly calculation indicates how much water suppliers have conserved since the emergency regulations were first adopted in June 2014. Column A of Table 2 shows how much water Californians saved in each hydrologic region between June 2014 and April 2017 (a 2.8-year period). For reasons described in subsequent paragraphs, the State Water Board attributes

1% of those savings to prohibitions against wasteful water uses.<sup>1</sup> Column B shows the cumulative savings due to the prohibitions (A\*1%); column C, the annually averaged savings over the 2.8-year period.

The total reported savings from 2014-2017 (i.e., the 3.5 million AF) reflect not only the prohibitions (required by the emergency conservation regulations) but also the 2014 drought proclamation and the 2015 mandate. The 2014 proclamation called on Californians to voluntarily conserve water, with a goal of reducing statewide urban water use by 20 percent. Between April 2014 and April 2015, statewide conservation efforts reached 9 percent, based on water use data reported to the Board. With drought conditions worsening in 2015, on April 2, 2015, Governor Brown issued Executive Order B-29-15, mandating, among other things, that the State Water Board adopt regulations that would lead to Californians reducing statewide potable urban water use by 25 percent. When the Governor's mandate went into effect, Californians responded immediately, reducing water use by 23.9 percent between June 2015 and June 2016. The State Water Board assumes the voluntary goal and the mandatory reductions resulted in most of the total water savings, and that the prohibitions alone resulted in a much smaller portion.

The total reported savings additionally reflect the impact of pre-existing policies. California became the first state to adopt a water use efficiency target with the passage of SB X7-7 in 2009. SB X7-7 mandated the state achieve a 20 percent reduction in urban per capita use by 2020. The reduction goal is also known as "20x2020." SB X7-7 directed water suppliers to develop individual targets for water use based on a historic per capita baseline. The savings observed between June 2014 and April 2017 additionally reflect the past and on-going work of water agencies to reduce urban water use 20 percent against that baseline by 2020.

The State Water Board also considered the role of Urban Water Management Plans (UWMPs, or Plans) in spurring water savings. The Urban Water Management Planning Act requires urban water suppliers to prepare and adopt a Plan, and to update it at least once every five years. The Plans provide a framework for long term water planning and must contain information about: water deliveries and uses; water supply sources; demand management measures; and water shortage contingency planning. The contingency analysis must include information about "mandatory prohibitions against specific water use practices...." (DWR 2016).

Within the UWMPs, mandatory prohibitions vary depending on what stage of water shortage has been declared. Typically, suppliers will include between three and five stages in a water shortage contingency analysis, with each subsequent stage reflecting decreasing water supplies (DWR 2016). Stages are defined at the urban supplier's discretion: they can be defined quantitatively (e.g., Stage 1 represents a 10% supply reduction) or qualitatively (e.g., a stage 1 represents a "mild water shortage"). The higher the stage, the more stringent the prohibitions will be. See Table 3 for a hypothetical example.

During the recent and unprecedented California drought, urban water suppliers invoked water shortage contingency plan stages (WSCP) requiring significant conservation measures (as reported in the Urban Water Supplier Reporting database). For many utilities, later-stage prohibitions are considerably more restrictive than those required by the proposed regulation,

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<sup>1</sup> Along with the reporting requirements, the June 2014 emergency conservation regulations also prohibited certain wasteful and unreasonable uses of water (the same uses that would be prohibited by the proposed regulation).



suggesting that any savings due to the prohibitions required via the emergency conservation regulations would be small relative to those required via later-stage WSCPs.

Stage		Example Prohibitions
0	Normal	Application of potable water to outdoor landscapes that causes runoff.
1	Moderate	Hosing of hardscape surfaces, except for health and safety needs.
2	Significant	Outdoor watering more than 3 days per week.
3	Severe	Outdoor watering more than 2 days per week.
4	Critical	Outdoor irrigation.

Table 3: Hypothetical example of the various stages of water shortage contingency plans.

Finally, the State Water Board based its assumption that 1 percent of the total reported savings can be attributed to the prohibitions on an examination of changes to outdoor winter water use. The Board examined outdoor winter water use because, according to the results of an analysis the Board completed (see Sample of UWMPs sub-section in the 399 supplement), only 16 of the 40 randomly sampled UWMPs included the prohibition restricting irrigation during and within 48 hours after measurable rainfall (the fifth prohibition in Table 4). Looking at the relatively uncommon no-irrigating-when-it's-raining prohibition provided an opportunity to distinguish the influence of the state-mandated prohibitions from those attributable to locally-driven drought responses and policy choices.

	The application of water to outdoor landscapes in a manner that causes runoff such that water flows onto adjacent property.....	The use of a hose that dispenses water to wash a motor vehicle, except where the hose is fitted with a shut-off nozzle.	The application of potable water to hardscapes.	The use of potable water in an ornamental fountain ..... unless with a recirculating system	The application of water to irrigate turf and ornamental landscapes during and within 48 hours after measurable rainfall...	The serving of drinking water other than upon request in eating or drinking establishments	The irrigation of turf on public street medians...	Hotels and motels must provide guests with the option of having towels and linens laundered, and prominently display this option.
Prohibition #	1	2	3	4	5	6	7*	8
% of suppliers w/ equivalent prohibitions	95%	98%	98%	88%	40%	80%	18%	65%

Table 4: Percentage of sampled suppliers with Plans including equivalent prohibitions.

\*Even fewer suppliers included prohibition 7 (irrigation of turf on public medians...) in Plans. Analyzing its impact would also provide an opportunity to distinguish the influence of the state-mandated prohibitions from those attributable to locally-driven drought responses and policy choices. However, the State Water Board determined estimating its impact would be impossible given data constraints.

To analyze the impact of the fifth prohibition, the State Water Board compared pre-drought winter water use (2013) to winter water use during the drought (2014, 2015, and 2016). The Board first estimated what percentage of the reported winter savings occurred outdoors. The State Water Board based the estimate of what percentage of the water savings occurred outdoors in part on a 2003 Pacific Institute document, *Waste Not, Want Not: The Potential for Urban Water Conservation in California*.

According to the Pacific Institute estimates, an average of 4 percent of California winter residential water use occurs outdoors. The State Water Board assumed proportionate winter water savings, i.e. that 4 percent of the water conserved during the winter months is due to outdoor water conservation measures. The Board then compared the gallons saved outdoors (Column D in Table 5.) to the 2013 pre-drought winter baseline (Column A), which indicated that winter water savings represented, respectively, 0.36 percent, 0.72 percent, and 0.88 percent of the 2013 winter baselines (Column E).

Winter <sup>1</sup> year	2013 winter baseline <sup>2</sup> (AF)	Winter production (AF)	AF saved	AF saved outdoors	% of 2013 baseline
	A	B	C (A-B)	D (C*4%)	E $\left\{\frac{D}{A}\right\}$ *100)
14/15	1.6 million	1.46 million	144 thousand	5.8 thousand	0.36%
15/16	1.58 million	1.29 million	288 thousand	11.5 thousand	0.72%
16/17	1.57 million	1.23 million	347 thousand	13.8 thousand	0.88%

<sup>1</sup>Winter is December through March. <sup>2</sup> Since reporting began in June 2014, urban water suppliers have refined their 2013 baseline estimates. Hence, the 2013 baseline varies. Table 5: Winter Water Savings due to the no-irrigating-when-it's-raining prohibition To distinguish the influence of the state-mandated prohibitions, the State Water Board assumed 1) that prohibitions 1-4, 6 and 8 will result in de minimis new savings, since most urban water suppliers already have equivalent prohibitions in place (See Table 5); 2) the percent of the total estimated savings due to the no-irrigating-when-it's raining prohibition is equal to the percent of outdoor winter savings relative to the 2013 winter baseline; and 3) that, because no-irrigating-when-it's raining is a relatively rare prohibition, its impact is a reasonable proxy for estimating the percent estimated savings due to the prohibitions en masse. To account for additional savings potentially attributable to the other prohibitions, the State Water Board conservatively rounded the 0.65% average (i.e., (0.36% + 0.72% + 0.88%)/3) up to an even 1%.

To summarize, the State Water Board assumes that comparing the 2013 winter water use baseline to outdoor winter water savings during the drought is the best approximation of the effects of the prohibitions en masse for the following reasons:

- The no-irrigating-when-it's raining prohibition will save the most water during the months of December-March, and is a relatively uncommon local prohibition (See Table 4).
- Californians embraced other wintertime outdoor conservation measures, especially during the historic drought. Measures included not irrigating at all during the winter months. Inasmuch, attributing winter-time savings to the no-irrigating-when-it's raining prohibition is likely a conservative over-estimate of the prohibition's impact. Likewise,

our estimate of the total volume save overestimates the impact of the prohibitions in general.

- The impact of the prohibitions is relatively small given the influence of preexisting policies in place during the analyzed period, such as UWMPs, SBX7-7, the 2014 proclamation calling on Californians to voluntarily reduce water use by 20 percent, and the 2015 mandatory water use reductions.

The State Water Board, based on the best available data and studies, conservatively estimated that 1 percent of the cumulative statewide water savings, averaged over a 2.8 year period during the drought, (totaling 12, 489 AF/yr) may be attributable to all of the prohibitions mandated by the drought emergency conservation regulations. The Board assumes that the proposed regulation would result in commensurate annual savings.

#### The Economic Costs

Having estimated the annual average savings due the prohibitions, the Board analyzed the economic impact of the proposed regulation. The following paragraphs summarize the economic costs. The State Water Board estimates the proposed regulation, over its lifetime, will have statewide economic (not fiscal) direct costs totaling \$15,966,396. Looking at costs over the proposed regulation's "lifetime" requires defining the lifetime. The State Water Board assumed a 20-year lifetime and assigned a yearly discount rate of 0.5 percent. To calculate the present value of the 20-year stream, the State Water Board summed the annual present values, assumed to decline by 0.5 percent per year. Table 6 shows the first five years of the 20-year horizon. The State Water Board estimates that annual costs will become and remain \$0 starting in Year 3.

<b>Costs over a 20-Year Lifetime for BUSINESSES AND INDIVIDUALS</b>					
Real Interest Rate, 20-year, i	0.50%				
First Year of Time Horizon, January 1	2018				
Last Year of Time Horizon, January 1	2038				
Year, Position in the Time Horizon	Year 1	Year 2	Year 3	Year 4	Year 5
Year, Calendar, t	2018	2019	2020	2021	2022
Discount Factor = $1 / (1 + i)^{(t - 2018)}$	1.000	0.995	0.990	0.985	0.980
<b>Economic Direct Cost of Private Suppliers and Customers</b>					
Year, Position in the Time Horizon	Year 1	Year 2	Year 3	Year 4	Year 5
Costs, Economic (not Fiscal) 2015 \$	2,313,022	13,721,641	0	0	0
Present Value, each year	2,313,022	13,652,374	0	0	0
Sum of Present Values (for Direct Economic Costs)	15,966,396				

Table 6: Lifetime economic costs of the proposed regulation

The costs change in the first two years; thereafter, the State Water Board assumes they remain constant, in real terms. The pink highlighted cells in Table 7 show the direct economic costs for Year 1, Year 2 and Year 3. In the first year (Year 1), the Board assumes the following:

- Californians conserve water due to the proposed regulation and these water savings cause water suppliers to lose revenue. Gross revenue loss to **private** suppliers= total supplier revenue losses \* 15%, as the Water Board assumes 15% of all urban water suppliers are private.

- The suppliers absorb this loss in the first year; in other words, they do not pass on lost revenue costs to customers in the first year.
- Customers and private suppliers purchase nozzles.
- Urban suppliers pass on nozzle costs to customers as a one-time surcharge.

In the second year (Year 2), the Board assumes the following:

- As a one-time surcharge to customers, the urban suppliers pass on the revenue loss costs they incurred in Year 1.
- By Year 2, urban suppliers will have permanently adjusted fixed service charges so that they do not lose revenue as customers continue to conserve. Using less water, customers would not pay more.

### The Economic Benefits

The most significant economic benefit of the proposed regulation is its contribution to California's future water security. Robustly estimating the statewide value of this contribution would be wholly speculative based on existing data and studies. This proposed regulation defines specific water uses as wasteful and unreasonable, increasing conservation, which, in turn, increases drought resilience; it also imposes penalties on HOAs and cities when they do not comply with existing law.

In general, the State Water Board perceives several categories of potential benefits, including increased streams flows, decreased energy use, increased activities in drought-based industries, increased water quality, increased awareness about water waste, reduced probability of severe economic disruptions in drought, and more equitable management of water. In addition, the Board expects potential benefits to small businesses such as restaurants (saving water and energy by washing fewer glasses), landscapers (increased demand for irrigation design, installation, and management), and small and large hotels & motels (saving water and energy by washing less linen). These benefits are unlikely to significantly impact the state's economy.

To complete the economic impact analysis, the State Water Board considered two categories of probable benefits, where the Board could base its estimates on available data. Those categories are (1) Variable Cost Savings; and (2) Offset Demand Savings. The Board based these estimates on the water savings due to the prohibitions, i.e. 12,489 AF/yr.

The State Water Board estimates the proposed regulation, over its lifetime, will have statewide economic (not fiscal) benefits totaling \$167,748,630. Looking at benefits over the proposed regulation's "lifetime" requires defining the lifetime. The State Water Board assumed a 20-year lifetime and assigned a yearly discount rate of 0.5 percent. To calculate the present value of the 20-year stream, the Board summed the annual present values, assumed to decline by 0.5 percent per year (e.g., \$8,790,771 in the first year; \$8,747,036 in the second year, etc.). Table 7 shows the first five years of the annual present values, and, in the last and highlighted row, their sum: \$167,748,630. For comparison, Table 7 also shows the first five years of total direct benefits for the 20-year horizon. The Board estimates that annual benefits of \$8,790,771 will be constant in future 2015 dollars starting in Year 1.

To estimate the benefits, the State Water Board assumed the following:

- Private suppliers realize variable cost savings.  
Private Supplier variable cost savings= total supplier variable cost savings \* 15%.
- Private suppliers realize offset demand savings.  
Private Supplier offset demand savings= total supplier offset demand savings \* 15%.
- All urban suppliers pass on variable cost and offset demand savings to customers.

See Standard Form 399 and the associated supplement for more detailed information about the sources, assumptions and calculations informing the Board's economic impact assessment.

Direct Benefits over a 20 Year Lifetime for BUSINESSES AND INDIVIDUALS					
Real Interest Rate, 20-year	0.50%				
First Year of Time Horizon, January 1	2018				
Last Year of Time Horizon, December 31	2038				
Year, Position in the Time Horizon	Year 1	Year 2	Year 3	Year 4	Year 5
Year, Calendar, t	2018	2019	2020	2021	2022
Discount Factor = $1 / (1 + i)^{(t - 2018)}$	1.000	0.995	0.990	0.985	0.980
Economic Direct Benefit to Private Suppliers and Customers					
Year, Position in the Time Horizon	Year 1	Year 2	Year 3	Year 4	Year 5
Variable Cost Savings to Private Suppliers	\$431,755	\$431,755	\$431,755	\$431,755	\$431,755
Offset Demand to Private Suppliers	\$709,175	\$709,175	\$709,175	\$709,175	\$709,175
Variable Cost Savings to all Customers (benefits from Private + Public Suppliers)	\$2,894,884	\$2,894,884	\$2,894,884	\$2,894,884	\$2,894,884
Offset Demand Savings to all Customers (benefits from Private + Public Suppliers)	\$4,754,957	\$4,754,957	\$4,754,957	\$4,754,957	\$4,754,957
Total Direct Benefits, Economic (future \$)	\$8,790,771	\$8,790,771	\$8,790,771	\$8,790,771	\$8,790,771
Present Value, each year	\$8,790,771	\$8,747,036	\$8,703,519	\$8,660,217	\$8,617,132
Sum of Present Values for Direct Economic Benefits: \$167,748,630					

Table 7: Lifetime direct, economic benefit of the proposed regulation.

#### Summary/Results of the Economic Impact Analysis

As a result of the proposed regulation, the State Water Board initially determines no jobs or businesses would be created or eliminated, and that landscaping businesses may expand. The regulation would have no direct benefits on the health and welfare of California residents or worker safety; it would benefit the environment, as described in Section C.

### **COST OR SAVINGS IMPOSED ON LOCAL AGENCIES OR SCHOOL DISTRICTS**

The State Water Board has determined that there is no cost or savings imposed on local agencies or school districts as a result of the proposed regulations, or other nondiscretionary costs or savings imposed on local agencies or school districts, with the exception of urban water agencies. The Board assumes urban water agencies would use reserve funds to temporarily cover the cost of reduced water sales within the first year of the regulation's implementation. Urban water utilities would recover those lost revenue costs the following year. The one-time costs associated with purchasing automatic shutoff nozzles would also be recovered from customers the year incurred. Similarly, any savings urban water agencies realize would eventually be passed onto customers.

### **BUSINESS REPORTING REQUIREMENT**

The proposed regulation would not require any reporting requirements of businesses.

### **BUSINESS IMPACT/ SMALL BUSINESS**

The State Water Board has determined that the proposed regulation does not have a significant, statewide adverse economic impact directly affecting businesses, including the ability of California businesses to compete with businesses in other states. Nor will the proposed regulatory action adversely affect small businesses in California. Government Code section 11342.610 excludes water utilities from the definition of small business.

### **COST IMPACTS ON REPRESENTATIVE PRIVATE PERSONS OR BUSINESSES**

The State Water Board is not aware of any cost impacts that a representative private person or business would necessarily incur in reasonable compliance with the proposed regulations, with the exception of a small fraction of California households that would purchase a nozzle with an automatic shutoff component and those urban water suppliers that are defined as businesses, i.e., investor-owned or privately-owned mutual water companies. Over a twenty-year time horizon, the highest one-time annual cost to a household would be \$1.12. Over the same time period, the highest one-time annual cost to a private water supplier would be \$33,756. These costs likely overestimate the economic impact of the regulation for reasons described in the 399 supplement.

### **EFFECT ON HOUSING COSTS**

The State Water Board has determined that the proposed regulatory action will have no effect on housing costs.

### **COST OR SAVINGS TO STATE AGENCIES**

The State Water Board has determined that there is no savings to state agencies as a result of the proposed regulation. Implementation of the proposed updated emergency regulation will result in no additional workload for the State Water Board. It is anticipated that any additional costs will be absorbed within the State Water Board's existing request that has been fulfilled to hire programmatic and enforcement staff that will perform any additional tasks within their job descriptions.

### **COST OR SAVINGS IN FEDERAL FUNDING TO THE STATE**

The State Water Board has determined that there is no cost or savings in federal funding to the state as a result of the proposed regulations.

## **ALTERNATIVES**

The State Water Board must determine that no reasonable alternative it considered or that has otherwise been identified and brought to its attention would be more effective in carrying out the purpose for which the action is proposed, would be as effective and less burdensome to affected private persons than the proposed action, or would be more cost-effective to affected private persons and equally effective in implementing the statutory policy or other provision of law. Interested persons may present statements or arguments with respect to alternatives to the proposed regulation during the written comment period or at a hearing, if a hearing is requested, on this matter.

## **AVAILABILITY OF INITIAL STATEMENT OF REASONS, TEXT OF PROPOSED REGULATION, AND THE RULEMAKING FILE**

The State Water Board has prepared an Initial Statement of Reasons for the proposed action. The statement includes the specific purpose for the regulation proposed for adoption and the rationale for the State Water Board's determination that adoption is reasonably necessary to carry out the purpose for which the regulation is proposed. All the information upon which the proposed regulation is based is contained in the rulemaking file. The Initial Statement of Reasons, the express terms of the proposed regulation, and the rulemaking file are available from the contact person listed below or at the website listed below. Those documents contain the all references cited herein.

## **AVAILABILITY OF CHANGED OR MODIFIED TEXT**

After considering all timely and relevant comments received, the State Water Board may adopt the proposed regulation substantially as described in this notice. If the State Water Board makes modifications that are sufficiently related to the originally proposed text, it will make the modified text (with the changes clearly indicated) available to the public for at least fifteen (15) days before the State Water Board adopts the regulations as modified. A copy of any modified regulations may be obtained by contacting Ms. Charlotte Ely, the primary contact person identified below. The State Water Board will accept written comments on the modified regulations, if any, for fifteen (15) days after the date on which they are made available.

## **AVAILABILITY OF FINAL STATEMENT OF REASONS**

Upon its completion, a copy of the Final Statement of Reasons (FSOR) may be obtained by contacting either of the persons listed below. A copy may also be accessed on the State Water Board website identified below.

## **CONTACT PERSONS**

Requests of copies of the text of the proposed regulation, the statement of reasons, or other information upon which the rulemaking is based, or other inquiries should be addressed to the following:

Name:	Charlotte Ely
Address:	State Water Resources Control Board Office of Research, Planning and Performance 1001 "I" Street Sacramento, CA 95814 Telephone No.: (916) 319-8564
E-mail address:	<a href="mailto:Charlotte.Ely@waterboards.ca.gov">Charlotte.Ely@waterboards.ca.gov</a>


The backup contact person is:

Name:	Kathy Frevert
Address:	State Water Resources Control Board Office of Research, Planning and Performance 1001 "I" Street Sacramento, CA 95814
Telephone No.:	(916) 322-5273
E-mail address:	<a href="mailto:Kathy.Frevert@waterboards.ca.gov">Kathy.Frevert@waterboards.ca.gov</a>

The documents relating to this proposed action may also be found on the State Water Board's website at the following address:

[www.waterboards.ca.gov/water\\_issues/programs/conservation\\_portal/index.shtml](http://www.waterboards.ca.gov/water_issues/programs/conservation_portal/index.shtml)

November 2, 2017  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Jeanine Townsend,  
Clerk to the Board





**DISCUSSION ITEM**

December 18, 2017

**TO: Public Affairs and Legislation Committee**  
(Directors Tamaribuchi, Dick, and Yoo Schneider)

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

**SUBJECT: LEGISLATIVE POLICY STATEMENT FROM SANTA MARGARITA WATER DISTRICT DIRECTOR CHUCK GIBSON**

**STAFF RECOMMENDATION**

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Staff recommends the committee discuss the proposed additions to MWDOC's legislative policy principles suggested by Director Chuck Gibson of Santa Margarita Water District, and provide direction to staff.

**COMMITTEE RECOMMENDATION**

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Committee recommends (to be determined by the committee)

**REPORT**

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At the November Elected Officials meeting, Director Chuck Gibson, President of the Santa Margarita Water District (SMWD) Board of Directors presented a Legislative Policy Statement related to Water Conservation and Efficiency. At that time he requested that the MWDOC Board of Directors consider implementation of these principles. The MWDOC Board of Directors reviewed the document for consideration and directed staff to review as part of the annual Policy Principles update.

At the September PAL meeting, staff presented the Policy Principles for discussion, and requested feedback. Staff also began soliciting input from senior staff and the member agencies through the general managers and other participating city staff via the MWDOC Member Agencies Managers and Legislative Coordinators group. The MWDOC Board of Directors reviewed and approved the Policy Principles as amended (see attached) at the November PAL meeting and they are scheduled to be adopted by the Board of Directors in December.

Staff reviewed Director Gibson's recommended changes and determined that, while worded differently, the general sentiment of his legislative policy statements can be found within MWDOC's proposed Policy Principles as discussed at the November PAL meeting. At the December Board Workshop meeting, Director Gibson requested specific feedback to his proposal. Staff has broken down each policy statement recommendation along with where (if applicable) it is referenced in MWDOC's proposed 2018 Policy Principles update.

<b>Budgeted (Y/N):</b> N/A	Budgeted amount: N/A	Core ____	Choice ____
<b>Action item amount:</b> None		Line item:	
<b>Fiscal Impact (explain if unbudgeted):</b>			

Below is a breakdown of Director Gibson's suggested legislative policy updates for the MWDOC Board's consideration, including a reference to inclusion within the currently proposed MWDOC Policy Principles.

<b>SMWD Recommendation</b>	<b>MWDOC Policy Principle Reference</b>
Restrictions on water use should be determined through locally developed conservation and water shortage contingency plans.	Water Use Efficiency, Support #2
Any change in state mandated standards for water use efficiency and beneficial use should – be science based and peer reviewed	Science based is referenced in Water Quality and Environmental Impacts, Support #3; legislation and State Board recommendations already go through a public process. While that doesn't meet the scientific definition of "peer reviewed" both legislation and regulations allow for professional and public input.
Any change in state mandated standards for water use efficiency and beneficial use should - consider economic impact	Water Use Efficiency, Support #5 and #6, and Oppose #4
Any change in state mandated standards for water use efficiency and beneficial use should – be subject to review and approval of Legislature prior to implementation	This recommendation could potentially have negative effects and limit MWDOC's ability to weigh in on State Board proposed regulations since actions taken at the Board level would not be subject to review and approval by the Legislature. Should an issue arise where Legislative action is more appropriate, staff would always bring that to the MWDOC Board's attention for review and action if necessary.
Any change in state mandated standards for water use efficiency and beneficial use should - include reasonable lead time for implementation.	This is a reasonable addition to MWDOC's Policy Principles
State authorities should be encouraged to foster investments in water reliability projects by recognizing that recycled water and potable reuse are important components of water use efficiency and drought resiliency	Local Water Resources, Support #2 and Water Use Efficiency, Oppose #6
State authorities should be encouraged to foster investments in water reliability projects by eliminating state-mandated restrictions on water reuse by allowing local agencies beneficial use of such water without limitation. Whenever possible, encourage water use efficiency through guidelines, not requirements	Local Water Resources, Support #3

Attached:

Legislative Policy Statement from Director Chuck Gibson  
Municipal Water District of Orange County Legislative and Regulatory Policy Principles

## Legislative Policy Statement - Water Conservation and Efficiency

As a matter of policy, water conservation and water use efficiency should follow the principle of **subsidiarity** with decisions taken at a local level if possible, rather than by a central authority.

1. Restrictions on water use should be determined through locally developed conservation and water shortage contingency plans.
2. Any change in state mandated standards for water use efficiency and beneficial use should:
  - Be science based and peer reviewed
  - Consider economic impact
  - Be subject to review and approval of Legislature prior to implementation
  - Include reasonable lead time for implementation.

State authorities should be encouraged to foster investments in water reliability projects by:

- Recognizing that recycled water and potable reuse are important components of water use efficiency and drought resiliency.
- Eliminating state-mandated restrictions on water reuse by allowing local agencies beneficial use of such water without limitation. Whenever possible, encourage water use efficiency through guidelines, not requirements.



Item No. 7

**ACTION ITEM**  
December 20, 2017

**TO: Public Affairs and Legislation Committee**  
(Directors Tamaribuchi, Dick, and Yoo Schneider)

**FROM: Robert Hunter, General Manager**  
Staff Contact: Damon Micalizzi

**SUBJECT: MWDOC.COM PRIVACY POLICY**

**STAFF RECOMMENDATION**

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Staff recommends the committee adopt the attached Privacy Policy for Municipal Water District of Orange County Website.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**REPORT**

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Data privacy laws require that anyone collecting personal information via their website needs to have a statement on how and why they do so. A privacy policy details what personal information an entity collects from its users, how that information is used, and how it is kept private.

The California Online Privacy Protection Act (CalOPPA) went into effect in 2004. The first state law in the nation to require commercial websites and online services to post a privacy policy, CalOPPA was amended in 2013 to require new privacy disclosures regarding tracking of online visits.

With the launch of the new MWDOC.com, staff, with the assistance of legal counsel, prepared the attached Privacy Policy and recommends the Policy be adopted by the Board of Directors.

Attached: Municipal Water District of Orange County Website Privacy Policy

<b>Budgeted (Y/N): N/A</b>	Budgeted amount: N/A	Core __	Choice __
<b>Action item amount: None</b>	Line item:		
<b>Fiscal Impact (explain if unbudgeted):</b>			

## Privacy Policy for Municipal Water District of Orange County Website

Effective xx/xx/17

### 1. Statement of Website Purpose.

In establishing and maintaining an official website, [www.mwdoc.com](http://www.mwdoc.com), the Municipal Water District of Orange County's ("MWDOC") sole and limited purpose is to provide relevant information to the public and to customers about or related to MWDOC's programs, services and facilities, structure, organization, events, public meetings and other state law requirements, Board of Directors, activities, MWDOC initiatives, outreach and educational opportunities that the MWDOC undertakes as an agency and on behalf of its clients.

The MWDOC website is not intended to establish a forum or other means by which public discourse, exchange of opinions, or discussion on issues of any nature may occur.

The MWDOC website comprises all documents, databases, log files, web pages and other information residing on any MWDOC-owned or managed web server for any duration of time temporarily or permanently. This includes but is not limited to information stored in html, asp, word, pdf, or database storage formats.

The MWDOC is committed to protecting, to the best of its ability, the privacy of visitors to and users of its official website, and it is the policy of MWDOC to limit the collection of personal information resulting from visiting the MWDOC website. MWDOC's information management practices conform to the requirements of the California Public Records Act (Government Code § 6250 *et seq.*) and all other applicable laws pertaining to information privacy. This Privacy Policy only applies to the [www.mwdoc.com](http://www.mwdoc.com) website as run by the MWDOC.

### 2. Definitions.

For purposes of the MWDOC official website, [www.mwdoc.com](http://www.mwdoc.com), the following terms shall have the meanings ascribed thereto:

"Electronically collected personal information" is information automatically collected by MWDOC when you visit the MWDOC's website, including your domain name or Internet Protocol address, and statistical information about which web pages you visit. If you voluntarily participate in an activity that asks for specific information (i.e., completing a request for assistance, personalizing the content of the website, sending an e-mail, or participating in a survey) more detailed data will be collected. If you choose not to participate in these activities, your choice will in no way affect your ability to use any other feature of the MWDOC website.

"Personal information" is information about a natural person that identifies or describes an individual, including, but not limited to, his or her name, social security number, physical description, home address, home telephone number, education, financial matters, and medical or employment history, readily identifiable to that specific individual. A domain name or Internet Protocol address is not considered personal information; however, it is considered "electronically collected personal information."

### 3. Privacy Policy.

MWDOC adheres to the following principles in connection with the collection and management of personal information:

1. MWDOC collects personal information on individuals only as allowed by law, and limits the collection of personal information to what is relevant and necessary to accomplish its lawful purpose. For example, MWDOC may need to know an individual's e-mail address or telephone number in order to answer the individual's questions or in order to provide requested assistance.
2. MWDOC does not collect home, business or e-mail addresses, or account information from persons who simply browse the [www.mwdoc.com](http://www.mwdoc.com) website. Personal information about individuals is collected through the MWDOC website only if an individual provides such information voluntarily through electronic mail, registration forms, surveys, or other similar interactive features of the MWDOC website. This information will be used to facilitate the MWDOC's response to that person, improve the content or navigation of the MWDOC website or provide survey information to users.
3. MWDOC uses Google Analytics to help improve the MWDOC website and Google tracking cookies may be used to provide information to Google Analytics. The MWDOC website may use Google Analytics to track website statistics. Google tracking code used by every website or application that employs Google Analytics, stores information that identifies device IP addresses, but our website is anonymizing that information and only part of device IP addresses are being used. Consequently, no information identifying of either you or your device is stored at Google via utilization of Google Analytics on the MWDOC website. You can find out more about Google Analytics anonymized IP addresses by [clicking here](#).
4. MWDOC's use of your e-mail. You may choose to provide MWDOC with personal information, as in e-mail with a comment or question. We use the information to improve our service to you or to respond to your request appropriately. This may be to respond to you, to address issues you identify, to further improve our website, or to forward the e-mail to another agency for appropriate action. Submission of an email to MWDOC, MWDOC staff and/or communication through the MWDOC website does not create any attorney-client relationship or any other privileged or confidential relationship. Accordingly, do not disclose any information to MWDOC, via e-mail or other electronic means that you wish to remain private or confidential.
5. MWDOC uses personal information only as specified within this Privacy Policy, and consistent with the purposes described herein, unless MWDOC obtains the consent of the subject of the information, or as required or allowed by federal or state law. The California Public Records Act exists to ensure that the MWDOC remains open and transparent, and that the public's right to access MWDOC public records is maintained. At the same time, the California Public Records Act includes enumerated exemptions that recognize the public's right to access public records is not unlimited. These exemptions serve various needs, including when necessary to maintain the privacy of individuals. In the event of a conflict between this Privacy Policy and the California Public Records Act or any other law governing the disclosure of records, the applicable law will control.

6. How MWDOC collects and uses your information. We do collect personal information directly from individuals who volunteer to use some of our services. Collection of this information is required to deliver the specific services, but use of these services is voluntary.

7. If any type of personal information is requested by the MWDOC website or volunteered by its users, it is governed by applicable state and federal law, including the California Public Records Act and may be subject to public inspection and copying if not otherwise protected by federal or state law.

The MWDOC reserves the right to revise this policy without prior notice when to doing is so deemed to be in the best interest of MWDOC.

#### **4. Stored Information by MWDOC.**

If you do nothing during your visit to the MWDOC website but browse or download information, we automatically collect and store the following information about your visit:

1. A partial Internet Protocol address and domain name is collected, but not the e-mail address. The partial Internet Protocol address is used to direct Internet traffic to you without identifying you individually and generate statistics used in the management of this website;
2. The type of browser and operating system you used;
3. The city and zip code you used it from;
4. The date and time you visited this website;
5. The web pages or services you accessed at this website;
6. The website you visited prior to coming to this website;
7. The website you visit as you leave this website, and;
8. If you downloaded a form, the form that was downloaded.

The information we automatically collect or store is used to improve the content of our web services and to help us understand how people are using our services. This information does not identify you personally and is used for gathering website statistics. The information we automatically collect and store in our logs about your visit helps us to analyze our website to continually improve the value of the materials available. Our website logs do not identify a visitor by personal information, and we make no attempt to link other websites with the individuals that browse the MWDOC website.

MWDOC may provide or distribute certain lists and statistical reports of regulatory information as provided by law, but no personal information is sold or distributed, and all relevant legal protections still apply to the website.

MWCOC will provide additional explanations of this privacy policy, if requested. If any individuals have any further questions about this privacy policy, they are encouraged to contact Patrick Dinh via email [pdinh@mwdoc.com](mailto:pdinh@mwdoc.com), by phone at (714) 593-5020, or by mail to:

Municipal Water District of Orange County  
18700 Ward Street  
Fountain Valley, CA 92708



**ACTION ITEM**  
December 20, 2017

**TO:** Board of Directors

**FROM:** **Public Affairs and Legislation Committee**  
(Directors Tamaribuchi, Dick, and Yoo Schneider)

Robert Hunter  
General Manager

Staff Contact: Heather Baez

**SUBJECT: EXTENSION OF LOCAL ADVOCACY CONTRACT WITH LEWIS CONSULTING GROUP**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors extend the local advocacy contract Lewis and Associates for 2018.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**REPORT**

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Lewis Consulting Group has provided local advocacy services to the Municipal Water District of Orange County since 2003. This contract was sent out for competitive bid in 2016 for a one-year contract beginning in 2017, with the option to renew annually for four additional years. This is year two of the new contract. A highlight of 2017 and proposed scope of services, provided by Mr. Lewis, is included for your review, input and approval.

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

<b>Budgeted (Y/N): Y</b>	Budgeted amount: 42,000 Calendar year expenditure, time and materials.	Core X	Choice __
<b>Action item amount:</b> \$42,000. Hourly fee billed at \$250/hour with an annual cap not to exceed \$42,000. \$21,000 for FY 2017/2018 and \$21,000 for FY 2018/2019.		Line item: 31-7040	
<b>Fiscal Impact (explain if unbudgeted):</b>			



## SCOPE OF WORK

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The following has been provided by Mr. Lewis:

I once again appreciate the opportunity to work with MWDOC on County issues of concern.

In 2017, in addition to carefully monitoring the actions of the Board of Supervisors, I also began attending and reporting on OC LAFCO meetings as well. The newest responsibility should prove to be valuable as we head into the M.S.R. process.

I believe our two greatest successes this year were convincing the Board Chair to agendaize and support a county resolution in favor of the California Water Fix and facilitating meetings which helped derail the most onerous part of O.C. Flood's plan for imposing new access charges for our MWDOC membership.

I hope to be able to continue our partnership in 2018 and beyond. I am certainly open to suggestions on additional ways I can provide benefit to MWDOC. One possible idea would be (if not stepping on toes) to help arrange meetings with our local legislators in a more relaxed, informal and "less hurried" atmosphere at their local offices.



**ACTION ITEM**  
December 20, 2017

**TO:** Board of Directors

**FROM:** **Public Affairs and Legislation Committee**  
(Directors Tamaribuchi, Dick, and Yoo Schneider)

Robert Hunter  
General Manager

Staff Contact: Heather Baez

**SUBJECT: EXTENSION OF FEDERAL LEGISLATIVE ADVOCACY CONTRACT WITH JAMES C. BARKER, PC**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors extend the federal advocacy contract with James C. Barker, PC for 2018.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**REPORT**

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James C. Barker has provided federal legislative advocacy services to the Municipal Water District of Orange County since 2003. This contract was sent out for competitive bid in 2015 for a one-year contract beginning in 2016, with the option to renew annually for four additional years. This is year two of the new contract. A proposed scope of services, provided by Mr. Barker, is included for your review, input and approval.

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

**SCOPE OF WORK**

<b>Budgeted (Y/N): Y</b>	Budgeted amount: \$96,000 Calendar year expenditure, plus expenses	Core X	Choice ____
<b>Action item amount:</b> \$96,000; \$48,000 for FY 2017/2018 + expenses and \$48,000 for FY 2018/2019 + expenses		Line item: 31-7040	
<b>Fiscal Impact (explain if unbudgeted):</b>			

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The following has been provided by Mr. Barker:

Barker PC monitored the ongoing implementation of the California Drought Relief Act, including many of its competitive grant programs and provided Funding Grant Scorecards for MWDOC Leadership. Mr. Barker advanced Appropriations Report Language requests with our Orange County Congressional Delegation Members. The Report Language Requests dealt with directing the Army Corps of Engineers to spend some of the \$40 Million dollars of authorized environmental infrastructure funding in the State of California. The following offices were supportive of this effort: Congresswoman Walters, Congressman Rohrabacher, Congressman Issa, Congressman Correa, and Congressman Lowenthal. Mr. Barker continued to provide briefings, materials and information to Congressional Members, Personal Committee staffers in both the House and the Senate on behalf of MWDOC.

Among many issues, Mr. Barker monitored the organization of the Trump Administration's key positions as they related to California Water Issues; the Trump Budget and proposed Infrastructure Program; the implementation of the federal funding program called WIFIA; the Disaster Declaration in California (\$162 Million Grant) as a result of the February 2017 heavy rains and the flooding associated with the Oroville Lake; and, obtaining Congressional support for the California "Waterfix" project—the only district to produce a bi-partisan letter in support of the project. Throughout the year, Mr. Barker also assisted MWDOC Directors and Staff organizing key meetings with Members of Congress and key staffers on a variety of California water related issues.

Mr. Barker also participated extensively with California and other western water groups and associations in Washington, DC on a variety of key water issues affecting water districts.

This work will continue throughout 2018.



**ACTION ITEM**  
December 20, 2017

**TO:** Board of Directors

**FROM:** Public Affairs & Legislation Committee  
(Directors Tamaribuchi, Dick and Yoo Schneider)

Robert Hunter, General Manager

Staff Contact: Heather Baez

**SUBJECT: EXTENSION OF STATE LEGISLATIVE ADVOCACY CONTRACT WITH  
BEST, BEST AND KRIEGER**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors extend the state advocacy contract with Best, Best and Krieger.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**DETAILED REPORT**

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Best, Best and Krieger (BBK) is completing their second year of state legislative advocacy services to the Municipal Water District of Orange County. This has included assisting with the development of legislative priorities, a strategic plan to help achieve short and long-term goals with objectives and deadlines; identifying bills of interest to MWDOC and its member agencies which involved bill tracking, analysis and advocacy; setting up, attending, and representing MWDOC at meetings with members of the Orange County delegation and other key legislators and staff as well as administration and regulatory staff; and building strategic relationships that benefit MWDOC and its member agencies.

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

A proposed scope of work provided by BBK is attached for your review, input and approval.

Budgeted (Y/N): Yes	Budgeted amount: \$90,000; Calendar year expenditure	Core X__	Choice __
Action item amount: \$90,000; \$45,000 for FY 2017/2018 and \$45,000 for FY 2018/2019		Line item: 31-7040	
Fiscal Impact (explain if unbudgeted):			

Indian Wells  
(760) 568-2611

Irvine  
(949) 263-2600

Los Angeles  
(213) 617-8100

Ontario  
(909) 989-8584



**BEST BEST & KRIEGER**  
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Washington, DC  
(202) 785-0600

**Syrus Devers**  
(916) 329-3681  
Syrus.Devers@bbklaw.com

MEMO

TO: Municipal Water District of Orange County

FROM: Best Best & Krieger LLP

DATE: December 18, 2017

RE: Request for contract extension and strategic planning for 2018

**Introduction**

BB&K has been honored to represent MWDOC over the past year and respectfully requests that the contract be extended for another year on the same terms. BB&K has represented MWDOC before the legislature and the SWRCB, and worked to improve MWDOC profile within the water industry. As explained below, 2017 was a highly successful year for MWDOC in terms of recognition and achieving results in Sacramento.

**Highlights of 2017**

Significantly improved MWDOC's standing in Sacramento: It would be difficult to overstate the improvement to MWDOC's political reputation in 2017. This was a difficult year for the water industry, but the challenges created opportunities for MWDOC to establish itself as a significant voice on major water policy issues. As the PAL Committee is well aware, the water conservations bills, SB 606 and AB 1668, were the major issues where BB&K was active on behalf of MWDOC, but there were other times where MWDOC was seen as playing a major role on water policy. Examples include:

- *Opposing the Budget Trailer Bill*—In the effort to stop the administration from advancing a trailer bill on water use efficiency, BB&K, on behalf of MWDOC, used its internal resources to organize a district meeting with the Chair of the Assembly Water, Parks, & Wildlife Committee and several water district general managers from his district. The meeting had a significant impact because the Chair mentioned it in meetings with ACWA on two subsequent occasions.
- *Public testimony*—MWDOC was repeatedly called on to testify on behalf of the WaterFix in front of state agencies, most significantly in front of the Delta Stewardship Commission on two separate occasions.

Support of the WaterFix: MWDOC was the main partner with MWD in opposing legislation to delay the WaterFix and increase state funding for Delta levees. In at least two meetings with

members of the Legislature to oppose AB 732, AB 791, and AB 793, all by Assembly Member Jim Frazier, the only two agencies represented were MWD and MWDOC.

Lead opponent of SB 623 (Monning—public goods charge on water): MWDOC adopted a new position of “Oppose if Amended” on SB 623 if a public goods charge was amended into the bill. This early-adopted position meant MWDOC was one of the first agencies to actively oppose the bill. For this reason, BB&K was called on by ACWA to be part of a small group of lobbyists with primary responsibility for stopping the bill.

Orange County Delegation Outreach: BB&K had multiple contacts in Sacramento with every member of the Orange County delegation on behalf of MWDOC, as well as district visits with Assembly Member Quirk-Silva, and Senators Moorlach and Nguyen during the fall recess. The highlight of the year was when Heather Baez contacted a legislator on a bill and was told, “your lobbyist was just in my office on that issue.”

### **Planning for 2018**

Public Goods Charge on Water: Whether it’s opposing SB 623, or some other bill or administration effort, the issue of dealing with disadvantaged communities without access to adequate water will likely be one of the dominant issues in 2018, and the administration has made it clear that a public goods charge is a central piece of that effort. The issue is highly popular in the press and the Legislature, and there’s no denying the obvious appeal of the issue. For these reasons, it will not be enough to just oppose. BB&K will encourage MWDOC to take an active role in supporting an alternative to a public goods charge that works for the water industry as a whole.

Increase MWDOC’s involvement with legislation: BB&K identified new ways in 2017 to facilitate MWDOC’s process for taking positions on legislation. Examples include presenting bills to the PAL Committee at an earlier stage if amendments are available, and greater use of “support/oppose if amended” positions on a wider variety of topics to allow BB&K to be more active between PAL Committee meetings. In 2018 BB&K will focus on providing more political context and reasoning for its recommendations on bills. One part of this effort will be to provide more details on why legislation is flagged as a priority when there’s no recommendation for a position.

Continue and improve tracking, monitoring, and analysis of legislation: One of BB&K’s goals for 2017 was to improve the process of bill tracking and legislative analysis for MWDOC. In 2016, there were occasions where the PAL Committee was unable to adopt a position on legislation in a timely manner. BB&K added resources and improved its internal processes for analyzing legislation, and as a result can recall no such occurrences in 2017. The PAL Committee can look forward to improvements to the monthly bill matrix, as well as even more comprehensive analyses in 2018.



### **Conclusion**

As in 2017, BB&K will continue to regularly attend the PAL Committee meetings and respond to requests from Board members at any time. While we are proud of the service we offered, we are confident that our performance will improve significantly in 2018 and we look forward to a continuing productive relationship with MWDOC.

Thank you.

Syrus Devers  
Director of Governmental Affairs  
Best Best & Krieger LLP



**INFORMATION ITEM**

December 18, 2017

**TO:** Board of Directors

**FROM:** **Public Affairs Legislative Committee**  
(Directors Tamaribuchi, Dick and Yoo Schneider)

Robert Hunter  
General Manager

Staff Contact: Damon Micalizzi

**SUBJECT: UPDATE ON 2018 OC WATER SUMMIT**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors receive and file.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**REPORT**

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The theme for the 2018 OC Water Summit is: *Water, What's Behind the Magic*. Highlighting the “magic” of water delivery – the 2018 Summit will focus on infrastructure, engineering, science and the people that ensure water continues to “magically” appear at customers’ taps.

Creative staff from Disney are presently working on graphic design elements for this year’s theme. Invitations to potential speakers and presenters including Fritz Coleman as Emcee and newly confirmed Commissioner of the United States Bureau of Reclamation, Brenda Burman, as the conference Keynote, are going out in the days and weeks ahead.

The 2018 OC Water Summit will be at the Disney Grand Californian Hotel on June 1, 2018.

The Summit committee meeting dates are:

- Tuesday, December 19, 2017 8:30 am
- Monday, January 29, 2018, 8:30 am

<b>Budgeted (Y/N):</b> n/a	Budgeted amount: n/a	Core X	Choice
<b>Action item amount:</b> None		Line item:	
<b>Fiscal Impact (explain if unbudgeted):</b>			



- Monday, February 26, 2018, 8:30 am
- Tuesday, March 20, 2018, 8:30 am
- Monday, April 30, 2018, 8:30 am
- Dark in May – staff meeting(s) only unless something unexpected occurs
- Monday, June 25, 2018, 8:30 am (Post event wrap-up meeting).



**INFORMATION ITEM**

December 18, 2017

**TO:** Board of Directors

**FROM:** **Public Affairs & Legislation Committee**  
(Directors Tamaribuchi, Dick, Yoo Schneider)

Robert Hunter, General Manager

Staff Contact: Tiffany Baca

**SUBJECT: SOCIAL MEDIA UPDATE**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**SUMMARY**

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Social networks are one of the fastest growing industries in the world. With a twenty-five percent projected annual growth over the next five years, an investment in social media has become necessary for brand recognition and effective, wide-spread outreach. In September 2017, the MWDOC Board authorized staff to enter into a contract with HashtagPinpoint Corporation for social media consulting services in order to grow and educate followers, effectively distribute important messages to the public, and to enhance the District's overall social media presence.

**REPORT**

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Due to endless developments in the internet marketing industry, there are countless digital and social media networking sites, all which have unique targeted demographics, characteristics, and purpose. At the recommendation of the Consultant, MWDOC's social media outreach efforts have been focused towards the top performing social platforms, Facebook and Twitter. Facebook is the largest and most powerful social network in the world with more than 1.5 billion active monthly users. Twitter has more than 250 million active monthly users. In the month of November, more than 45 posts related to the WaterFix were featured on Facebook and Twitter with a total reach greater than 133,666 (Facebook 129,866 & Twitter 3,800).

Budgeted (Y/N): Y	Budgeted amount: \$100,000	Core X	Choice __
Action item amount: None	Line item: 32-7040		
Fiscal Impact (explain if unbudgeted):			

In addition, over the past month, MWDOC's Facebook 'Likes' increased by more than 1,000 and at the time of this report is at 5,155. Statistics for engagement and audience insights for Facebook and Twitter are included in this report.

Staff meets regularly with the Consultant to discuss current efforts across various social platforms, future strategies, and trends. The first draft of an overarching social media strategy, along with a best practices guide, has been presented to staff by the Consultant. Currently, staff is working closely with the Consultant to refine the document by clearly identifying goals, best practices, and procedures. A final first draft will be brought to the PAL Committee in 2018.



# Municipal Water District of Orange County

Nov 01, 2017 - Nov 30, 2017

## Aggregate Data

### Facebook Insights : Snapshot

Total Likes ?

**4,984**

19.9%

New Likes ?

**1,011**

35 (daily avg)

Page Engagement ?

**4,219**

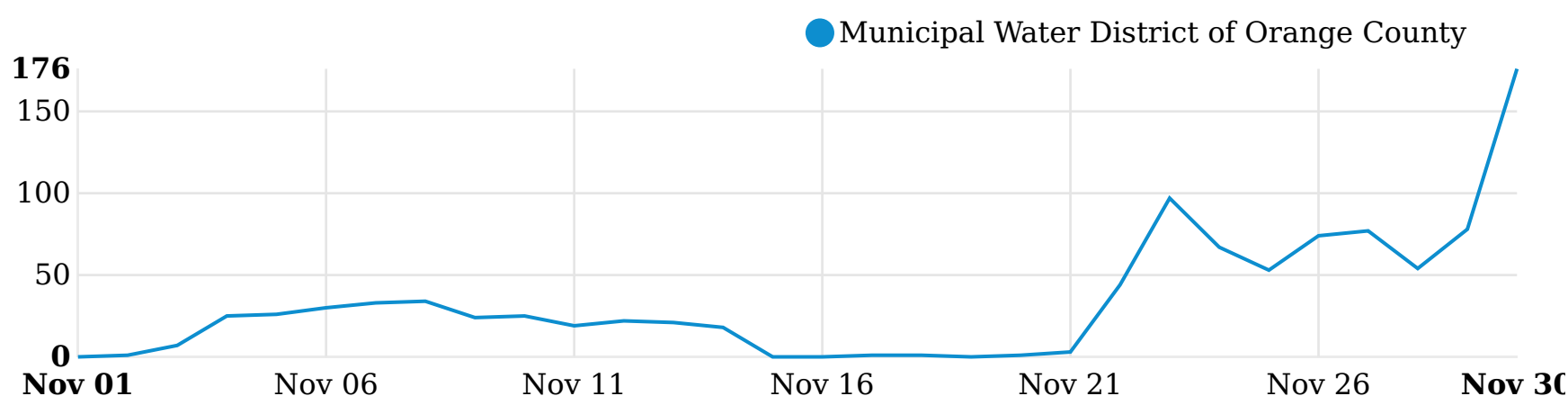
1105.4%

Weekly Total Reach ?

**121,763**

906.4%

### Facebook Insights : Compare Daily Likes



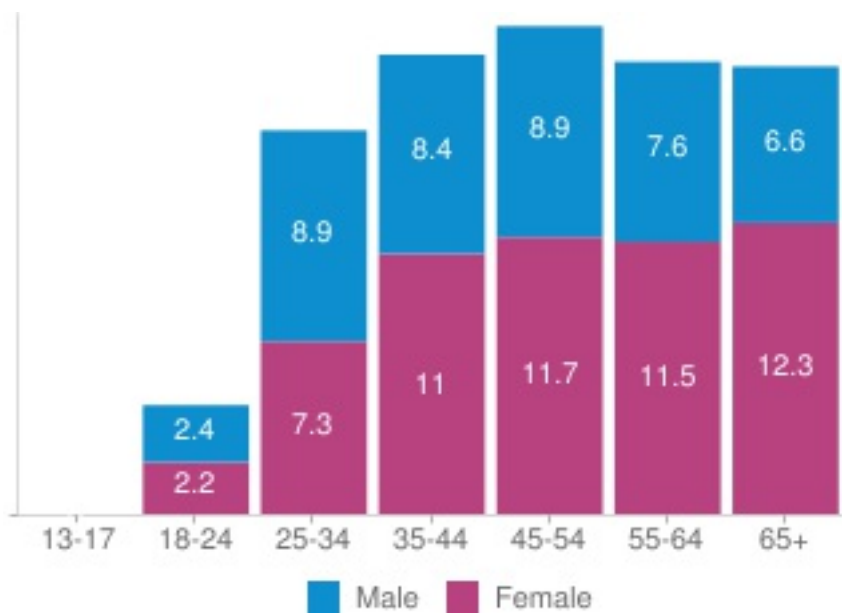
### ORANGE COUNTY - POPULATION FACTS:

Population: 3,051,771  
Households: 995,512  
Armed Forces: 2,285  
Employed: 1,450,000  
Unemployed: 150,000  
Not in Labor Force: 802,000  
On Food Stamps: 50,400  
Not On Food Stamps: 945,00  
Higher Degree: 895,000  
H.S. Diploma: 789,000  
No H.S. Diploma: 325,000

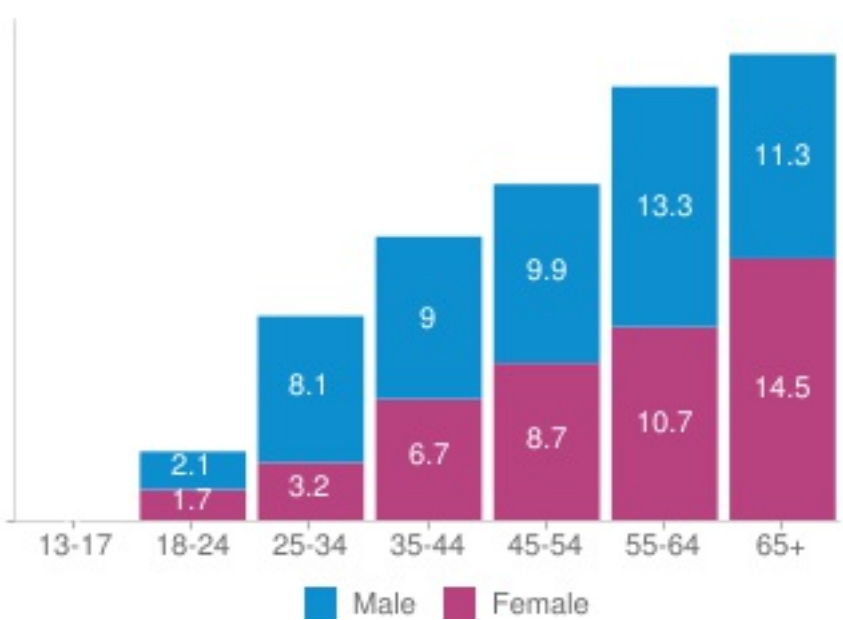
### FB Insights : Likes by Demographic

Age	Male	Female
13-17	0%	0%
18-24	2.4%	2.2%
25-34	8.9%	7.3%
35-44	8.4%	11%
45-54	8.9%	11.7%
55-64	7.6%	11.5%
65+	6.6%	12.3%

FB Insights : Likes by Gender



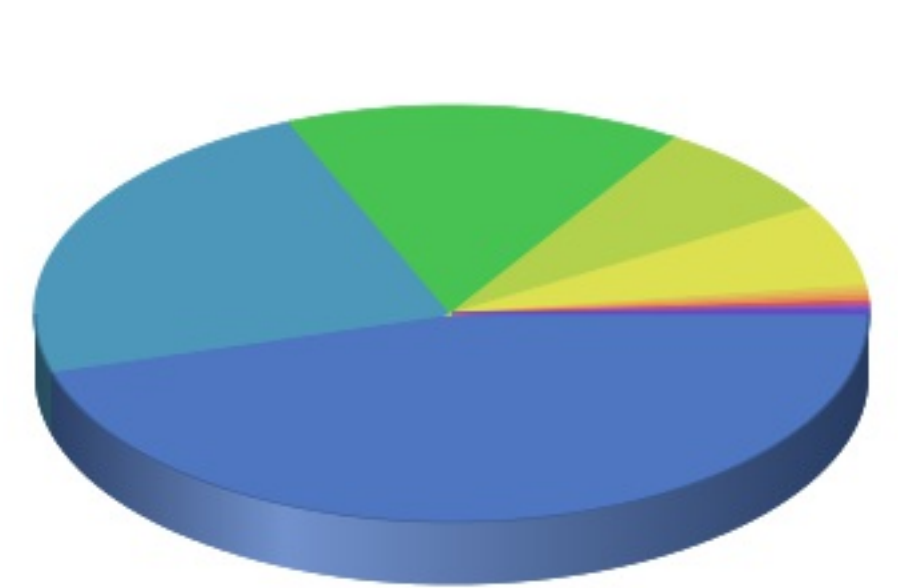
FB Insights : People Talking About This, Gender



FB Insights : Gender Summary

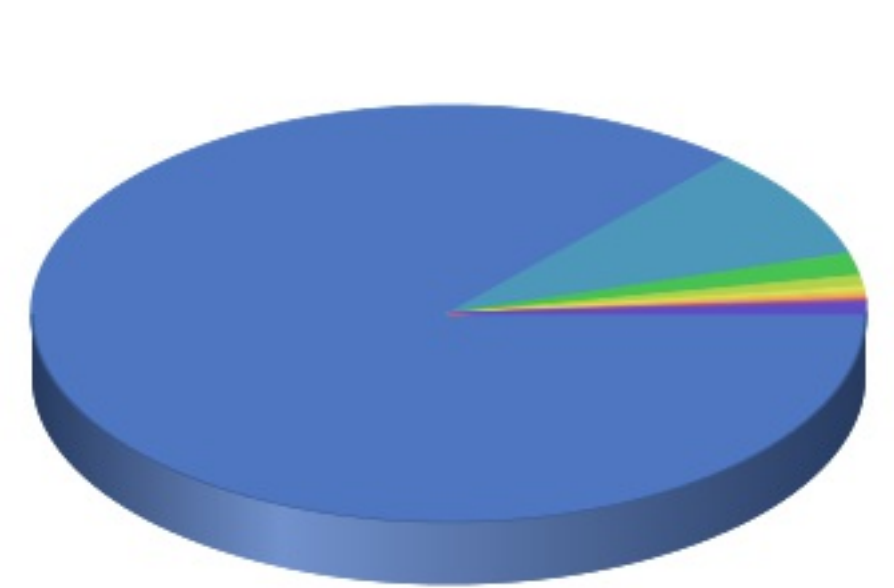


FB Insights : Likes by Source



Sources	Likes
Ads	465
Like Story	236
Page Profile	157
Feed Pyml	76
Sponsored Story	65
Pagelike Adder For Reactivated Users	4
Search	4
Page Invite	4
Feed All Category Pyml	3
Banhammer	3
19 more sources	4

FB Insights : Likes by Language



Languages	Likes
U.S. English	4,320
Spanish (Laos)	432
British English	87
Iberian Spanish	42
Vietnamese (Vietnam)	19
Chinese (Taiwan)	12
French (France)	9
Brazilian Portuguese	8
Korean (South Korea)	6
Indonesian (Indonesia)	6
18 more languages	43

FB Insights : Per-Post Metrics

Type	Date	PostPost	Reach <sup>1</sup>	Engaged Users <sup>2</sup>	Talking About This <sup>3</sup>	Engagement Rate <sup>4</sup>
	Nov 30, 2017	With more than 300 days of...	186	4	5	2.69%
	Nov 30, 2017	We are wasting water! We are...	229	13	8	3.49%
	Nov 30, 2017	"This project has been subjected...	115	7	1	0.87%
	Nov 30, 2017	Lots of great stuff going on at...	67	2	1	1.49%
	Nov 29, 2017	Do you know how much water a...	116	2	4	3.45%
	Nov 29, 2017	Water that runs off your...	89	0	4	4.49%
	Nov 28, 2017	After 10 years of analysis,...	149	9	9	6.04%
	Nov 28, 2017	MWDOC strives for transparency &...	70	1	0	0
	Nov 27, 2017	Cold front bringing wind, rain,...	27336	2870	338	1.24%
	Nov 27, 2017	Continuing a trend that began in...	113	0	6	5.31%
	Nov 27, 2017	"We must safeguard the Delta...	16	1	2	12.5%
	Nov 27, 2017	A fix to our water delivery...	19	1	1	5.26%
	Nov 27, 2017	OC businesses know that every...	62	1	1	1.61%
	Nov 26, 2017	As the first big storm of the...	1382	69	62	4.49%
	Nov 25, 2017	After a full day of shopping,...	101	5	3	2.97%
	Nov 25, 2017	Scientists say historical data...	363	16	17	4.68%

Nov 24, 2017		359	12	15	4.18%
Nov 23, 2017	Happy Thanksgiving from your...	85	0	4	4.71%
Nov 22, 2017	EASY STEPS TO SAVE WATER THIS...	167	12	7	4.19%
Nov 22, 2017	Metropolitan Water District of...	93	2	0	0
Nov 22, 2017	In 2004, MWDOC contracted with...	181	8	7	3.87%
Nov 21, 2017	Happy Thanksgiving week! Here's...	233	1	1	0.43%
Nov 21, 2017	More than 18,000 salmon returned...	88	3	6	6.82%
Nov 21, 2017	Don't be a turkey this...	263	9	8	3.04%
Nov 21, 2017	Our friends at Laguna Beach...	69	1	2	2.9%
Nov 20, 2017	Sometimes it's hard to imagine...	67734	1768	460	0.68%
Nov 20, 2017	"It represents the start of the...	384	15	19	4.95%
Nov 20, 2017	Keep up the good work OC!...	275	7	8	2.91%
Nov 19, 2017	California is positioned as the...	104	1	0	0
Nov 19, 2017	The Cost of doing NOTHING is too...	68	0	1	1.47%
Nov 19, 2017	"The status quo is unsustainable...	262	0	0	0
Nov 18, 2017	The #CAWaterFix will create 118,...	41016	78	7	0.02%
Nov 18, 2017	"Central to the life of our...	81	1	1	1.23%

Keeping

Nov 18, 2017	<a href="#">California “Water...</a>	327	4	4	1.22%
Nov 18, 2017	<a href="#">Our friends at Metropolitan...</a>	493	10	7	1.42%
Nov 17, 2017	<a href="#">In partnership with UC Davis,...</a>	308	6	2	0.65%
Nov 17, 2017	<a href="#">#HappeningNow Our very own, Rob...</a>	225	13	8	3.56%
Nov 17, 2017	<a href="#">Check out this great video by...</a>	291	0	2	0.69%
Nov 17, 2017	<a href="#">Registration Open for NWRI...</a>	260	1	2	0.77%
Nov 16, 2017	<a href="#">Some helpful holiday tips from...</a>	404	15	4	0.99%
Nov 16, 2017	<a href="#">Boating, fishing, hiking, and...</a>	130	0	1	0.77%
Nov 15, 2017	<a href="#">“... without decisive action, the...</a>	276	1	1	0.36%
Nov 15, 2017	<a href="#">Since the school program’s...</a>	349	0	0	0
Nov 14, 2017	<a href="#">In 2004, MWDOC contracted with...</a>	517	0	3	0.58%
Nov 14, 2017	<a href="#">Ricki Raindrop is right! It's...</a>	478	3	3	0.63%
Nov 14, 2017	<a href="#">We are looking for a qualified...</a>	764	2	3	0.39%
Nov 14, 2017	<a href="#">This is worth checking out...</a>	206	0	3	1.46%
Nov 13, 2017	<a href="#">The Los Angeles Times sets the...</a>	542	1	1	0.18%
Nov 13, 2017	<a href="#">These numbers are astonishing!...</a>	531	0	0	0
Nov 13, 2017	<a href="#">U.S. Household Water Use...</a>	493	1	1	0.2%
Nov 12, 2017	<a href="#">Starting a #WaterSmart garden?...</a>	572	20	11	1.92%
	<a href="#">This article</a>				



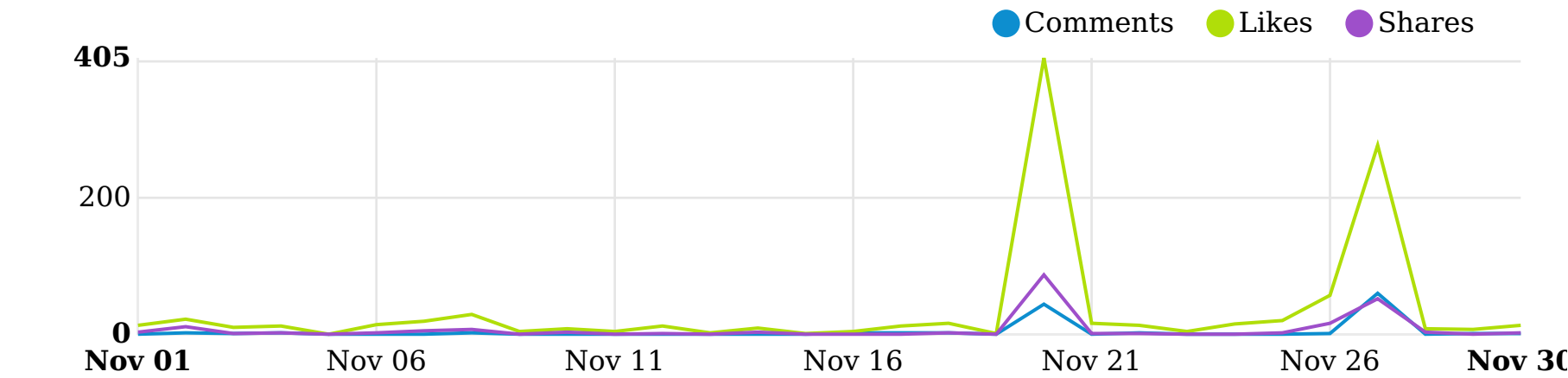
Nov 12, 2017	<a href="#">explains the...</a>	628	6	1	0.16%
Nov 11, 2017	<a href="#">Thankful for the many men and...</a>	661	5	4	0.61%
Nov 10, 2017	<a href="#">This is GREAT! Moulton Niguel...</a>	625	1	2	0.32%
Nov 10, 2017	<a href="#">Honoring all those who served...</a>	800	5	7	0.88%
Nov 9, 2017	<a href="#">Want to lower your energy bill?...</a>	336	4	1	0.3%
Nov 9, 2017	<a href="#">California Department of Water...</a>	485	0	2	0.41%
Nov 9, 2017	<a href="#">We NEED #CAWaterFix! It's the...</a>	632	0	1	0.16%
Nov 8, 2017	<a href="#">Some helpful holiday tips from...</a>	734	2	2	0.27%
Nov 8, 2017	<a href="#">It's time to fix this! We need...</a>	409	2	5	1.22%
Nov 8, 2017	<a href="#">MWDOC supports homeowners...</a>	979	24	27	2.76%
Nov 7, 2017	<a href="#">Protecting our environment is...</a>	414	0	1	0.24%
Nov 7, 2017	<a href="#">With the final layer of concrete...</a>	932	10	16	1.72%
Nov 7, 2017	<a href="#">"THE TERRIBLE TECOLOTE TUNNEL" -...</a>	876	11	5	0.57%
Nov 7, 2017	<a href="#">Keep saving water SoCal! Check...</a>	668	2	0	0
Nov 6, 2017	<a href="#">Did you remember to turn back...</a>	327	0	2	0.61%
Nov 6, 2017	<a href="#">First rain of the season dumps...</a>	634	1	1	0.16%
Nov 6, 2017	<a href="#">Great reminder from our friends...</a>	520	0	3	0.58%
Nov 6, 2017	<a href="#">Sorry, my fellow...</a>	738	9	10	1.36%

Nov 4, 2017	<a href="#">#BoyScouts learning about what...</a>	575	1	2	0.35%
Nov 4, 2017	<a href="#">The Delta water system is...</a>	676	0	2	0.3%
Nov 4, 2017	<a href="#">Bob Hill, General Manager of El...</a>	1033	19	8	0.77%
Nov 4, 2017	<a href="#">Today! Go visit the Mesa Water...</a>	695	2	1	0.14%
Nov 4, 2017	<a href="#">Ongoing access to clean, safe...</a>	642	0	1	0.16%
Nov 3, 2017	<a href="#">The President of the 'Water...</a>	355	0	0	0
Nov 3, 2017	<a href="#">MWDOC GM Rob Hunter briefing OC...</a>	224	1	0	0
Nov 3, 2017	<a href="#">Santa Margarita Water District...</a>	232	0	1	0.43%
Nov 3, 2017	<a href="#">Become an OC Water Hero!...</a>	247	0	0	0
Nov 3, 2017	<a href="#">We received our 'District of...</a>	306	0	2	0.65%
Nov 3, 2017	<a href="#">We NEED the #CAWaterFix!   ...</a>	378	2	1	0.26%
Nov 3, 2017	<a href="#">RAINFALL IN THE NORTH!...</a>	479	4	3	0.63%
Nov 3, 2017	<a href="#">(Untitled)</a>	443	4	0	0
Nov 3, 2017	<a href="#">10 minutes with Mike Markus, GM...</a>	623	5	3	0.48%
Nov 3, 2017	<a href="#">California and National Drought...</a>	608	4	1	0.16%
Nov 2, 2017	<a href="#">DID YOU KNOW... We can thank...</a>	263	22	12	4.56%
Nov 2, 2017	<a href="#">Are you a talented, hardworking...</a>	453	0	2	0.44%
Nov 2, 2017	<a href="#">We are looking for a qualified...</a>	500	0	1	0.2%

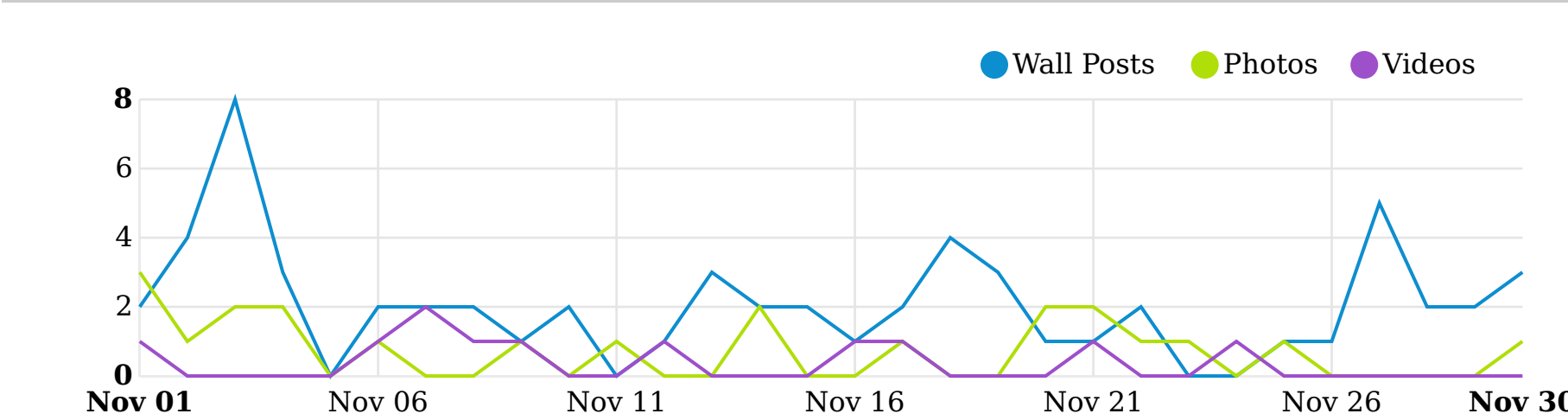
Nov 2, 2017	For fish, the #CaWaterFix means...	495	1	3	0.61%
Nov 2, 2017	Existing snow pack & first...	779	12	14	1.8%
Nov 1, 2017	Clean. Reliable. Consistent....	423	0	1	0.24%
Nov 1, 2017	Laguna Beach County Water...	230	0	4	1.74%
Nov 1, 2017	Are you prepared to respond to...	229	0	1	0.44%
Nov 1, 2017	#WaterIsLife	490	13	3	0.61%
Nov 1, 2017	The largest amount of water used...	256	0	1	0.39%
Nov 1, 2017	VERY HAPPY TO SEE how fast DWR...	499	6	6	1.2%

1. The number of unique people who have seen your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Reach" to sort your posts.
2. The number of unique people who have clicked on your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Engaged Users" to sort your posts.
3. The number of unique people who have created a story from your Page post. Stories are created when someone likes, comments on or shares your post; answers a question you posted; or responds to your event. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Talking About This" to sort your posts.
4. The percentage of people who have created a story from your Page post out of the total number of unique people who have seen it. Click on "Engagement Rate" to sort your posts.

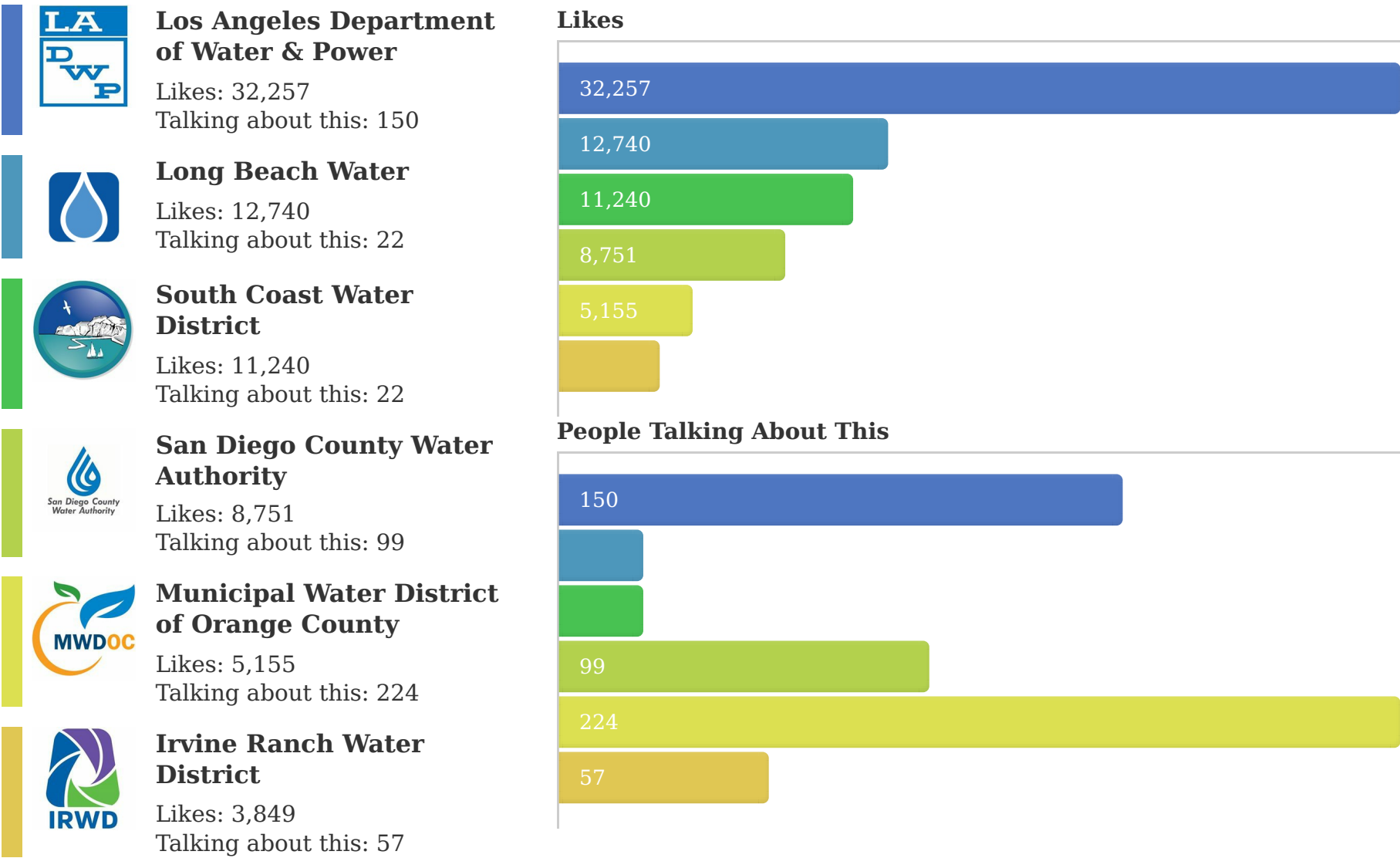
### FB Insights : Daily Post Feedback



FB Insights : Daily Page Activity



FB Insights : Compare Public Pages



Data for this module is not affected by the date range

Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
MWDOC 2017-11-02 LIKES	● Inactive	66 Page Likes	4,983	6,115	\$3.16 Per Page Like	\$208.76	Nov 15, 2017
MWDOC 2017-11-05 LIKE OCWaterSmart Video	● Inactive	213 Page Likes	10,233	18,405	\$2.35 Per Page Like	\$500.00	Nov 13, 2017
MWDOC 2017-11-20 CAWF New Jobs BP	● Inactive	41,782 Reach	41,782	63,553	\$5.98 Per 1,000 People ...	\$250.00	Nov 27, 2017
MWDOC 2017-11-20 Groundwater Basin BP	● Inactive	47,028 Reach	47,028	65,112	\$5.32 Per 1,000 People ...	\$250.00	Nov 27, 2017
MWDOC 2017-11-21 Oroville Status VV	● Inactive	609 Page Likes	38,882	71,227	\$2.46 Per Page Like	\$1,500.00	Nov 30, 2017
MWDOC 2017-11-28 LIKES	● Inactive	119 Page Likes	13,302	16,377	\$4.04 Per Page Like	\$480.67	Nov 30, 2017
► Results from 6 campaigns ⓘ		—	126,196 People	240,789 Total	—	\$3,189.43 Total Spent	



## Audience insights

MWDOC @MWDOC

All Twitter users Country: United States Persona: All Twitter Add more filters

+Add comparison audience

### OVERVIEW

Top interest  
Comedy (Movies and television)

### DEMOGRAPHICS

Top language  
English

### LIFESTYLE

Top lifestyle type  
Online buyers

### CONSUMER BEHAVIOR

Top buying style  
Premium brands

### MOBILE FOOTPRINT

Top wireless carrier  
AT&T

### Credit card holders

Credit card type	% of audience
Regular credit cards	68%
Premium credit cards	61%
Regular Visa or MasterCard	56%
Premium Visa or MasterCard	54%
Discover	32%
American Express	24%

Values based on 9.2% match rate from Twitter partners

### Aftermarket auto buyer types

Buyer category	% of audience
Auto parts buyer	51%
Auto service buyer	45%
Vehicle purchase: 48+ months ago	24%
Vehicle purchase: 0-6 months ago	19%
Vehicle purchase: 13-24 months ago	17%
Vehicle purchase: 7-12 months ago	13%
Vehicle purchase: 25-36 months ago	9%
Vehicle purchase: 37-48 months ago	6%

Values based on 35.6% match rate from Twitter partners

### Consumer buying styles

Consumer style name	% of audience
Premium brands	76%
Quick & easy	74%
Home cooking & grilling	70%
Fresh & healthy	70%
Ethnic explorers	60%
Value conscious	25%
Weight conscious	24%
Natural living	15%
Mexican foods	14%
Vegetarian	11%

Values based on 29.8% match rate from Twitter partners

### Consumer goods purchases

Consumer category	% of audience
Milk	59%
Salty snacks	58%
Cheese	56%
Eggs	55%
Fresh produce	54%
Chocolate candy	53%
Crackers	53%
Meat	51%
Yogurt	51%
Cookies	50%

Values based on 42.8% match rate from Twitter partners

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# Audience insights

MWDOC @MWDOC

All Twitter users Country: United States Persona: All Twitter Add more filters

+Add comparison audience

## OVERVIEW

Top interest  
Comedy (Movies and television)

## DEMOGRAPHICS

Top language  
English

## LIFESTYLE

Top lifestyle type  
Online buyers

## CONSUMER BEHAVIOR

Top buying style  
Premium brands

## MOBILE FOOTPRINT

Top wireless carrier  
AT&T

## Household income categories

Income category	% of audience
\$75,000 - \$99,999	16%
\$100,000 - \$124,999	14%
\$60,000 - \$74,999	11%
\$150,000 - \$199,999	11%
\$125,000 - \$149,999	9%

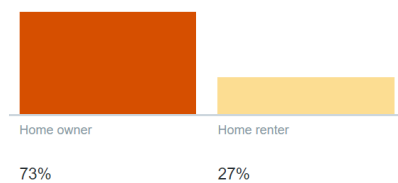
Values based on 45.6% match rate from Twitter partners

## Net worth

Net worth category	% of audience
\$100,000 - \$1,000,000	31%
\$1,000,000 - \$1,999,999	19%
\$1 - \$100,000	13%
\$2,000,000 +	13%
\$2,500 to \$24,999	5%
\$250,000 to \$374,999	3%
\$150,000 to \$249,999	3%

Values based on 9.9% match rate from Twitter partners

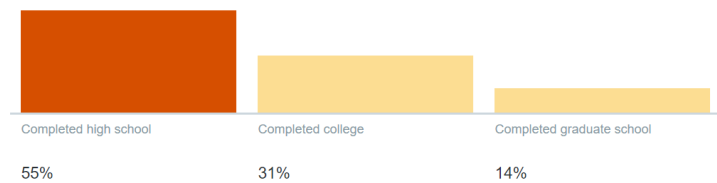
## Home ownership



## Age

Age category	% of audience
13 to 17	11%
18 to 24	51%
25 to 34	23%
35 to 44	9%
45 to 54	5%
55 to 64	1%
over 65	1%

## Education (highest level completed)



## Occupation

Occupation type	% of audience
Professional/technical	34%
Homemaker	28%
Self-employed	19%
Health services	18%
White collar worker	15%
Management	14%
Retired	13%
Tradesman/laborer	12%
Sales/marketing	10%
Student	6%

Values based on 19.0% match rate from Twitter partners

## Home value

Home value category	% of audience
\$99,999 and under	14%
\$100,000 - \$199,000	33%
\$200,000 - \$299,000	23%
\$300,000 - \$499,000	18%
\$500,000 and higher	12%

Values based on 37.0% match rate from Twitter partners

## Marital status

Marital status	% of audience
Married	54%
Single	46%

Values based on 18.5% match rate from Twitter partners

All Twitter users Country: United States Persona: All Twitter Add more filters

+Add comparison audience

OVERVIEW  
Top interest  
Comedy (Movies and television)

DEMOGRAPHICS  
Top language  
English

LIFESTYLE  
Top lifestyle type  
Online buyers

CONSUMER BEHAVIOR  
Top buying style  
Premium brands

MOBILE FOOTPRINT  
Top wireless carrier  
AT&T

Interests

Interest name	% of audience
Comedy (Movies and television)	69%
Music	66%
Comedy (Hobbies and interests)	51%
Pop	44%
Business and news	44%
Movie news and general info	43%
Music news and general info	41%
Politics and current events	40%
Hip hop and rap	34%
World	32%

TV Genres

Genre name	% of audience
Sports	74%
Drama	63%
Comedy	46%
Children & Family	40%
Movies	39%
Reality	39%
Sci-fi	36%
Talk	36%
Sports Talk	24%
Game Show	20%

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All Twitter users Country: United States Persona: All Twitter Add more filters

+Add comparison audience

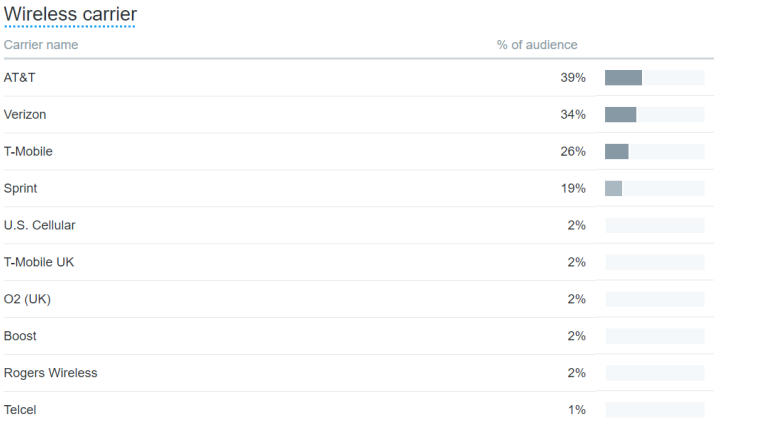
OVERVIEW  
Top interest  
Comedy (Movies and television)

DEMOGRAPHICS  
Top language  
English

LIFESTYLE  
Top lifestyle type  
Online buyers

CONSUMER BEHAVIOR  
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Premium brands

MOBILE FOOTPRINT  
Top wireless carrier  
AT&T



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# Audience insights

MWDOC @MWDOC

All Twitter users Country: United States Persona: All Twitter Add more filters

+Add comparison audience

## OVERVIEW

Top interest  
Comedy (Movies and television)

## DEMOGRAPHICS

Top language  
English

## LIFESTYLE

Top lifestyle type  
Online buyers

## CONSUMER BEHAVIOR

Top buying style  
Premium brands

## MOBILE FOOTPRINT

Top wireless carrier  
AT&T

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Student	6%

Values based on 19.0% match rate from Twitter partners

## Consumer buying styles

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Ethnic explorers	60%
Value conscious	25%
Weight conscious	24%
Natural living	15%
Mexican foods	14%
Vegetarian	11%

Values based on 29.8% match rate from Twitter partners

## Wireless carrier

Carrier name	% of audience
AT&T	39%
Verizon	34%
T-Mobile	26%

## Household income categories

Income category	% of audience
\$75,000 - \$99,999	16%
\$100,000 - \$124,999	14%
\$60,000 - \$74,999	11%
\$150,000 - \$199,999	11%
\$125,000 - \$149,999	9%

Values based on 45.6% match rate from Twitter partners

## Net worth

Net worth category	% of audience
\$100,000 - \$1,000,000	31%
\$1,000,000 - \$1,999,999	19%
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\$250,000 to \$374,999	3%
\$150,000 to \$249,999	3%

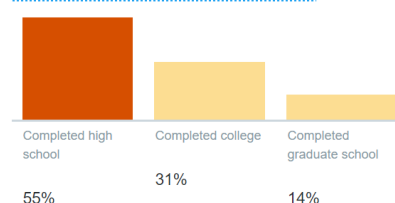
Values based on 9.9% match rate from Twitter partners

## Marital status

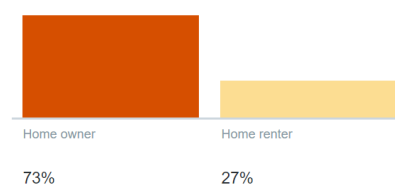
Marital status	% of audience
Married	54%
Single	46%

Values based on 18.5% match rate from Twitter partners

## Education (highest level completed)



## Home ownership



Sprint	19%	<div></div>
U.S. Cellular	2%	<div></div>
T-Mobile UK	2%	<div></div>
O2 (UK)	2%	<div></div>
Boost	2%	<div></div>
Rogers Wireless	2%	<div></div>
Telcel	1%	<div></div>

The data reported on this page is an estimate, and should not be considered official for billing purposes. Data from Twitter partners is U.S. only. Some charts require a minimum number of users to display.

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**mwdoc**

Municipal Water District of OC

A wholesale water supplier and resource planning agency that serves Orange County through 28 retail water agencies. <http://www.mwdoc.com/>

**35**  
TOTAL POSTS

**247**  
FOLLOWERS

**228**  
FOLLOWING

By Day

**2**  
POSTS

- IMAGES
- ALBUMS
- VIDEOS

2  
0  
0

**41**  
ACTIVITIES

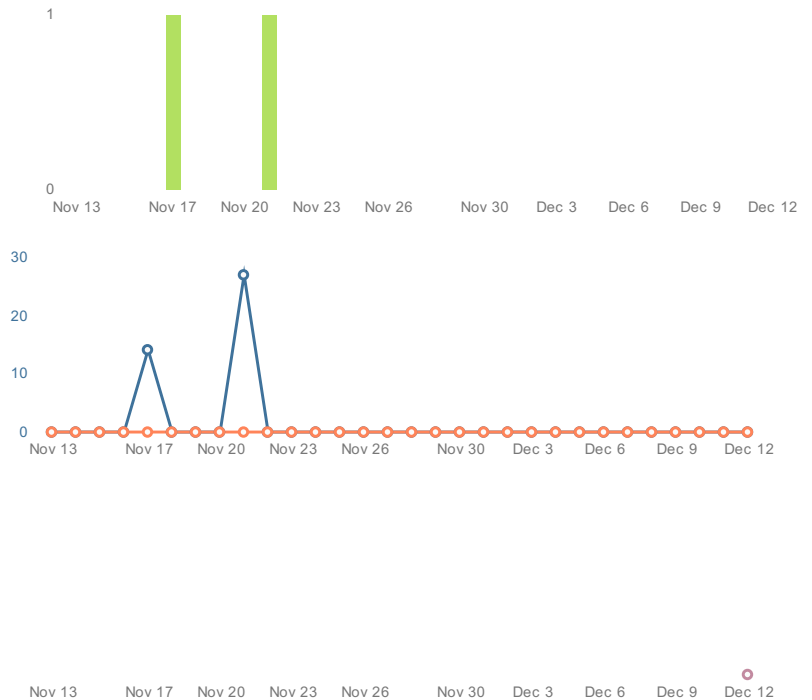
- LIKES
- COMMENTS

41  
0

**247**  
FOLLOWERS

- NET CHANGE
- AVG DAILY GROWTH

+0.0%  
0.0



LIKES/POST

**20.5**

COMMENTS/POST

**0**

LIKES/DAY

**1.4**

COMMENTS/DAY

**0**

## TOP POSTS



	LIKES	COMMENTS
<p>EASY STEPS TO SAVE WATER THIS #THANKSGIVING 1. ... Nov 21, 2017, 4:54 PM</p>	27	0
<p>In partnership with @ucdavis , our friends @mnw... Nov 17, 2017, 12:52 PM Municipal Water District of Orange County</p> <p><a href="#">View posts report »</a></p>	14	0

## SENTIMENT



SENTIMENT	SHARE	CHANGE
- SENTIMENT SCORE		There is not enough data in this date range to sample. Try viewing another date range.

## TOP HASHTAGS



	POSTS	LIKES	COMMENTS
#savewater	1	27	0

## GEOGRAPHY



LOCATION	POSTS
Municipal Water District of Orange County	1
View geo report »	

#nomnom	1	27	0
#foodhacks	1	27	0
#feast	1	27	0
#gobblegobble	1	27	0
#gratitude	1	27	0
#thanksgiving	1	27	0
#givingthanks	1	27	0
#waterislife	1	27	0
#turkeyday	1	27	0

View hashtags report »

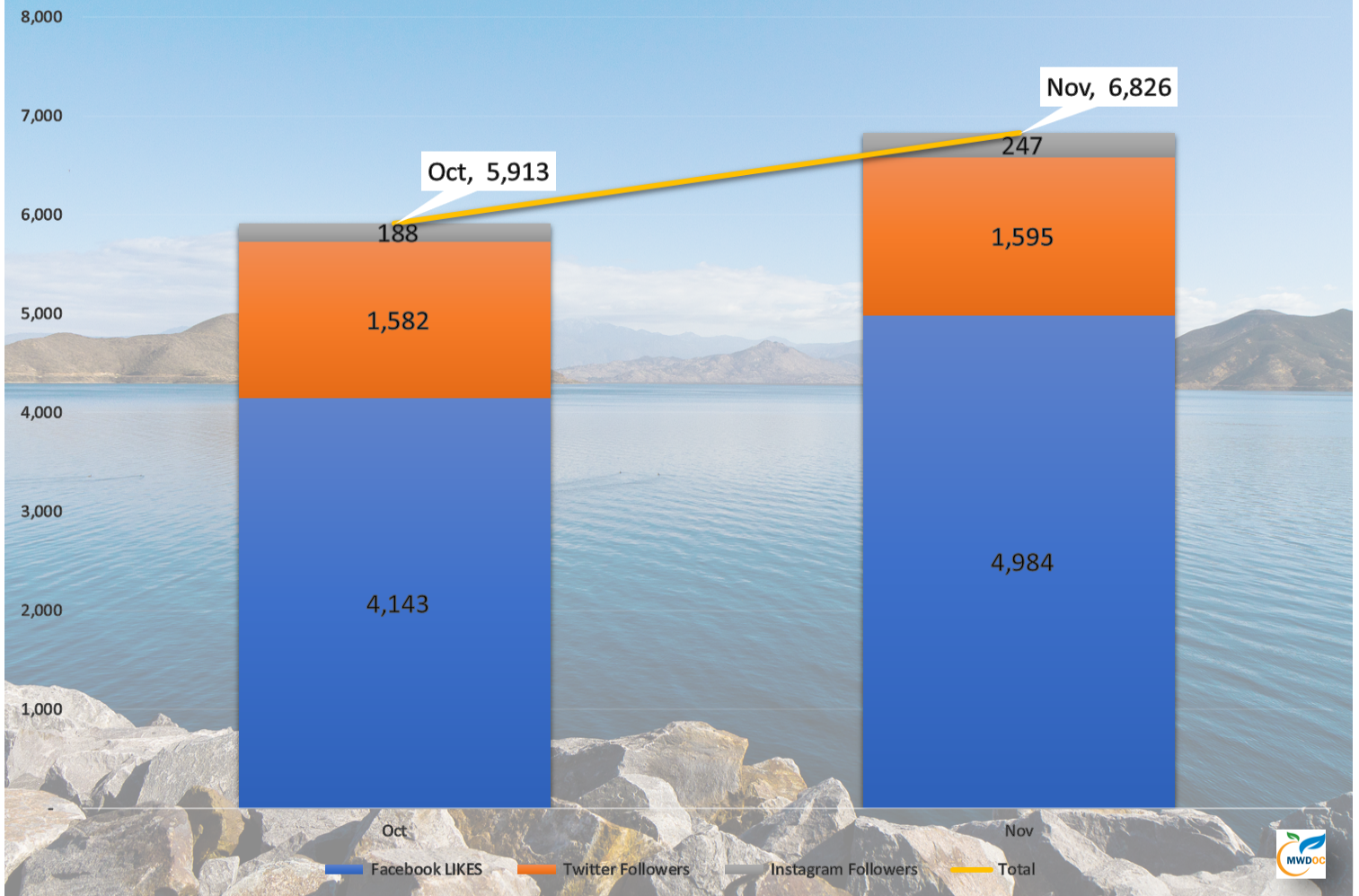
## TOP PARTICIPANTS



		POSTS	LIKES	COMMENTS
	browncaldwell	2	2	0
	tuitama1	2	2	0
	occoastkeeper	2	2	0
	walnut_valley_wat...	2	2	0
	heatherbaez	2	2	0
	swingen35	2	2	0
	caenvironcntl	2	2	0
	karensframes	2	2	0
	splashlinkofficial	1	1	0
	intergalactic_rae	1	1	0

View participants report »

## MWDOC Social Media Growth





**INFORMATION ITEM**

December 18, 2017

**TO:** Board of Directors

**FROM:** **Public Affairs & Legislation Committee**  
(Directors Tamaribuchi, Dick & Yoo Schneider)

Robert Hunter  
General Manager

Staff Contact: Tiffany Baca

**SUBJECT: Education Program Update**

**STAFF RECOMMENDATION**

---

Staff recommends the Board of Directors receive and file report.

**COMMITTEE RECOMMENDATION**

---

Committee recommends (To be determined at Committee Meeting)

**DETAILED REPORT**

---

Contractors for the Municipal Water District of Orange County's (MWDOC) education programs are booking classes and students for the current school year. Both Discovery Science Center (DSC) and Inside the Outdoors (ITO) are confident they will reach their contracted student totals this year.

The following reports are included here: Elementary School Assemblies for November, Elementary Education Student Counts Chart, and the "What About Water" High School Program report.

In addition, ITO has launched the "Be the Voice 4 Water" 30 second video contest. The contest challenges southern California high school students to create a 30 second public service announcement about why water is important to them. Sub-topics could include conservation, water quality, and availability of water sources.

<b>Budgeted (Y/N):</b> n/a	Budgeted amount:	Core x	Choice __
<b>Fiscal Impact (explain if unbudgeted):</b>			

Currently, MWDOC, ITO, Orange County Department of Education (OCDE), National Geographic and a few others are sharing information about the contest across their social media platforms. Promotion efforts will kick up a notch after the first of the year with ITO sending flyers to schools and sending emails to various educators. ITO, MWDOC, MWDOC member agencies and other contest partners, Metropolitan Water District of Southern California (MWD) and H2O Connect, will also be increasing social media efforts after the first of the year. Additionally, a Cox PSA promoting the contest is scheduled to air during sporting events, primetime shows, and in the news.

Contest entries will be judged based upon five (5) criteria: the creativity, message content, and effective use of contest theme, technical production and overall presentation. The contest ends on March 15, 2018 and winners will be announced on or about April 1, 2018. Prizes have been sponsored by Dave & Busters, Vans, Hurley, and other action sports industry partners as well as by Disneyland Resorts.

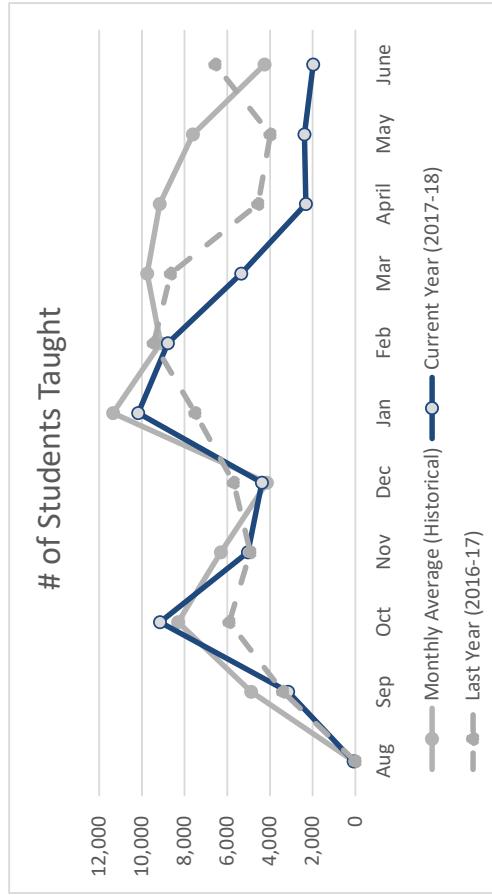
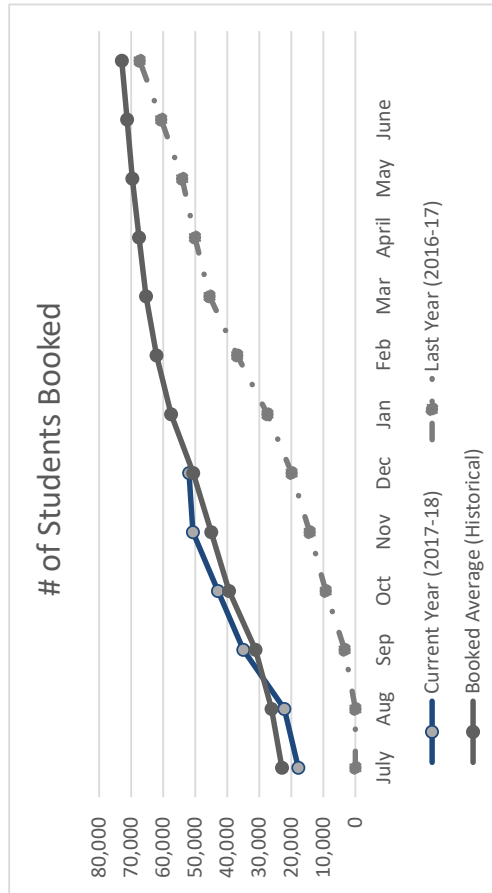


## 2017-18 Water Education School Program

# of Students Booked		July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Target
Booked Average (Historical)		22,936	26,212	31,188	39,425	45,000	50,647	57,577	62,058	65,364	67,548	69,643	71,249	72,954
Last Year (2016-17)		0	0	3,399	9,309	14,235	19,936	27,441	36,886	45,530	50,083	54,067	60,623	67,361
Current Year (2017-18)		17,823	22,162	34,981	42,926	50,696	51,954							62,035

# of Students Taught		July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total
Monthly Average (Historical)		-	63	4,876	8,301	6,301	4,146	11,354	9,126	9,758	9,158	7,606	4,257	74,891
Last Year (2016-17)		0	0	3,399	5,910	4,926	5,701	7,505	9,445	8,644	4,553	3,984	6,556	60,623
Current Year (2017-18)		0	77	3,144	9,149	5,033	4,373	10,171	8,787	5,342	2,323	2,389	1,971	52,759





# Social Media Guide

## OFFICIAL CONTEST NAME

BE THE VOICE 4 WATER

(Audience: Southern California high school students between 14-19 years old)

## LINK

<http://indi.com/leafrocks/voice4water>

## HASHTAG

#Voice4Water

#VOICE4WATER

## Inside the Outdoors Foundation and MWDOC

### Facebook

@ITOFoundation ("Inside the Outdoors Foundation" for tagging)

@MunicipalWaterDistrictofOrangeCounty

### Twitter

@ITOFoundation

@MWDOC

### Instagram

@insidetheoutdoors

@MWDOC

## Theme

What water means to you, including **conservation, quality, and availability of all water sources** (including drinking water, watershed conservation, and coastal ecosystems). What would my life be without water? Tell us what matters to you.

# WHAT ABOUT WATER?

**Monthly Report**  
Presented by



## December 2017

What About Water? - Inside the Outdoors School Visits									
Year 3 - 2017/2018									
Agency	High School	1st Visit - student	1st Visit Enrollment	2nd Visit - student	2nd Visit Enrollment	School Expo	Expo School Enrollment	Total Students	Notes
Anaheim	Anaheim High School	10/23/17	71	11/17/17	72	1/9/18			Expo- Lunchtime
City of Brea	Brea Olinda High School	5/22/18		5/29/18		6/5/18			Expo- Lunchtime
City of Buena Park	Buena Park High School								
City of Fountain Valley	Fountain Valley High School								FVHS, Los Amigos, then Harbor
City of Huntington Beach	Edison High School	11/27/17	52	1/10/18		tbd			
City of San Clemente	San Clemente High School	4/30/18		5/7/18		tbd			Expo- Lunchtime
City of San Juan Capistrano	Junipero Serra High School or San Juan Hills High School								
City of Tustin	Tustin High School or Columbus Middle School								
East Orange WD	Foothill High School	12/14/17		2/1/18		tbd			Expo- Lunchtime
El Toro	El Toro High School	3/7/18		3/22/18		4/11/18			Expo-Evening Family Event
Mesa Water	Costa Mesa High School	10/16/17	29	1/11/2018*		4/12/2018*			*Updated dates Expo- Lunchtime
Moulton Niguel	Aliso Niguel High School								
Moulton Niguel	Laguna Hills High School	2/6/18		2/20/18		tbd			Expo-Project Presentation
Moulton Niguel	Capistrano Valley High School								
Moulton Niguel /Santa Margarita WD	Mission Viejo High School	2/9/18		2/21/18		3/9/18			Expo-Project Presentation
Santa Ana	Santa Ana High School	11/3/17	47	12/13/17		2/7/18			Expo- Lunchtime
Santa Margarita WD	Tesoro High School	4/19/18		5/3/18		5/14/18			Expo- Lunchtime
South Coast WD	Dana Hills High School	2/5/18		2/26/18		tbd			Expo- Lunchtime
Total		199		72		0		0	
Teacher Workshops									
Student Summits									
tbd = verbal confirmation, pending calendar dates									

## NOVEMBER 2017 METRICS REPORT - Water Campaign

### Water Campaign

- Goal: Promote discussion and educational activities for regional water conservation and water-use efficiency issues.

### Facebook

#### Nov 1st

WATER EDUCATION WEDNESDAY: We shared how our What About Water curriculum gets students thinking about and discussing drought. Our Traveling Scientists continue to engage students on the topic by asking: "When can we stop being efficient with our water use?"

Answer: Never. Water is a limited natural resource and water conservation is a new normal for our future, especially in California.

How much water do you use at home and how can you cut back? Try the Home Water Calculator at OC Water Smart to see if you are being water wise.

<http://www.ocwatersmart.com/residential/calculator>

Media = Original water graphic

#### Nov 8th

WATER EDUCATION WEDNESDAY: Are you following [Ricki Raindrop](#) on Facebook? According to [Municipal Water District of Orange County](#) (MWD OC): "For nearly 40 years, School Program mascot 'Ricki the Rambunctious Raindrop' has been educating students in grades K-5 about the water cycle, the importance and value of water, and the personal responsibility we all have as environmental stewards."

You can also FOLLOW RICKI on Twitter: <https://twitter.com/mwdocricki/>

Media = Shared Ricki's post on H2O Love video

#### Nov 15th

WATER EDUCATION WEDNESDAY: We found a great resource over on the Water Matters Blog ( [Southwest Florida Water Management District](#) ) about "6 Ways to Save Water and Money on Thanksgiving." Have you ever thought about how to save water while cooking? Little changes can add up.

BLOG POST: <http://www.swfwmd.state.fl.us/blog/entry.php?blogPRId=122>

Media = Original slo-mo video of water being poured into kitchen pot

#### Nov 23rd

Thanksgiving Holiday - no post

**Nov 29th**

WATER EDUCATION WEDNESDAY: We love the end of this water education video where it says: "Don't let show-offs like rushing rivers and roaring oceans get all the attention . . ."

[https://youtu.be/oNWAerr\\_xEE](https://youtu.be/oNWAerr_xEE)

Media = YouTube Link

## Instagram

Hashtag #ocwatereducation

<https://www.instagram.com/explore/tags/ocwatereducation/>

It's Water Education Wednesday! What lives in the wetlands? Plants, insects, worms, fish, and ducks to name a few. Do you spy the reptile about to make it into this scene? Hmmm . . . wonder how they are all connected? #ocwatereducation #outdoorclassroom #watershed

It's Water Education Wednesday! So many ways to save water in the kitchen while cooking your Thanksgiving dinner! You can scrape food scraps into compost instead of the garbage disposal (which uses 4.5 gallons of water). Or only run the dishwasher when it's a full load since each load takes 7 to 10 gallons of water to run. #ocwatereducation #bewaterwise [Source: [watermatters.org](http://watermatters.org)]

It's Water Education Wednesday! Remember the Hesperoyucca whipplei (yucca) that @tubbs\_tesoro identified back on October 10th? I said I'd put up a photo if we ever caught this California water wise native plant blooming. Well, here you go! Have you thought about planting native plants like this in your yard to conserve water? @mwdoc has a list of California Friendly landscaping resources on their OCWaterSmart website. [Fun side fact: It's pollinated in a symbiotic relationship with the California yucca moth. Thanks to @cal\_native\_plant\_society website for the info!] #ocwatereducation #californianativeplant #bewaterwise

It's Water Education Wednesday! Check our water education resources page (link in bio) to discover curriculum about wetlands. Turn to @projectwet for their Water Education TV Episode 3 on Vimeo which has a simple demonstration using just a cup of water and sponge. Or try the California @coastalcommission "Our Wetlands, Our World" to download a high school activity guide to Upper Newport Bay. #ocwatereducation #wetlands #handsonlearning

## Twitter

### Water Originals

Watch Water Education TV episodes from @projectwet! Start with "What is a #watershed ?" <http://ow.ly/e2oF30gi5Rt> #ocwatereducation

An in-depth water glossary for #ocwatereducation  
<https://twitter.com/MWDOCRicki/status/923972752901623810>

Wonder how you can save water and money while cooking on Thanksgiving? Water savers at [@SWFWMD](#) came up with 6 ways. <http://ow.ly/obdm30gBSFc> [#ocwatereducation](#) [#bewaterwise](#)

Did you know [@MWDOCRicki](#) has been educating students in grades K-5 about the water cycle, the importance and value of water, and the personal responsibility we all have as environmental stewards for nearly 40 years? <https://t.co/ieBksZvN0d> [#ocwatereducation](#)

As part of our What About Water curriculum, we've collected links to over 40 resources for water education in Orange County. <https://t.co/2lBy190SZ3> [#ocwatereducation](#) [#bewaterwise](#) <https://t.co/mcE7WlwaBD>

## Water RTs

RT [@MWDH2O](#)

Hear from GM Jeff Kightlinger at State of LA Infrastructure, Nov 8 ( Quote [@LAAreaChamber](#) Join us Nov. 8 to hear exciting updates from [@metrolosangeles](#), [@LADWP](#), [@flyLAXairport](#), [@mwdh2o](#), [@SCE](#) & more! <http://bit.ly/2gyeO7J>)

RT [@BeWaterWiseH2O](#)

A reminder from a [@PVPHS Panthers](#) student that no water = no life [#WaterArt](#) <http://bewaterwise.com> [@WestBasin](#)

RT [@CAWaterBoards](#)

Statewide water [#conservation](#) savings reached 14.9% in September, equaling 31.4 billion gallons saved. [#KeepSavingCA](#) <https://buff.ly/2zjtxhL>

RT [@ucanrwater](#)

What do we know about mountain snowpack & runoff? Far too little says [@rbalesuc](#) [@UCWater](#) <http://bit.ly/2jaHzMi> [@matt weiser](#) [@WaterDeeply](#) [#CAwater](#) [#CAwx](#)

RT [@USGSwaterCA](#)

[#SoCal](#) [#Teachers](#) There's still time to sign up for a free workshop from [@projectwet](#) [@USGS](#) + [@TheCACoast](#) in [#SanDiego](#) Sat. Nov. 18.

RT [@MWDOCRicki](#)

Hey kids! It's never too early to start working on your 2018 poster design! The winning students, and their teachers and families, will be recognized at an Annual Awards Ceremony held at the Discovery Cube Orange County! [#WaterIsLife](#) [#MWDOC](#)

RT [@MNWDWater](#)

Moulton Elementary student parlays his passion for water into 'GM for a day' gig with Moulton Niguel Water District <https://buff.ly/2zrrw0K>

RT [@MavensNotebook](#)

The Delta .. a complicated place best explained by pictures. Check it out here: <http://ow.ly/OgEKu> [#cawater](#) [#sacdelta](#)

RT @NOAADebris

Looking for an activity while you wait for the turkey? Break out the art supplies and get cooking on an entry for our marine debris art contest! Learn how to enter:

<https://marinedebris.noaa.gov/outreach/artcontest.html...>

RT @saveourwater

Get ready for rain this fall by installing rain barrels & use the captured water to irrigate your landscape. Visit

<http://saveourwater.com/rainwater-harvesting-save-water-yard/...>



**Public Affairs Activities Report  
November 9, 2017 – December 12, 2017**

<b>Member Agency Relations</b>	<p>Public Affairs Staff and Heather prepared, coordinated, and hosted a joint Legislative/Public Affairs Workgroup.</p> <p>Public Affairs Staff:</p> <ul style="list-style-type: none"><li>• Designed two bill inserts and coordinated print orders for member agencies</li><li>• Produced a proclamation honoring the retirement of George Murdoch</li><li>• Coordinated with Metropolitan to provide the City of Westminster a Metropolitan produced video for a Council meeting</li><li>• Attended the monthly Water Use Efficiency Workgroup meeting and provided a communications update to attendees</li><li>• Assisted the City of Garden Grove with a request to Metropolitan for California Friendly outreach materials</li><li>• Provided a current photo of a rebate device for El Toro Water District's outreach efforts</li><li>• Upon request, provided the new District logo to IRWD</li></ul>
<b>Community Relations</b>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"><li>• Solicited quotes for a vectorized Ricki the Raindrop image which can be used across a variety of outreach efforts</li></ul> <p>Heather attended the Women in Water meeting hosted by IRWD. Melissa Baum-Haley was a featured speaker.</p> <p>Heather attended the South Orange County Economic Coalition meeting on the CA Water Fix. Rob was a featured speaker. Director Dick also attended.</p>

<b>Education</b>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Attended the annual Metropolitan “Water is Life” Student Art Exhibit and Reception. Staff attended to represent the agency and support student winners from the District. Ricki the Raindrop participated in the mascot raid.</li> <li>• Prepared a support letter for Saddleback College Dew and Fog Catchment System grant application to Metropolitan</li> <li>• Assisted the City of Anaheim with an observation opportunity for the high school program</li> <li>• Provided the City of Westminster information related to an education program update for the City Council</li> <li>• Provided billing clarification to East Orange County Water District based on their commitment for the high school program</li> <li>• Assisted Mesa Water with information regarding upcoming high school program classroom and expo dates</li> <li>• Informed the City of Huntington Beach of an observation opportunity for the high school program</li> <li>• Upon request, collecting backup for school year 2017-18 from school program contractors to support billing for Moulton Niguel</li> <li>• Updated and coordinated a print of Ricki books for the Elementary School Program</li> </ul>
<b>Media Relations</b>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Prepared and distributed a news release announcing the District’s new website launch</li> <li>• Participated in several meetings to discuss strategy with the social media Consultant</li> </ul>
<b>Special Projects</b>	<p>Public Affairs staff:</p> <ul style="list-style-type: none"> <li>• Launched the new District website</li> <li>• Coordinated a selection of recommended MWDOC apparel items for staff and Board with the new District logo</li> <li>• Created a MWDOC brand and logo style guide</li> <li>• Created a new MWDOC branded PowerPoint template</li> <li>• Created a new MWDOC branded business card template</li> <li>• Coordinated, prepared and sent out an eCurrents newsletter</li> <li>• Working with staff at the Department of Water Resources to secure a date for the next Water Policy Dinner &amp; Forum with keynote speaker Director Grant Davis</li> <li>• Working with MWDOC attorneys to finalize a website privacy policy for the new website</li> <li>• Prepared an “opt-in” survey for MWDOC emails and other correspondence which was sent out through the eCurrents newsletter</li> <li>• Are currently working on itineraries, trip logistics, guest and Director requirements for the following inspection trips:</li> </ul>

## Item 14

	<ol style="list-style-type: none"> <li>1. January 12-13, 2017, Director McKenney, CRA</li> <li>2. January 26-28, 2017, Director Barbre, CRA/Hoover</li> <li>3. February 23-24, 2017, Director Ackerman, SWP</li> </ol> <p>Heather staffed the WACO Planning meeting.</p> <p>Heather and Melissa attended the ACWA Conference in Anaheim.</p>
<b>Legislative Affairs</b>	<p>Public Affairs staff:</p> <ul style="list-style-type: none"> <li>• Worked on collateral for the 2018 DC Luncheon; IEUA is taking the lead on Briefing Book assembly this year</li> </ul> <p>Bryce updated the Save the Date cards for the 2018 D.C. luncheon. Heather had them printed and cut for distribution by Directors Barbre and Yoo Schneider in D.C.</p> <p>Heather and Joe attended the State Water Resources Control Board public meeting in Sacramento on water conservation/prohibited uses. Joe provided testimony on MWDOC's behalf.</p> <p>Heather participated in a conference call with the D.C. luncheon partner agencies and set timelines for the briefing book and other goals.</p> <p>Heather participated in an interview panel for West Basin Municipal Water District who has solicited proposals for federal advocacy services.</p>
<b>Water Summit</b>	<p>Public Affairs staff:</p> <ul style="list-style-type: none"> <li>• Conducted staff meeting with OCWD to prepare for the 2018 Summit.</li> <li>• Have begun soliciting sponsors and speakers.</li> </ul>