MEETING OF THE BOARD OF DIRECTORS OF THE MUNICIPAL WATER DISTRICT OF ORANGE COUNTY Jointly with the PUBLIC AFFAIRS AND LEGISLATION COMMITTEE

March 19, 2018, 8:30 a.m. Conference Room 101

Committee:

Director Dick, Chairman Director Thomas Director Tamaribuchi Staff: R. Hunter, K. Seckel, H. Baez, D. Micalizzi, P. Meszaros, T. Baca

Ex Officio Member: Director Barbre

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 <u>http://www.mwdoc.com</u>.

PRESENTATION ITEM

1. PRESENTATION BY PAUL JONES REGARDING EASTERN MUNICIPAL WATER DISTRICT'S LEGISLATION

DISCUSSION ITEMS

- 2. LEGISLATIVE ACTIVITIES
 - a. Federal Legislative Report (Barker)
 - b. State Legislative Report (BBK)
 - c. County Legislative Report (Lewis)
 - d. Legal and Regulatory Report (Ackerman)
 - e. MWDOC Legislative Matrix
 - f. Metropolitan Legislative Matrix

3. SOUTHERN CALIFORNIA WATER ISSUES CONGRESSIONAL DELEGATION BRIEFING LUNCHEON

ACTION ITEMS

- 4. ADOPT LEGISLATIVE POSITIONS
- 5. ELECTION OF OC LAFCO SPECIAL DISTRICT MEMBER AND ALTERNATE
- 6. AUTHORIZE ATTENDANCE AT THE P3 WATER SUMMIT, SAN DIEGO, APRIL 3-4, 2018

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

- 7. WEBSITE AND SOCIAL MEDIA ANALYTICS UPDATE
- 8. WYLAND MAYOR'S CHALLENGE POCKET PARK- PROJECT UPDATE
- 9. APRIL 19, 2018 WATER POLICY DINNER
- 10. UPDATE ON 2018 OC WATER SUMMIT (JUNE 1, 2018)
- 11. EDUCATION PROGRAM UPDATE
- 12. PUBLIC AFFAIRS ACTIVITIES REPORT

OTHER ITEMS

13. 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.

<u>Accommodations for the Disabled.</u> 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.

Item 2a

JAMES C. BARKER, PC

Attorney and Counselor at Law Fifth Floor 1050 Thomas Jefferson Street, NW Washington, DC 20007 (202) 293-4064 jimbarker@jcbdc.com

Nicholas Crockett Alia Cardwell

> Municipal Water District of Orange County, California Washington Update March 13, 2018

The House and the Senate are working hard to finish the current Omnibus Spending Bill for the 2018 Fiscal Year. This bill will fund federal government activities through September 30, 2018.

The current plan is to pass the funding bill by March 23rd, the day that the current Continuing Resolution tolls.

We are expecting to see increased funding for domestic programs. There have been no details released publicly yet about water spending, but two staffers within the Senator Feinstein office and several other House staffers have advised us that they predict we will see some funding for discretionary grants in the bill. As a result, we are likely to see the Administration release application information for the Ocean Water Desalination Grants that were made possible through the passage of the WIIN Act. Yesterday, Senator Feinstein's Office predicted we will see those grants released in April or May.

Turning to the Infrastructure Bill, in a sign that the Infrastructure Bill is truly in trouble, Senator John Cornyn (R-Texas), a Member of Senate Republican Leadership, said last week that he believed it would be very tough to pass an Infrastructure bill this year.

In the House, Chairman Shuster of the House T&I Committee may very well try to move an Infrastructure bill in that body during his final year in public office. And getting such a bill through the House is one thing, but getting a large bill like this through the Senate is an altogether tougher lift.

One of the issues Chairman Shuster has pushed is a gasoline tax to help pay for the Infrastructure Bill—but last week, Speaker Ryan made it clear that House Leadership will not support any increase in the gasoline tax—thus making it even more difficult for Shuster to find the funding needed to pay for such a bill.

There are two major issues in play at the moment for the proposed Infrastructure Bill. One deals with "where the \$200 Billion in federal dollars comes from –to pay for the Infrastructure Program". The other issue deals with the notion that many of our nation's cities are complaining that the \$200 Billion over ten years (that's \$20 Billion a year for ten years) is simply inadequate for the infrastructure demands of our nation.

Here are two bills that we are tracking that are likely to pass the House of Representatives. Their consideration in the Senate is more uncertain.

Bill: HR 3387 The "Drinking Water System Improvement Act"Sponsor: Rep. Gregg Harper (R-Miss.)Status: Passed the House Energy and Commerce Committee in July.

A House bill to provide billions of dollars for rebuilding and repairing crumbling drinking water in the wake of the lead poisoning in Flint, Mich., could find bipartisan support for being included in an infrastructure package.

The bill, approved in committee by voice vote, would reauthorize the Drinking Water State Revolving Fund for five years and allow it pay out grants up to \$8 billion for communities across the nation.

It would be a boost of about \$1.2 billion over current federal spending on the popular grant program with carve-outs to make it easier for dollars to go to disadvantaged communities like Flint.

The White House and congressional Republicans have both repeatedly said overhauling drinking water systems would be a major element of their infrastructure legislation.

A Senate version of the bill, however, has yet to surface.

Bill: HR 3043 The "Hydropower Policy Modernization Act"Sponsor: Rep. Cathy McMorris Rodgers (R-Wash.)Status: Passed the full House, 257-166, in November. Awaiting action in the Senate.

Legislation streamlining the federal process for hydropower permitting fits with the GOP view that less regulation will spur infrastructure projects.

H.R. 3043, much like H.R. 2910, would give FERC more control over the permitting process. The bill would designate FERC as the federal lead for processing applications for hydropower.

The arguments for and against the measure are similar, too. Republicans say that it would bring "certainty" to permitting. Environmentalists and tribal groups say it could undercut state authority under the Clean Water Act and hand the reins to FERC in an area where it has no real expertise.

H.R. 3043 made it out of the Energy and Commerce Committee by voice vote, but the panel's top Democrats came out against it just before it hit the full House.

And some moderate Democrats think the party only hurts itself by refusing to compromise on permitting reform for hydropower and other carbon-free energy projects.

"What we're concerned about is achieving high standards, and if there's a way to achieve high standards with less drag on the economy, we ought to welcome that, not fight it," Rep. Scott Peters (D-Calif.) said in a recent interview. "The frustration that people feel can lead to what Trump wants to do, which is to get rid of all regulations."

Congressman Peters has his own hydropower permit streamlining bill, HR 2274. The measure passed the House under fast-track procedure in June.

MWDOC Water Luncheon In Washington, DC

MWDOC helped host and organize a very successful luncheon where Representatives Calvert, Rohrabacher, Issa, and Royce attended and participated. Both Congressmen Issa and Royce were presented framed resolutions honoring their service to Orange County water interests. In addition, we had Water Leaders in town from various water districts in Southern California participate in the luncheon as well as an excellent turnout from staffers working in the Congressional Delegation. All told, our attendance was approximately 54 individuals.

3/13/18 JCB

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BEST BEST & KRIEGER = ATTORNEYS AT LAW

Memorandum

To:Municipal Water District of Orange CountyFrom:Syrus Devers, Best Best & KriegerDate:March 19, 2018Re:Monthly State Political Report

Legislative Report

In general, the Capitol is settling in to its regular work pace. The next important date is the start of the Spring Break recess on March 22nd. Only a minority of the newly introduced bills will be heard before then, which means nearly all the rest have to be heard in the four weeks after the Legislature returns on April 2nd. The deadline for fiscal bills to pass out of policy committees is April 27th.

SB 623 (Monning) / Budget Trailer Bill (Tax on Water): As predicted, this issue has become the most serious threat this year. Although little focus is on SB 623 itself, the Brown Administration and legislative leadership are teaming up to push this issue through the budget. As part of a coordinated lobbying effort within ACWA, BB&K staff took the lead on setting up a meeting with several key legislators, including Assembly Member Richard Bloom, who chairs the Budget Subcommittee #3 that will hear the Budget Trailer Bill. The meeting with Chairman Bloom did not go well. He clearly stated his intent to support the issue and that Assembly leadership was supportive as well. He further opined that the Senate was in support. BB&K was in the meeting with the Chair of the corresponding Senate Budget Subcommittee. That meeting was more positive but Assembly Member Bloom is likely correct about the attitude of the Senate. Both subcommittees have indicated they will refrain from passing the trailer bills this week, or "hold them open," but that is small comfort. This issue will make it to the floors of both houses and will likely be a live issue in August.

SB 2050 (Caballero-Small district consolidation): ACWA has now taken a "Favor" position on this bill, which allows ACWA and BB&K staff to be on message together, which is a critical part of opposing SB 623 and the Budget Trailer Bill.

SB 998 (Dodd-Water shut off prohibitions): BB&K staff is part of a working group that has met twice to craft a strategy to oppose SB 998. Lobbying on bill, however, has yet to begin. The likely hearing date is April 3rd.

SB 606 (Skinner)/AB 1668 (Friedman-Water efficiency bill package): The amendments that MWDOC staff have been involved with since last November have now been made public. BB&K and MWDOC staff attended an ACWA working group meeting in Sacramento where

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BBS BEST BEST & KRIEGER

opponents debated the new amendments. As has been the case in the past, opponents offered critiques of the amendments, some of which were well taken, but would not negotiate a set of amendments that would remove their opposition. The group even reopened, and suggested new language, to current bill provisions that have not been the subject of debate since last summer. One of the main points of debate has always been the size of the credit for recycled water delivered for potable reuse. Current bill language allows for a credit equal to 10% of a water district total water budget, and several water agencies, including members of MWDOC, are advocating for a 30% credit. For the first time, water districts that have been a part of the opposition coalition from the beginning expressed doubt that such a position was defensible.

As this report was being prepared on March 13th, at 4:15 p.m., Assembly Members Rubio, Caballero and Weber released a letter commenting on the new amendments. The letter states the amendments do not go far enough and called for three amendments: a 30% credit for recycled water delivered for potable reuse, clarity for how outdoor standards will be set (an issue that MWDOC staff would support), and nonspecific language regarding the availability of water supplies during a drought. This letter was not discussed in the ACWA working group. So it is unclear if this represents the amendments that would move the opponents to neutral or support, or if this solely represents the unified position of these three members. Hopefully BB&K can provide clarity at the PAL Committee meeting.

The County of Orange Report

March 13, 2018 by Lewis Consulting Group

Riverbed Homeless Relocated



- 404 tons of debris
- 13,950 needles (approx. # based on disposal containers)
- 5,279 pounds of hazardous waste (human waste, propane, pesticides and other materials)

County Staff will work with 700 individuals and try to place them in longer term settings substance abuse rehabilitation, mental health care and medical recuperation beds. These are all voluntary options and the question is how many will just choose to return to the streets?

Following the closure of the homeless encampment along the two mile stretch of the Santa Ana Riverbed, between the I-5 in Orange and Ball Road in Road in Anaheim, the County engaged in a massive clean-up operation. Removal of debris includes 404 tons of trash, nearly 14,000 needles and over 5,000 pounds of hazardous waste. All of this was in danger of ending up in the ocean.



-The March 14th LAFCO meeting was held after the PAL print deadline. Items of interest will be reported orally at PAL on March 19, 2018.

On the March 14th agenda:

- a final vote reorganization allowing the City of La Habra to annex 6 unincorporated islands. The territory currently has a population of 1,267. The area totals approximately 180 acres. Some of the islands have received water from the California Domestic Water Company. The City of La Habra is acquiring that water system. One of the 6 islands will still be serviced by Suburban Water Systems.
- a re-visit to the Comprehensive Organizational Assessment list of recommendations prepared by Kelly Associates Management Group. Staff is one again recommending a YES vote on budget augmentations totaling \$128,599 over 2 years.
- Announcement of 2018 LAFCO Strategic Planning Session April 11, 2018 8:15A-12:00P OCTA Board Room #8, 500 S. Main Street, Orange. A review of completion of agency goals and identify projects and activities for 2018-2019 work plan. This is a public meeting with public comments.

California Statewide Primary Election June 5, 2018

County Supervisor Election Update

Filing has now closed and the list of candidates for the O.C. Board of Supervisors are as follows:

District 2 - Michelle Steel will be challenged by Michael Mahony and aerospace executive Brendon Perkins, the election could be decided in June.

<u>District 4</u> - OPEN SEAT (Shawn Nelson) - one of the most interesting and important elections in the O.C. The 6 candidates are:

Cynthia Aguirre - Budget Analyst Doug Chaffee - Fullerton Mayor Rose Espinoza - La Habra Councilmember Joe Kerr - retired Fire Captain & union leader Lucille Kring - Anaheim Councilmember Tim Shaw - La Habra Councilmember **District 5** - Lisa Bartlett runs unopposed and will serve another 4 years.

District 1 - Andrew Do has two more years on his current term.

District 3 - Todd Spitzer has 2 more years until he is "termed out". There will be a Special Election in 2019 if he is elected District Attorney in 2018.

More Elections of Note...

Congress

<u>39th Congressional District</u> - OPEN SEAT (Ed Royce). Filing remains open until Wednesday, March 14. So far 15 candidates have qualified for the ballot. They include 2 Independents, 5 Republicans and 8 Democrats. Apparently there are another 8 candidates who might file by the Wednesday deadline.

<u>45th Congressional District</u> - Mimi Walters. The congresswoman faces a field of 4 Democrats and 1 Independent.

<u>48th Congressional District</u> - Dana Rohrabacher. The under siege incumbent faces 1 Independent, 1 Libertarian, 5 republicans and 9 Democrats. The likelihood is Rohrabacher will make the "top 2 run-off", but who would he face a Democrat or former ally and well-financed Republican Scott Baugh?

49th Congressional District - OPEN SEAT (Darrell Issa). So far there are 13 candidates from both Orange and San Diego county. Filing so far are 3 minor party candidates, 6 Republicans and 4 Democrats. Filing remains open until March 14 and more candidates are anticipated to file.

State Senate

<u>29th State Senate District</u> - Josh Newman. Filing for this office remains open until April 4th but will only be of consequence if Senator Newman is recalled from office.

<u>**32**nd</u> <u>**State Senate District**</u> - OPEN SEAT (Tony Mendoza). Scandal plagued Tony Mendoza is one of 10 candidates vying for this reliably Democrat Senate seat. However there are 8 Democrats and 2 Republicans running. A perfect "top 2" storm?

<u>**34**th State Senate District</u> - Janet Nguyen. Senator Nguyen has attracted 3 opponents, including Democrat heavyweight Tom Umberg.

State Assembly

<u>72nd Assembly District</u> - OPEN SEAT (Travis Allen). Look for either Tyler Diep, Greg Haskin or Long Pham to face-off against Josh Lowenthal in November.

<u>73rd Assembly District</u> - Bill Brough. In addition to a democrat opponent, Brough is now facing a last minute entrant, Ed Sachs Mission Viejo Mayor.

<u>74th Assembly District</u> - Matthew Harper. Who will Harper face in November? Republican Katherine Daigle or one of 3 Democrats?





Speaking of Orange County

Courtesy of Orange County Treasurer Shari Friedenrich

FOR IMMEDIATE RELEASE DATE: March 8, 2018

Contact: Shari Freidenrich (714) 834-7625 Treasurer@ttc.ocgov.com

\$3,783,915

\$2,614,215

\$2,463,752

\$1,517,019

\$1,454,917

\$1.313.276

\$1,289,557

\$1,276,757

\$1,274,081

\$1,209,888

\$1,151,795

\$1,021,028

\$996,409

\$831,686

\$788,952

\$782,197

\$764,088

\$758,197

\$756,920

\$746,498

TOP TWENTY PROPERTY TAXPAYERS **SECURED AND UNSECURED FOR FY 2017-18**

Orange County Treasurer-Tax Collector, Shari L. Freidenrich, announced that the Top Twenty Property Taxpayers for Fiscal Year (FY) 2017-18 in the secured and unsecured categories in the County of Orange are as follows:

\$94,856,224

\$55,322,385

\$38,457,750

\$19,541,581

\$10,785,475

\$10,025,636

\$9,882,519

\$8,442,913

\$7,571,665

\$5,949,022

\$4,683,956

\$4,558,001

\$3,913,858

\$3,891,187

\$3,866,035

\$3,498,770

\$3,449,820

\$3,195,103

\$3,147,357

\$3,120,030

Unsecured:

Allergan

Boeing Company

Applied Medical

Wells Fargo Bank

Western Digital

Irvine Company

Oakley, Inc.

AT&T

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3

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20.

Charter Comm. Inc. (Time Warner)

Cox Communications, Inc.

Southwest Airlines Company

Panasonic Avionics Corporation

Kimberly-Clark Worldwide, Inc.

Broadcom Corporation

Jazz Semiconductor, Inc.

American Airlines, Inc.

JP Morgan Chase Bank

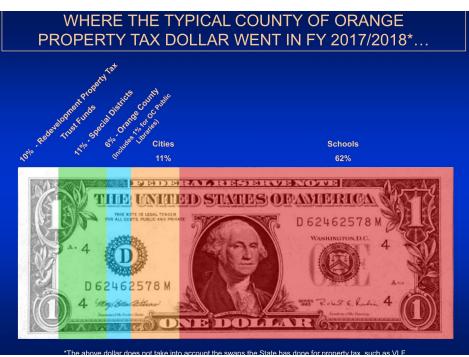
The Kroger Company

Albertsons Companies, Inc.

Allianz Asset Management, Inc.

Secured:

- Irvine Company
- 2. Walt Disney Parks & Resorts US
- 3. Southern California Edison Co. (Edison International)
- 4. Five Points Holdings, LLC
- 5. Sempra Energy (SDG&E, So. Cal. Gas)
- AT&T (Pacific Bell Telephone Company) 6.
- 7. United Laguna Hills Mutual (Laguna Woods)
- 8. BEX Portfolio, Inc.
- 9
- Anbang Insurance Group Co. (Ritz-Carlton, Montage) 10. Bella Terra Associates, LLC
- 11. South Coast Plaza
- **Olen Properties Corporation** 12.
- 13. Mainplace Shoppingtown LLC
- 14. Knott's Berry Farm
- B. Braun Medical, Inc. 15.
- 16.
- The Mayer Corporation (Waterfront Beach Resort)
- 17. Marblehead Development Partner
- KSL Capital Partners (Monarch Beach Resort) 18
- 19. Manulife US REIT (Hancock S-REIT Irvine Corp.)
- 20. Vestar



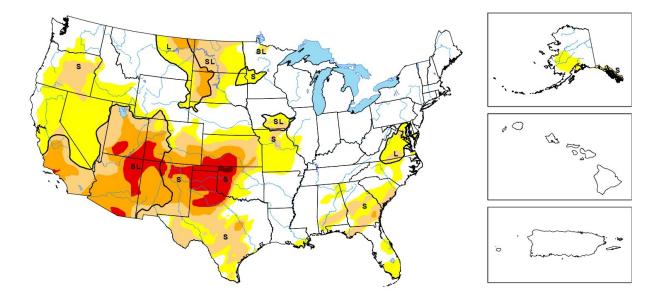
Will March Mini Miracle Help Avert Drought?

On February 14th the California snowpack measured 14% of normal. However, thanks to some early March precipitation, the California snowpack improved to 37% of normal as measured on March 5, 2018. With more storms predicted in mid-March, how much additional improvement will be measured?



Map for March 8, 2018

Data valid: March 6, 2018 | Author: <u>Richard Tinker</u>, NOAA/NWS/NCEP/CPC

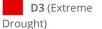


The data cutoff for Drought Monitor maps is each Tuesday at 7 a.m. EST. The maps, which are based on analysis of the data, are released each Thursday at 8:30 a.m. Eastern Time.

Intensity and Impacts

None D0 (Abnormally Dry) D1 (Moderate Drought)





D4 (Exceptional Drought)

 \sim - Delineates dominant impacts

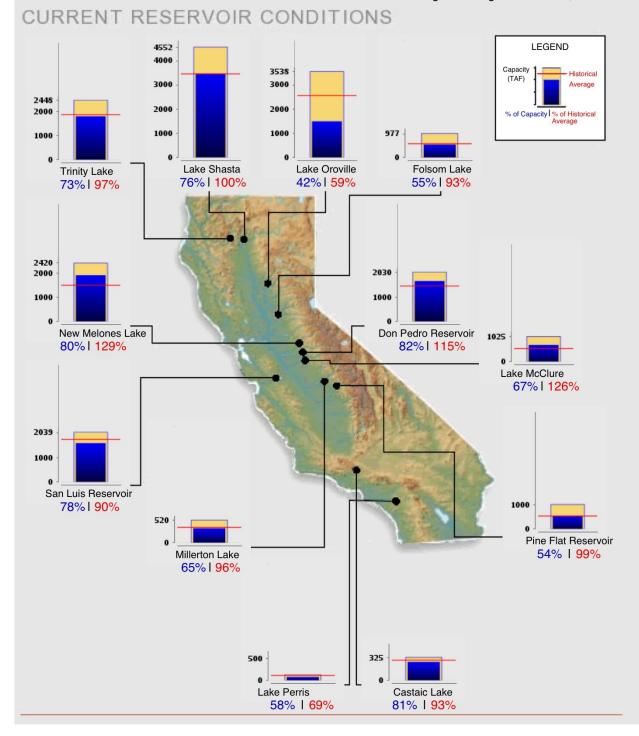
 ${\boldsymbol{\mathsf{S}}}$ - Short-Term impacts, typically less than 6 months (e.g. agriculture, grasslands)

L - Long-Term impacts, typically greater than 6 months (e.g. hydrology, ecology)

California Reservoirs Are Still Providing a Good Buffer



Ending At Midnight - March 11, 2018



Item 2d

ACKERMAN CONSULTING

Legal and Regulatory

March 19, 2018

- Salton Sea Fix?: A \$400 million fix for the Salton Sea has been proposed by a Riverside County Supervisor Manuel Perez. The fix would be a lake within the lake and various recreational facilities. The final project would create a lake a little smaller than Diamond Valley Lake but larger the Big Bear Lake. The project would be financed by a local bond paid back by local sales and property taxes. A local district would be formed to govern the project which would require voter approval. Stay tuned.
- 2. Dead Trees Save Water: A UC Merced study considered the impact of millions of dead trees on water usage in the Sierra Nevada mountain range. It is estimated that over 100 million trees died as a result of the drought and beetle infestation. The roots of these trees which would ordinarily suck water out of the ground were not active. The study claims that over 200,000 acre feet of water went to the Kings River because of this. The next question is what will grow back in place of these trees: shrubs, grass or other trees. And how much water will these replacement species take back out of the soil. They also concluded that controlled burns and allowing Mother Nature to burn forest growth is important to a balanced forest life.
- 3. **Drought and Global Warming**: A recent Stanford University report associates global warming with the extreme variation in weather patterns the US has been experiencing. Drought, wildfires, heat spells, heavy rain and snow, all of these conditions are 5 times more likely to occur in the future. They describe San Francisco's high temperature, San Jose's worst flood, Santa Barbara's mudslides, California's wildfires as all indicators of worst things to come. All this is based on modeling that predicts earth's temperature will increase more than 3.6 degrees by the end of the century. The report does acknowledge that combining all these elements into long term modeling is very difficult and subject to variation.
- 4. **Conservation Slipping:** Since the conservation edicts have been lifted and last year's abundance or rain and snow, overall statewide conservation numbers have fallen. In Southern California, overall usage increased about 3% in December compared to December 2016. The largest contrast was the increased usage in wealthy areas, Beverly Hills, Malibu, Montecito, Palo Alto, Orange, where there are large homes on big lots with big lawns or landscaping. They all went up substantially. The rest of the urban and suburban areas showed much smaller increases. Most of these folks have already installed low flow toilets and appliances and their usage remained relatively constant. Increased rates in many areas also contributed to keeping water use down. Some areas hit by extreme hot weather and dryness also reported increase water usage.

- 5. Increase Water Rates: Water rates across the state are starting to experience large increases. Many factors contribute to this phenomenon. Aging infrastructure, deferred maintenance, shortage of supplies, poor management, contamination, climate change are some of them. While water is still one of the cheapest commodities, compared to cable and electricity bills, they are going up throughout the state. Using a family of four, 100 gallons per day per person model, San Francisco bills have gone from \$86 to \$195 per month, Los Angeles from \$58 to \$100 per month. For a 50 gallon per day per person model, the average increase went from \$30 to \$67 per month. Both of these cities have had significant system upgrades. There is also added cost to get usable water to some very low-income areas, which are being paid for by someone else. San Diego recently had a public forum on water bills which brought out a very tumultuous crowd. They also complained about poor customer service and overcharges, some accidental.
- 6. Water Rights Battle: The State Water Resources Control Board has postponed action that could seriously attack California water rights law. More stakeholders and newspaper editorial boards are raising the issue and weighing in on all sides. The imposition of mandatory fines as well as various prohibitions could likely bring the issue to the forefront. Some districts have already commenced litigation as has been previously reported. The good news is our reservoirs are still in relatively good shape and we are getting a little more rain and snow. This may delay the battle for a while.
- 7. **Spend Bond Money!:** Assembly Republican Leader Brain Dahle is demanding the California Water Commission spend the money that was approved by the voters to build new storage reservoirs. At a recent meeting, Dahle appeared before the Commission with petitions supporting the construction of Sites and Temperance Flat reservoirs. The Commission said they were still studying the proposals and would make a decision by the July. The discussion is over the "public benefit" and whether these or any of the proposals meet the definition contained in the bond language.
- 8. Tunnel Plan Works: A recent study from UC Berkeley done at the request of Governor Brown showed that the one tunnel plan is financially viable. The report studies the long-term benefits to the public compared to the costs to taxpayers. Its conclusion was that for each dollar spent for the project that \$1.80 would be generated in public benefits. This included consideration for water supply, reliability, and increased farm and urban production. The report was challenged by the Natural Resources Defense Council which said the assumptions were wrong and the Delta would be injured.
- 9. Runoff Charges: The City of San Francisco is considering charging owners of vacant lots a fee for storm water runoff (storm-water fee). Since improved parcels have to pay for upkeep of the city's wastewater and sewage treatment plants, owners have vacant lots should have to pay something also. The fee would average \$30 per month. Some other cities already do this, Seattle, Portland and Washington DC. SF land owners have objected, especially those whose vacant lot is dirt or grass, where a lot of the water soaks in as opposed to running off. SF water and wastewater bills have increase almost 40% in the last five years. Additional increases are under consideration for the next five years.

- 10. High Tech Snow Measurement: Historically, snow measurement in California has been the picture of that guy, Frank Gehrke, walking through the snow, pushing the hollow tube into the snow and making a pronouncement. In addition to Frank, we have snow sensors (150 of them) in the mountains which provide date to folks to determine snow levels and moisture content. These methods have been used for almost 50 years and have been shown to up to 40% wrong. NASAs Jet Propulsion Laboratory working with state and local agencies have come up with a better mouse trap. Aerial snow survey, as it is called, uses a small airplane with LIDAR, light detection and ranging capability, device. This laser pulse device can measure snowpack depth and water content of the snow. It also measures light reflection which tells when the snow will melt. This information allows us to accurately predict when and how much water will be going into our rivers. The margin of error for this system is below 3%. Very amazing. It is currently being used by the Turlock Irrigation District monitoring Hetch Hetchy reservoir. It is also being tested on the American River, San Joaquin River and by Friant Water Authority. It is estimated that the cost to employ this technology statewide would be few million dollars. Truly, a drop in the bucket considering the information to be gained and advanced planning possible. Right now, all of the pilot programs are being paid by individual water agencies or districts. The discussion now is turning to who should pay for a statewide program. That should be an easy decision.
- 11. **Drought or No Drought:** The discussion continues. With our current rain and snow episodes, the experts are again opining as to where we are on the drought meter. Our reservoirs are still in good shape. We are getting decent rain and snow up north. February was very dry. March is starting wet. Everyone agrees that California has variable weather. And all the reports acknowledge that anything can happen. So, be prepared!

				Notes I				
				Priority N	A. Priority Support/Oppose	A. Priority Support/Oppose	A. Priority Support/Oppose	A. Priority Support/Oppose
				Position	Support	Opposition	Support	Support
MWDOC	PAL Committee	Prepared by, Best Best & Krieger, 3/13/2018	Ð	Brief Summary	Current law requires the state to achieve a 20% reduction in urban per capita water use in California by December 31, 2020. Current law requires each urban retail water supplier to develop urban water use targets and an interim urban water use target, as specified. This bill would require the State Water Resources Control Board, in coordination with the Department of Water Resources, to adopt long-term standards for the efficient use of water, as provided, and performance measures for commercial, industrial, and institutional water use on or before June 30, 2021.	The Sacramento-San Joaquin Delta Reform Act of 2009 establishes the Delta Stewardship Council, which consists of 7 members, and requires the council to develop, adopt, and commence implementation of a comprehensive management plan for the Delta, known as the Delta Plan. This bill would increase the membership of the council to 13 members, including 11 voting members and 2 nonvoting members, as specified.	Would create the Small System Water Authority Act of 2018 and state legislative findings and declarations relating to authorizing the creation of small system water authorities that will have powers to absorb, improve, and competently operate noncompliant public water systems. The bill would define various terms and require a change in organization to be carried out as set forth in the Cortese-Knox-Hertzberg Local Government Reorganization Act of 2000.	Current law requires the state to achieve a 20% reduction in urban per capita water use in California by December 31, 2020. Current law requires each urban retail water supplier to develop urban water use targets and an interim urban water use target, as specified. The bill would require an urban retail water supplier to calculate an urban water use objective no later than July 1, 2022, and by July 1 every year thereafter, and its actual urban water use by those same dates.
			A. Priority Support/Oppose	Topic	Water management planning.	Sacramento-San Joaquin Delta: Delta Stewardship Council.	Small System Water Authority Act of 2018.	Water management planning.
			ority Sup	Author	Friedman D	Frazier D	Caballero D	Skinner D
			A. Pri	Measure	<u>AB 1668</u>	<u>AB 1876</u>	Page 1	% 7 of 117

<u>SB 623</u>	<u>Monning</u> D	Water quality: Safe and Affordable Drinking Water Fund.	Would establish the Safe and Affordable Drinking Water Fund in the State Treasury and would provide that moneys in the fund are continuously appropriated to the State Water Resources Control Board. The bill would require the board to administer the fund to secure access to safe drinking water	Opposition	A. Priority Support/Oppose	The public goods charge bill.
			for all Californians, while also ensuring the long-term sustainability of drinking water service and infrastructure. The bill would authorize the state board to provide for the deposit into the fund of federal contributions, voluntary contributions, gifts, grants, bequests, and settlements from parties responsible for contamination of drinking water supplies.			
<u>SB 998</u>	Dodd D	Water shutoffs: urban and community water systems.	quire an urban and community water system, s a public water system that supplies water to more service connections, to have a written policy on al service shutoff available in English, Spanish, or language spoken by at least 5% of the people its service area. The bill would require the policy certain components and be available on the Internet Web site and be provided annually to s in writing.	Oppose unless amended	A. Priority Support/Oppose	
B. Watch	atch					
Measure	Author	Topic	Brief Summary	Position	Priority	Notes 1
<u>AB 272</u>	Gipson D	Water utility service: sale of water utility property by a city.	Would permit a city that owns and operates a public utility for furnishing water service to sell the public utility for the purpose of consolidating its public water system with another public water system pursuant to the procedures that are generally applicable to the sale of real property by a city, only if the potentially subsumed water system is wholly within the boundaries of the city, if the city determines that it is uneconomical and not in the public interest to own and operate the public utility and if certain requirements are met.	Watch	B. Watch	Addresses water district consolidation in urban areas. Tracked because it may impact SB 623 debate.
Page 18 of 117	<u>Garcia.</u> <u>Eduardo</u> D	Water: grants: advanced payments.	e , 9	Out for Analysis	B. Watch	

	B. Watch	B. Watch	B. Watch	B. Watch
	Watch	Watch		Out for Analysis
projects of \$500,000 or 50% of the grant award, whichever is less.	Current law, until January 1, 2025, requires a regional water management group, within 90 days of notice that a grant has been awarded, to provide the Department of Water Resources with a list of projects to be funded by the grant funds if the project proponent is a nonprofit organization or a disadvantaged community. Current law requires the department, within 60 days of receiving this project information, to provide advanced payment of 50% of the grant award for those projects that satisfy specified criteria and require the advanced puthin 6 months of the date of receipt unless the department waives this requirement. The bill, until January 1, 2025, would require a project proponent, upon completion of the first one-half of a project receiving an above-described grant award, to provide a first one-half project accountability report to the department that reports the completion of objectives for the first one-half of the project and documents the expenditure and use of advanced grant funds.	Would require the State Water Resources Control Board, to the extent that the state board determines funds are available, to establish and maintain a dedicated program to research contaminants of emerging concern to understand the contaminants entering drinking water supplies. The bill would require the program to research the impacts of contaminants of emerging concern on human health and the environment, as prescribed.	Would permit a city that owns and operates a public utility for furnishing water service to sell the public utility for the purpose of consolidating its public water system with another public water system pursuant to the procedures that are generally applicable to the sale of real property by a city, only if the potentially subsumed water system is wholly within the boundaries of the city, if the city determines that it is uneconomical and not in the public interest to own and operate the public utility and if certain requirements are met. The bill would prohibit the city form selling the public utility for one year if 50% of interested persons, as defined, protest the sale.	Would require the State Energy Resources Conservation and Development Commission, on or before January 1, 2020, to adopt regulations setting standards for the accuracy of water meters purchased, repaired, or reconditioned on and after the effective date of those regulations, including water meters
	Integrated regional water management plans: grants: advanced payment.	State Water Resources Control Board: contaminants of emerging concern.	Water utility service: sale of water utility property by a city.	Water conservation: water meters: accuracy and performance
	<u>Gloria</u> D	<u>Ouirk</u> D	Gipson D	<u>Friedman</u> D
	<u>AB 2064</u>	<u>AB 2072</u>	Page 19 of	AB 3206

		standards.	installed pursuant to the Water Measurement Law, as specified. The bill would allow a water purveyor to install a water meter possessed by that water purveyor before the effective date of the regulations for a time period deemed appropriate by the commission.		
<u>SB 966</u>	Wiener D	Onsite treated nonpotable water systems.	Would, on or before December 1, 2022, require the StateWatchWater Resources Control Board, in consultation with the California Building Standards Commission, to adopt regulations for risk-based water quality standards for the onsite treatment and reuse of nonpotable water, as provided.WatchThe bill would authorize the state board to contract with public or private entities regarding the content of the standards and would exempt those contracts from, among other provisions, review and approval of the Department of General Services.	B. Watch	
Total Measures 13	ures. 13				

Total Measures: 13

Total Tracking Forms: 13

Bill Number Author	Amended Date; Location	Title-Summary	MWD Position	Effects on Metropolitan
AB 18 E. Garcia (D) Sponsor: Author	Amended 8/30/17 Senate Appropriations Committee	California Clean Water, Climate, Coastal Protection and Outdoor Access for All Act of 2018: Enacts the California Clean Water, Climate, Costal Protection and Outdoor Access for All Act of 2018, which places a general obligation bond of \$3.470 billion before voters at the June 5, 2018, statewide primary election.	SUPPORT AND SEEK AMENDMENTS based upon Board- adopted policy principles dated June 2003	Recognizes the need for additional state funding for water infrastructure at time when significant water investments are acutely necessary. Requested amendments include: state support for voluntary settlements with upstream water users, both for habitat improvement and flow enhancements; additional funding for development of local water supplies; increased funding for new water treatment systems, extensions of service or consolidations for non-compliant water systems located in disadvantaged communities; flood protection; and Salton Sea restoration, consistent with CNRA Salton Sea Management Plan.
AB 732 Frazier (D) Sponsor: Author	Amended 5/30/17 Senate Appropriations Committee	Delta Levee Maintenance: Delta levee maintenance program was established for reimbursement of costs incurred in connection with maintenance or improvement of projects or non-project levees in the Sacramento-San Joaquin Delta. AB 732 extends the current 75% state reimbursement rate for Delta levee maintenance costs in excess of \$1,000 per mile, until July 1, 2020.	WATCH based upon prior position on SB 554 (Wolk) from 2016	Metropolitan dropped its opposition to AB 732 after the Delta Stewardship Council directed staff to enter into a Memorandum of Understanding with the Central Valley Flood Protection Board (CVFPB) and DWR to develop and recommend a new set of guidelines, including a methodology and local agency requirements for evaluating a local agency's ability to pay for cost of levee maintenance or improvements under the Delta Levee Subventions Program.

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MWD Position Effects on Metropolitan	AB 869 is consistent with provisions found in SB 606 (Skinner/Hertzberg) and AB 1668SUPPORT IFAB 606 (Skinner/Hertzberg) and AB 1668SUPPORT IF(Friedman) Metropolitan, with a few distinctions. Recognizes that recycled water is an efficient use and should be treated as based uponAMENDED based uponBoard-adopted and adoptedBoard-adopted poincities dated priorities dated 5/8/17AB 1668 to include nonpotable recycled water. Attempts to override authority extended to Governor under Emergency Services Act regarding curtailment of potable and nonpotable recycled water.	 Based upon Metropolitan's decades of experience in building, monitoring, maintaining and operating more than 20 dams within the district's regional water distribution system, the bill addresses (1/22/18) security and inspection concerns previously identified.
Title-Summary	Recycled Water: Would require long-term standards for urban water use conservation and water use to include credit for recycled water, as specified. Would state that water conservation does not include curtailment of use of recycled water. Would prohibit urban retail water supplier from being required to reduce amount of recycled water it produces, sells or distributes for beneficial potable or nonpotable uses during period when water conservation measures are in effect.	Dams and Reservoirs – Inspections and Reporting: Requires DWR to inspect dams, reservoirs, and critical appurtenant structures within its jurisdiction once per fiscal year, with the exception of low hazard potential dams which shall receive inspections, at a minimum, every two fiscal years. Also requires owners to disclose information sufficient to enable DWR to determine conditions of dams, reservoirs, and critical appurtenant structures regarding their safety and to perform, at the owner's expense, other work necessary to secure maintenance and operation that will safeguard life and property.
Amended Date; Location	Amended 8/24/17 Senate Natural Resources and Water Committee	Amended 1/22/18 Signed by Governor on 2/26/18 Chapter 3, Statutes of 2018
Bill Number Author	AB 869 Rubio (D) Sponsor: Author	AB 1270 Gallagher (R) Sponsor: Author

Effects on Metropolitan	Metropolitan supports state agency implementation of a framework consistent with the water use efficiency goals set by the Legislature by working through a stakeholder process to ensure the goals are met in a way that recognizes the unique challenges of agencies throughout California.	Author declined to incorporate work product stemming from legislative negotiations during summer recess [see summary of SB 606 (Skinner/Hertzberg) and AB 1668 (Friedman)].	AB 1667 is consistent, in part, with the policy priorities adopted by Metropolitan's board. There are specific provisions, however, that require revisions to merit full
MWD Position	SUPPORTMeSUPPORTimpbased uponwitBoard-adoptedLeglegislative policypropriorities datedtha5/8/17age	WATCH Au based upon ster Board-adopted dur legislative policy 606 priorities dated (Fr <i>5/8/17</i>	SUPPORT IF AMENDED AB based upon pol Board-adopted bos legislative policy hov
Title-Summary	Water Efficiency Targets: Provides that if a statute is not chaptered during 2017-18 legislative session to establish water conservation targets and long-term drought contingency planning, DWR shall convene stakeholder workgroup by February 1, 2019, to develop, evaluate and recommend proposals for establishing new water use targets for urban retail water suppliers.	Drought Contingency Planning: As a step towards developing a single legislative proposal, the bill was amended in the Senate Natural Resources and Water Committee to state the intent of the Legislature to enact legislation necessary to help make water conservation a California way of life.	Water Management Planning: Reflects the Brown Administration's June 2017 proposal to implement Executive Order B-37-16 and the framework contained in the report Making Water Conservation a California Way of Life for urban and agricultural
Amended Date; Location	Amended 5/30/17 Senate Appropriations Committee	Amended 7/12/17 Senate Rules Committee	Amended 7/3/17 Senate Natural Resources and
Bill Number Author	AB 1323 Weber (D) Sponsor: San Diego County Water Authority	AB 1654 Rubio (D) Sponsor: Regional Water Authority and Irvine Ranch Water District	AB 1667 Friedman (D) Sponsor:

Bill Number Author	Amended Date; Location	Title-Summary	MWD Position	Effects on Metropolitan
AB 1668 Friedman (D) Sponsor: Author	Amended 9/8/17 Senate Rules Committee	Water Management Planning: Proposes targets for indoor residential water use and performance measures for CII water. References the Model Water Efficient Landscape Ordinance for outdoor water use. Also clarifies SWRCB enforcement authority for non- compliance; updates agricultural water use efficient requirements; and provides for countywide and small system drought planning.	SUPPORT based upon Board-adopted legislative policy priorities dated 5/8/17	AB 1668 recognizes the Legislature's critical role in providing appropriate oversight to implementation of water conservation efforts by the Department of Water Resources and the State Water Resources Control Board, while preserving local decision making. Bill includes a water-budget based target-setting approach that could be customized to unique location conditions and could be equally effective in reducing water use.
AB 1876 Frazier (D) Sponsor: Author	Introduced 1/16/18 Assembly Water, Parks and Wildlife Committee Committee Date of Hearing: 3/20/18	Delta Plan: Seeks to alter the composition of the Delta Stewardship Council (DSC) so that it is dominated by in-Delta interests.	OPPOSE based upon June 2007 Board-adopted Delta Action Plan	Altering the composition of the DSC, as proposed in AB 1876, could create a potential bias against projects that have a statewide benefit or, in contrast, in support of proposed land development within the Delta, which was identified by the DSC in the Delta Plan as among the threats to the region. A disproportionate representation of local jurisdictions that have been opposed to the DSC and Delta Plan risk the state achieving the co-equal goals of a restored Delta and a reliable water supply for California.

Bill Number Author	Amended Date; Location	Title-Summary	MWD Position	Effects on Metropolitan
AB 2283 Holden (D) Sponsor: Author	Introduced 2/13/18 Assembly Revenue and Taxation Committee Date of Hearing: 3/19/18	Income Tax Exclusions – Turf Removal Water Conservation Programs: Would extend, until December 1, 2024, the exclusion from gross income of any amount received as a rebate, voucher or other financial incentive issued by a local water agency or supplier for expenses incurred for participation in a turf removal water conservation program.	SUPPORT based upon past support of AB 2434 (Gomez), Chapter 738, Statutes of 2014	Extending the existing tax exclusion by five years will provide relief to state taxpayers and could encourage participation in turf removal programs. In January 2014, Metropolitan added turf removal to the SoCal Water\$mart Regional Program, making it available to customers throughout the service area.
AB 2543 Eggman (D) Sponsor: Author	Introduced 2/15/18 Assembly Accountability and Administrative Review Committee	State Agencies - Infrastructure Project Budget and Schedule: Would require state agencies to publicly report significant changes in the cost or schedule of large and complex infrastructure projects. The bill seeks to incorporate a recommendation from the October 2017 report on CA WaterFix by the State Auditor General.	OPPOSE UNLESS AMENDED based upon June 2007 Board-adopted Delta Action Plan	While an open and transparent project delivery process is important to public agencies and their customers, the bill is vague in its terminology and application to state infrastructure projects. Project opponents could use an alleged violation of the reporting requirement to bring any action to halt, delay or modify a project.

Bill Number Author	Amended Date; Location	Title-Summary	MWD Position	Effects on Metropolitan
AB 2697 Gallagher (R) Sponsor: California Waterfowl and Pheasants Forever	Introduced 2/15/18 Assembly Water, Parks and Wildlife Committee	Water Transfers – Idled Agricultural Lands: Would require the Wildlife Conservation Board to establish an incentive program to encourage landowners to voluntarily cultivate or retain cover crops or natural vegetation on idled lands to provide wildlife habitat for waterfowl and other game birds. The bill also requires the Department of Water Resources (DWR) to allow non-irrigated cover crops or natural vegetation to remain on idled agricultural lands, without penalty to the landowner, unless DWR determines, based on scientific or other credible evidence, that an injury to another legal user of water would occur.	OPPOSE UNLESS AMENDED based upon past opposition to AB 472 (Frazier) in 2017	Although supportive of the incentive program, Metropolitan opposes requiring DWR to allow cover crops on idled agricultural lands, without penalty to the landowner. These provisions make it more difficult for DWR to ensure that water transfers are legitimate by shifting the burden of proof from the transferor to DWR regarding harm caused by allowing excess vegetation to remain.
Skinner (D) and Hertzberg (D) Sponsor: Authors	Amended 9/6/17 Assembly Floor	Water Management Planning: Provides for the calculation of water use objectives by urban retail water supplies. Specifies SWRCB enforcement tools and timelines. Contains revisions to UWMP reporting and filing requirements. Provides for preparation of Water Shortage Contingency Plans and annual water supply and demand assessment by urban wholesale and retailer water suppliers. Measure also recognizes that recycled water is an efficient use and should be treated as such in the calculation for new water-use efficiency targets.	SUPPORT based upon Board-adopted legislative policy priorities dated 5/8/17	Preserves the legislative process for setting water-use efficiency goals yet recognizes the role of state agencies to implement a detailed framework consistent with those goals. Bill contains numerous opportunities for stakeholder engagement to ensure requirements of the measure are met in a way that recognizes the unique challenges of water agencies throughout California. SB 606 preserves local and regional decision- making and control in determining actions to avoid shortage or mitigate shortage impacts.

Bill Number Author	Amended Date; Location	Title-Summary	MWD Position	Effects on Metropolitan
SB 623 Monning (D) Sponsor: Sponsor: Community Water Center and Western Growers Association	Amended 8/21/17 Assembly Rules Committee	Safe and Affordable Drinking Water Fund: Would establish the Safe and Affordable Drinking Water Fund to assist communities and individual domestic well owners who lack access to safe drinking water, particularly those in small, rural disadvantaged communities. Fund may pay for replacement water; domestic well testing and investigations; planning, construction, operation and maintenance costs for system improvements; and outreach to eligible communities. Revenue for the Fund would come from an agricultural fee on fertilizer sales and dairy operations and a permanent tax on ratepayers of urban retail water systems.	OPPOSE UNLESS AMENDED based upon December 2017 Board-adopted State Legislative Priorities	Generally speaking, the water industry agrees with the intent of SB 623. The lack of access to safe drinking water in certain disadvantaged communities is a public health and social issue that the state must address. Potential revenue sources identified for the Fund should reflect the "beneficiary pays" principle, as opposed to a fee or assessment levied on water agencies for funding the broader public benefits.
SB 919 Dodd (D) Sponsor: The Nature Conservancy	Amended 2/26/18 Senate Natural Resources and Water Committee Date of Hearing: 3/13/18	Water Resources – Stream Gages: SB 919 would require the Department of Water Resources (DWR) to develop a plan to deploy a network of stream gages that includes a determination of funding needs and opportunities for reactivating existing gages. In consultation with its sister agencies and other interested parties, DWR is required to prioritize the deployment of stream gages based upon gaps in the existing system.	SUPPORT based upon Board-adopted legislative policy priorities dated 12/12/17 and June 2007 Board-adopted Delta Action Plan	A robust and accurate data collection system will support informed decision-making regarding water management. Having a more reliable and accurate system of stream gages can also help integrate groundwater recharge during high-flow events. Good information and science leads to sound public policy on water management.

Bill Number	Amended Date;	Title-Summary	MWD Position	Effects on Metropolitan
Author	Location			
SB 1493 Senate Committee on	Introduced 2/21/18	State Lands: Represents the Senate Natural Resources and Water Committee onnibus "code	WATCH based on MWD	The tide and submerged lands granted to Metropolitan in 1967 by the State Lands
Natural		clean-up" bill. Sections 21 and 22 would repeal the State Lands Commission's (SLC) Statutory Trust	Real Property and Asset	Commission are subject to a reversionary interest. The state is choosing to exercise
Resources and Wildlife	Senate Natural Resources and	Grant issued to Metropolitan and returns the tide and	Management	that interest to focus its resources on other
	Water	submerged lands at Bolsa Chica to the State of	Committee	matters rather than annually monitoring and
Sponsors.	Committee	California. Metropolitan has not, and does not intend	discussion on	reviewing the inactive status of the grant.
Multiple		to, move forward with projects as defined in the grant.	12/12/17	

Item No. 3



DISCUSSION ITEM March 19, 2018

- TO: Public Affairs and Legislation Committee (Directors Dick, Tamaribuchi and Thomas)
- FROM: Robert Hunter, General Manager

Staff Contact: Heather Baez

SUBJECT: SOUTHERN CALIFORNIA WATER ISSUES CONGRESSIONAL DELEGATION BRIEFING LUNCHEON

STAFF RECOMMENDATION

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

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

REPORT

CONGRESSIONAL BRIEFING

On Wednesday, February 28, MWDOC co-hosted a luncheon during the ACWA conference in Washington D.C. and partnered with regional neighbors, Eastern Municipal Water District, Inland Empire Utilities Agency, and Western Municipal Water District

The luncheon had roughly 60 attendees from the sponsoring and member agencies, members of congress and their staff. It was emceed by MWDOC Board President, Brett Barbre. The focus and theme of the luncheon was reliability and the importance of the CA WaterFix project. Dee Zinke, Assistant General Manager and Chief External Affairs Manager for the Metropolitan Water District of Southern California provided the group with an update on the status of the project along with next steps.

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

MWDOC's representatives at the luncheon were Director Barbre, Director Yoo Schneider, Rob Hunter, Heather Baez, Melissa Baum-Haley and MWDOC's Washington D.C. advocate, Jim Barker.

Members of Congress who attended and spoke include: Congressman Darrell Issa, Congressman Ken Calvert, Congressman Dana Rohrabacher, and Congressman Ed Royce. Staff from all of these offices attended and many stayed for the presentations. In addition, President Barbre presented retirement resolutions from the MWDOC Board to Congressman Issa and Congressman Royce thanking them for their service in Congress and their contributions to the water industry.

Staff from the following offices were also in attendance: Congresswoman Mimi Walters, Congressman Alan Lowenthal, Congresswoman Grace Napolitano, Congresswoman Norma Torres, Congressman Mark Takano, and Congressman Lou Correa.

LUNCH PRESENTATIONS

The following agencies also made presentations to the group:

Eastern Municipal Water District Inland Empire Utilities Agency Municipal Water District of Orange County Western Municipal Water District Santa Margarita Water District

The preliminary direct expenses for the luncheon are estimated to be as follows:

Catering & Printing	\$742.50
Materials (USB Drives)	\$232.50
Total	\$975.00

To date, we are slightly over budget with the additional funds to be covered by the Governmental Affairs miscellaneous budget.



ACTION ITEM March 21, 2018

TO: Board of Directors

FROM:Public Affairs and Legislation Committee
(Directors Dick, Tamaribuchi, and Thomas)

Robert Hunter, General Manager Staff Contact: Heather Baez

SUBJECT: AB 2283 (Holden) - Income taxes: Turf Removal Water Conservation Program

STAFF RECOMMENDATION

Staff recommends the Board of Directors vote to adopt a support position on AB 2283 (Holden).

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

BILL SUMMARY

AB 2283 would extend the sunset date from January 1, 2019 to January 1, 2024 on previous legislation which excludes from gross income, under both the personal income tax and corporation tax laws, amounts received as a rebate, voucher, or other financial incentive issued by a local water agency for participation in a turf removal water conservation program.

BACKGROUND

In 2014, then Assembly Member Jimmy Gomez authored AB 2324 which excluded from gross income, under both the personal income tax and corporation tax laws, amounts received as a rebate, voucher, or other financial incentive issued by a local water agency for participation in a turf removal water conservation program. The measure went into effect

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

immediately after being signed into law by Governor Brown, and applied to taxable years beginning on or after January 1, 2014 and before January 1, 2019.

ARGUMENTS IN SUPPORT

This bill would simply extend the sunset date from January 1, 2019 to January 1, 2024 to exclude any rebate or voucher issued by a local water agency for expenses incurred to participate in a turf removal program. This continued incentive will encourage future participation in this program with the end goal of increasing water conservation in California.

ARGUMENTS IN OPPOSITION

None on file.

STAFF COMMENTS

MWDOC's Legislative Policy Principles directly reflect support tax exemptions for water conservation measures such as turf removal rebates. Specifically, *it is MWDOC's policy to support legislation and regulation that: Provides tax exemptions for water conservation or efficiency incentives for measures including, but not limited to, turf removal, devices, and other measures to reduce consumption of water or enhance the absorption and infiltration capacity of the landscape.*

DETAILED REPORT

The full text of AB 2283 is attached.

ASSEMBLY BILL

No. 2283

Introduced by Assembly Member Holden

February 13, 2018

An act to amend Sections 17138.2 and 24308.2 of the Revenue and Taxation Code, relating to taxation, to take effect immediately, tax levy.

LEGISLATIVE COUNSEL'S DIGEST

AB 2283, as introduced, Holden. Income taxes: exclusion: turf removal water conservation program.

The Personal Income Tax Law and the Corporation Tax Law, for taxable years beginning on or after January 1, 2014, and before January 1, 2019, provide an exclusion from gross income for any amount received as a rebate, voucher, or other financial incentive issued by a local water agency or supplier for participation in a turf removal water conservation program.

This bill would extend the operation of those provisions to January 1, 2024.

This bill would take effect immediately as a tax levy.

Vote: majority. Appropriation: no. Fiscal committee: yes. State-mandated local program: no.

The people of the State of California do enact as follows:

- 1 SECTION 1. Section 17138.2 of the Revenue and Taxation 2 Code is amended to read:
- 3 17138.2. (a) For taxable years beginning on or after January
- 4 1, 2014, and before January 1, 2019, 2024, gross income does not
- 5 include any amount received as a rebate, voucher, or other financial

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- 1 incentive issued by a local water agency or supplier for 2 participation in a turf removal water conservation program.
- 3 (b) This section shall remain in effect only until December 1, 4 2019, 2024, and as of that date is repealed.
- 5 SEC. 2. Section 24308.2 of the Revenue and Taxation Code 6 is amended to read:
- 7 24308.2. (a) For taxable years beginning on or after January
- 8 1, 2014, and before January 1, 2019, 2024, gross income does not
- 9 include any amount received as a rebate, voucher, or other financial
- 10 incentive issued by a local water agency or supplier for
- 11 participation in a turf removal water conservation program.
- (b) This section shall remain in effect only until December 1,
 2019, 2024, and as of that date is repealed.
- 14 SEC. 3. This act provides for a tax levy within the meaning of
- 15 Article IV of the California Constitution and shall go into
- 16 immediate effect.

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Item No. 5



ACTION ITEM March 21, 2018

TO: Board of Directors

FROM: Public Affairs and Legislation Committee (Directors Dick, Tamaribuchi, and Thomas)

Robert Hunter General Manager Staff Contact: Heather Baez

SUBJECT: Election of OC LAFCO Special District Member and Alternate

STAFF RECOMMENDATION

Staff recommends the Board of Directors:

- Review and discuss potential nominations to OC LAFCO
- Endorse candidate(s)
- Authorize President Barbre and an alternate to vote in the appointment process
- Direct staff to submit the appropriate forms to OC LAFCO by the deadlines outlined

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

The terms of office for OC LAFCO's Regular Special District member (currently held by Irvine Ranch Water District Board Member, John Withers) and the Alternate member (currently held by Mesa Water District Board Member, Jim Fisler) will expire on June 30, 2018.

Nominations and/or Declaration of Qualification to Vote must be submitted to OC LAFCO by 3:00 p.m. by Monday, April 9, 2018.

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

For your reference a timeline of key dates for the appointment process is below:

DATE	EVENT
March 5, 2018	OC LAFCO Executive Officer emails notification letters with nomination forms and Declaration of Qualification to Vote to independent special district presiding officers, special district general managers, and OC LAFCO chair.
April 9, 2018 (3 PM)	Deadline for submitting nominations and Declaration of Qualification to Vote for regular and alternate special district member to OC LAFCO by 3:00 p.m.*
April 9 - 16, 2018	OC LAFCO develops ballot form.
April 17, 2018	Ballots emailed officers/designees to all special district presiding officers/designees
May 25, 2018 (3 PM)	Ballots due to OC LAFCO by 3:00 p.m.
May 31, 2018	OC LAFCO staff (or designee) tabulates ballots and announces results.
July 11, 2018	Oath of office administered (Commission Hearing).
	It Code §56332 (c)(1), if only one candidate is nominated for a te shall be deemed selected, with no further proceedings.

To date, one request for endorsement has come from East Orange County Water District (EOCWD) Board President Douglass Davert.

Attached:

OC LAFCO Ballot and Instructions Request for Endorsement from EOCWD Board President Douglass Davert



RECEIVED

MAR 1 2 2018

MWD OF OC

185 N. McPherson Rd. Orange, Ca 92869 P: 714-538-5815 F: 714-538-0334

eocwd.com

March 9, 2018

Mr. Robert Hunter General Manager P.O. Box 20895 Fountain Valley, CA 92728-0895

BOARD OF DIRECTORS Dear Mr. Hunter:

Douglass S. Davert President

Richard B. Bell Vice President

John Dulebohn Director

Seymour (Sy) Everett Director

John L. Sears Director

Lisa Ohlund General Manager I am writing to formally announce my candidacy for Special District Representative to the Orange County Local Agency Formation Commission (LAFCO). The seat will be filled in a "vote by email/mail/fax" election that will be held during the April/May timeframe. I would be honored to receive your district's support to elect me as your next LAFCO commissioner.

There are many issues on the horizon at LAFCO that will likely affect special district governance in our county, not the least of which are issues that will arise from the current round of Municipal Service Reviews. As your LAFCO representative, I will be an <u>outspoken champion</u> for <u>preserving local control</u> and a leader who will <u>respect and defend special districts'</u> ability to continue serving their communities and their constituents in a manner that is right for them.

During my 15 years of local government service, I have had the privilege of providing leadership in my roles as president of East Orange County Water District, director and chairman of the Orange County Sanitation District, director and chairman of the Orange County Fire Authority, trustee of Orange County Mosquito and Vector Control District, and councilmember and mayor of the city of Tustin. Serving in these roles afforded me opportunities to participate in and observe a range of LAFCO-related processes which have prepared me to step into the role of LAFCO commissioner.

Enclosed is some background information about me, my public service experience, and my platform as a candidate for Special District Representative to LAFCO. I would be pleased to speak with you or your board colleagues about my candidacy and answer any questions you may have. Please feel free to contact me at (714) 318-9550 or <u>doug@davertlaw.com</u>.

Thank you for your thoughtful consideration of my candidacy for LAFCO Special District Representative.

Sincerely,

Douglass Davert President East Orange County Water District



DOUG DAVERT

Candidate for Special District seat at OC LAFCO

- President, East Orange County Water District (current; board member since 2012)
- ISDOC Secretary and Member of Executive Committee (current; since 2017)
- Past Chairman, Orange County Sanitation District (2008-10; board member 2004-10)
- Past Chairman, Orange County Fire Authority (2009; board member 2006-10)
- Former Mayor (2006; 2009) and Councilmember (2002-10) City of Tustin
- Former Trustee, Orange County Mosquito and Vector Control District (2003-05)
- Recognized by California Special District Association (CSDA) as a Board President of the Year (2008) for service at Orange County Sanitation District
- Recognized by Orange County Sanitation District "Honor Walk" for service to the organization as Board Chairman (2011)
- Successful LAFCO applicant/participant in annexation/consolidation/transfer of 17,000+ local sewers in Sewer Area 7 from the Orange County Sanitation District to the East Orange County Water District.

I am a married father of two teenage daughters. My wife and I grew up in Tustin and our children attend the same schools we did. I have been a practicing attorney since 1992 and have an "AV-Preeminent" rating which is the highest rating for an attorney from the Martindale-Hubbell rating agency. My practice is primarily focused on business matters. I do not represent public agencies. I do not represent clients with matters pending before public agencies. I do not have any conflicts-of-interest or other external influences that would affect my judgment as a LAFCO commissioner.

I do not support forced or involuntary consolidations or dissolutions of special districts except in the most extreme cases (insolvency/abandonment). I believe in local control. I believe local communities know what is best for their residents, businesses and ratepayers. I also believe that cooperative and voluntary applications to LAFCO should be supported with the least resistance and interference. LAFCO should be a facilitator rather than an authority.

ORANGE COUNTY



March 5, 2018

CHAIR
DEREK J. MCGREGOR
Representative of
General Public

VICE CHAIR CHERYL BROTHERS Councilmember City of Fountain Valley

LISA BARTLETT Supervisor 5th District

Doc Allan Bernstein Councilmember City of Tustin

TODD SPITZER Supervisor 3rd District

CHARLEY WILSON Director Santa Margarita Water District

JOHN WITHERS Director Irvine Ranch Water District

ALTERNATE WENDY BUCKNUM Councilmember City of Mission Viejo

ALTERNATE JAMES FISLER Director Mesa Water District

ALTERNATE LOU PENROSE Representative of General Public

ALTERNATE MICHELLE STEEL Supervisor 2nd District

CAROLYN EMERY Executive Officer

SUBJECT:	Nomination Process for OC LAFCO Regular and Alternate Special District Member Seats
FROM:	Carolyn Emery, Executive Officer
TO:	Independent Special Districts Presiding Officers

The terms of office for one of the OC LAFCO Regular Special District Members and the Alternate Special District Member seats expire on June 30, 2018. These two seats are currently held by John Withers, Board Member of Irvine Ranch Water District and James Fisler, Director of Mesa Water District, respectively. The appointment process for special district seats is governed by Government Code Section 56332 and the Independent Special District Selection Committee By-Laws. In accordance with the Committee's bylaws, attached to this notification you will find the following:

- (1) The "Declaration of Qualification to Vote Form" for designating the voting member (and alternate voting member) of your district, who is authorized to vote in the appointment process. This form must be returned to OC LAFCO no later than 3 PM on Monday, April 9, 2018. Please note that if OC LAFCO does not receive the form by that date, your district will be ineligible to vote.
- (2) The "2018 Nomination Form" for submitting candidate names for the Regular and Alternate Special District seat appointment. If your district is nominating a candidate for the OC LAFCO Regular and/or Alternate Special District Member seat, the form(s) must be filled out completely and returned to OC LAFCO no later than 3 PM on Monday, April 9, 2018. Candidate resumes, or other supplemental information may also be included and will be distributed with the ballots.

Both forms may be returned to OC LAFCO by any of the following:

Email: <u>ccarter-benjamin@oclafco.org</u> Attn: Carolyn Emery, Executive Officer

Mail:	Orange County LAFCO 2677 North Main Street, Suite 1050 Santa Ana, CA 92705 Attn: Carolyn Emery, Executive Officer
FAX:	(714) 640-5139 Attn: Carolyn Emery, Executive Officer

For your reference a timeline of key dates for the appointment process is below:

Appointment Process for			
OC LAFCO Regular and Alternate Special District Member Seats			
DATE	EVENT		
March 5, 2018	OC LAFCO Executive Officer emails notification letters with nomination forms and Declaration of Qualification to Vote to independent special district presiding officers, special district general managers, and OC LAFCO chair.		
	Deadline for submitting nominations and Declaration of		
April 9, 2018 (3 PM)	Qualification to Vote for regular and alternate special district member to OC LAFCO by 3:00 p.m.*		
April 9 - 16, 2018	OC LAFCO develops ballot form.		
April 17, 2018	Ballots emailed to all special district presiding officers/designees.		
May 25, 2018 (3 PM)	Ballots due to OC LAFCO by 3:00 p.m.		
May 31, 2018	OC LAFCO staff (or designee) tabulates ballots and announces results.		
July 11, 2018	Oath of office administered (Commission Hearing).		
* Pursuant to Government Code §56332 (c)(1), if only one candidate is nominated for a vacant seat, that candidate shall be deemed selected, with no further proceedings.			

Should you have any questions regarding the appointment process, please contact me or our Commission Clerk, Cheryl-Carter Benjamin at (714) 640-5100.

Sincerely,

Carolyn Emer **Executive** Officer

Attachments:

- A. Declaration of Qualification to Vote
- B. 2018 Nomination Forms Regular and Alternate Special District Member
- cc: Special District General Managers Special District Board Clerks OC LAFCO Chair

DECLARATION OF QUALIFICATION TO VOTE

<u>Brett R. Barbre, Presiding Officer</u> <u>Municipal Water District of Orange County</u> <u>18700 Ward Street</u> <u>Fountain Valley, CA 92708-6930</u> <u>brbarbre@mwdoc.com</u>

I, ______,* hereby attest that ______**has been authorized by the Board of ______to vote in the Orange County Special District Selection Committee election (regular and alternate

member).

The Board also designated ______ ***as the alternate voting member.

Name and Title*:

Signature*:

Date

*Must be signed by either Board President or Board Secretary

** Must be a member of the Board

***Must be a member of the Board

Completed forms must be received by OC LAFCO prior to 3 PM, Monday, April 9, 2018. Forms must be delivered to OC LAFCO by:

 (1) Email at: <u>cemery@oclafco.org</u>, or
 (2) Mail at: Orange County LAFCO 2677 North Main Street, Suite 1050 Santa Ana, CA 92705 Attn: Carolyn Emery, or
 (3) FAX at: (714) 640-5139, Attn: Carolyn Emery

2018 NOMINATION FORM

Candidate for the Orange County Local Agency Formation Commission (OCLAFCO)

Child	IDATE INFORMATION FOR <u>REGULAR</u> SPECIAL DISTRICT MEMBER:
NAME:	
TITLE:	
DISTRICT:	

SPECIAL DISTRICT SELECTION COMMITTEE MEMBER SUBMITTING NOMINATION (Must be the presiding officer or a designated alternate board member.)

NAME:	DATE:		
SIGNATURE:			
TITLE:			
DISTRICT:			

A resume or other supplemental information about the candidate may be included and will be distributed with the election ballots. All completed nomination forms and any supplemental information must be returned to Orange County LAFCO by:

- 1. Email at: cemery@oclafco.org or
- Mail at: Orange County LAFCO 2677 North Main Street, Suite 1050 Santa Ana, CA 92705; or
- 3. Fax at: (714) 640-5139, Attn: Carolyn Emery

All forms and supplemental information must be received by OC LAFCO <u>prior to</u> 3:00 p.m. on Monday, April 9, 2018. Nomination forms or candidate information received after that deadline will not be considered.

2018 NOMINATION FORM

Candidate for the Orange County Local Agency Formation Commission (OCLAFCO)

NAME:	
NAWIE.	
TITLE:	
TTEE.	
DISTRICT:	

SPECIAL DISTRICT SELECTION COMMITTEE MEMBER SUBMITTING NOMINATION (Must be the presiding officer or a designated alternate board member.)

NAME:	DATE:
SIGNATURE:	
TITLE:	
DISTRICT:	

A resume or other supplemental information about the candidate may be included and will be distributed with the election ballots. All completed nomination forms and any supplemental information must be returned to Orange County LAFCO by:

- 1. Email at: cemery@oclafco.org or
- Mail at: Orange County LAFCO 2677 North Main Street, Suite 1050 Santa Ana, CA 92705; or
- 3. Fax at: (714) 640-5139, Attn: Carolyn Emery

All forms and supplemental information must be received by OC LAFCO <u>prior to</u> 3:00 p.m. on Monday, April 9, 2018. Nomination forms or candidate information received after that deadline will not be considered.

Item No. 6



ACTION ITEM March 21, 2018

TO: Board of Directors

FROM: Public Affairs & Legislation Committee (Directors Dick, Tamaribuchi, Thomas)

Robert Hunter General Manager

SUBJECT: AUTHORIZE ATTENDANCE AT THE P3 WATER SUMMIT, SAN DIEGO, APRIL 3-4, 2018

STAFF RECOMMENDATION

Staff recommends the Board of Directors: Authorize attendance at the P3 Water Summit to be held April 3-4, 2018 in San Diego.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

Director Yoo Schneider has been asked to speak on a panel at the P3 Water Summit, and as a result, her registration cost of \$495 will be comped, however she will need hotel accommodations. The approximate cost for two nights at the Manchester Grand Hyatt is \$500.

The P3 Water Summit will be held in San Diego on April 3-4, 2018; public-private partnerships (P3s) are delivering critical infrastructure across the country and are providing communities new tools and ways to address their water system challenges.

Over 600 public agency and water professionals will be attending the event and will learn about latest modes of water infrastructure delivery. The P3 Water Summit focuses on P3 education, financing, system management and operations, and networking for owners, system managers, developers, and industry leaders

Budgeted (Y/N): N	Budgeted amount:		Core	Choice
Action item amount: \$500*		Line item:		
Fiscal Impact (explain if unbudgeted): *This amount represents hotel accommodations for 1 attendee; if there are additional attendees the District will be responsible for this amount plus registration (\$495).				



2018 Preliminary Schedule

Schedule subject to change

AGENDA: MONDAY, APRIL 2, 2018

Pre-Summit Activities

<u>1:30 PM – 4:30 PM</u>

Site Tour - P3 in Action: A Tour of the Claude "Bud" Lewis Carlsbad Desalination Plant Advanced Registration Required | Meet in Lobby of Manchester Grand Hyatt Hotel for Shuttle Pickup



Before the Summit kicks off, come see one of the largest publicprivate partnership water projects in California.

We will host a limited number of P3 Water Summit attendees for a tour of the 50 million gallon per day (56,000 acre-feet per year) desalination plant located adjacent to the Encina Power Station in nearby Carlsbad. Tour participants will get an up-close look at the facility and its operations, learn the history of the project, and hear about the 30-year water agreement finalized with the San Diego County Water Authority for the purchase of 50 million gallons per day of desalinated seawater.

To reserve a spot contact sandra@thep3conference.com

Special Thanks to:





<u>5:00 PM – 8:00 PM</u> Summit Check-In & Registration Harbor Ballroom Foyer

Pre-Summit Activities

<u>7:00 AM – 9:00 AM</u> **Summit Check-In & Registration** *Harbor Ballroom Foyer*

7:30 AM - 9:00 AM

P3 101 Breakfast (Open to Public Agency Attendees Only | Advanced Registration Required)

Harbor Ballroom A

Join industry leaders and AIAI members for breakfast and an interactive conversation specifically tailored to the needs of water agencies evaluating the use of public-private partnerships. This pre-Summit session is designed for those beginning to explore P3s and are seeking to better understand where they can be applicable. Learn about when P3s do and do not make sense to advance, what are the major considerations that need to be made when choosing this route, how can they can save money and time when dealing with system repairs and maintenance, and what are some of the first steps to make when considering the P3 route.

Public attendees please confirm your attendance by emailing Lisa Buglione at <u>LBuglione@aiai-infra.org</u>

Moderator:

Steve DeWitt, Senior Vice President, Business Development, ACS Infrastructure Development, Inc.

Presenters:

Paul Bottrill, Senior Vice President, Asset Development, Kiewit Tad Guleserian, Executive Vice President, Hunt Companies Bill Hvidt, The Hvidt Group Kamil Seidl, Vice President, Star America

Sponsored by:



Together, we move P3s forward >

Formal Summit Activities

<u>9:00 AM – 9:15 AM</u> Summit Start: Welcome & Opening Remarks Harbor Ballroom D

<u>9:15 AM – 10:00 AM</u> 2018: A New Era for Water? Harbor Ballroom D



In our opening keynote, Jill Jamieson will provide an overview of some of the most notable developments that have recently shaped the public-private partnership landscape; and speak to some of the major political, policy, and project developments that are likely to define the U.S. P3 water experience in 2018. She will address recent comments by the administration regarding the role of partnerships for water infrastructure, and consider how P3s and other alternative delivery models are likely to be influencing major future projects being contemplated around the country.

Presenter: Jill Jamieson, Managing Director, JLL Public Institutions Group

10:00 AM - 11:00 AM

Priming the water sector to understand and realize the potential of P3s

Harbor Ballroom D

In the context of a well understood US water infrastructure deficit, P3 — with its capacity to accelerate project delivery, transfer operational and performance risk, bring innovation and manage costs on a whole life basis — seems to be a natural fit to address many of the challenges facing the water sector. Low cost capital, both from WIFIA and tax exempt or taxable sources that can be utilized in a P3 delivery model, is in plentiful supply. Contractor and investor appetite for well-structured performance based projects is significant. Why then, are there still so few water P3 projects?

In this session a panel of industry and public leaders will answer that question and examine what needs to change when evaluating water partnerships to better recognize and capture the benefits of P3. Panelists will also discuss how the model can be applied beyond just large projects, what leadership needs to look like to move P3 forwards in the water sector, and what specific actions public sector sponsors can take to determine the best delivery model for both their next project and the larger needs of their community.

Moderator:

Stephen J. Auton-Smith, Managing Director, Ernst & Young Infrastructure Advisors LLC

Panelists:

Peter Luchetti, Managing Partner, Table Rock Capital

Francesca McCann, Business Development Director, infraManagment Group [subsidiary of Black & Veatch] Andrew D. Sawyers, Director, Office of Wastewater Management, U.S. Environmental Protection Agency (EPA) <u>11:00 AM – 11:15 AM</u> Networking Coffee Break Expo Hall

<u>11:15 AM – 12:15 PM</u>

Workshop: How Do P3s and Private Project Financings Impact Credit?

Harbor Ballroom D

Among the many touted benefits of potential P3 projects is the ability to keep the debt off balance sheet. But just because it's off the balance sheet, does that mean the rating agencies consider it to be "off-credit" as well? The credit implications of P3s vary depending on the contractual obligation the public authority is committing to long term, as well as the essentiality of the asset. Moody's Investor Service senior analysts will discuss Moody's approach to evaluating a P3 project's impact on a public entity's credit rating depending on the asset and the structure of the P3, while also reviewing the credit implications different P3 structures have for both the P3 project and for the public sector.

Presenters:

Helen Cregger, Vice President, Senior Credit Officer, Moody's Investors Service, Inc Kathrin Heitmann, Assistant Vice President, Moody's Investors Service, Inc

11:15 AM - 12:30 PM

A New Kind of "Water" P3: Linking Water and Transportation Projects

Harbor Ballroom B

State Departments of Transportation (DOTs) have long been delivering transportation infrastructure projects using P3s. In recent years however, DOTs have begun to pursue the delivery of hybrid transportation / water projects using P3 delivery including projects for channel diversion, storm-water tunnels and pump stations. This panel will highlight the issues and challenges associated with delivery of these new breed of water P3s.

11:15 AM - 12:15 PM

Interactive Roundtable Discussions

Harbor Ballrooms A&B

A series of interactive roundtable conversations on critical P3 topics. Each conversation will last approximately 20 minutes, and during the session attendees will be able to participate in 3 different discussions. Roundtable conversations are meant to be informal, candid exchanges where participants can ask their questions and concerns, share experiences, and network. Presenters will guide discussions by bringing up case studies, targeted issues, and topics impacting the current P3 landscape.

Table 1: Want to seriously consider a Water P3? Better understand what makes this market sector tick.

Water sector owners "hear the P3 buzz" created by other sectors and are looking for useful information and guidance. Unfortunately, P3 interest in the water sector can feel blindsided from the depth and breadth of ongoing narrative in the larger P3 community and by precedents in other market sectors and geographies. The path forward is simply the water sector needs to create and lead the water sector P3 narrative. The water sector has some unique features that need to be fully understood and are key to best practices for the evaluation, procurement, contracting and implementation of a water P3. This discussion will focus on these water sector features and why they are so important.

Table 2: P3 Risk Balance and Expectation Management

One of the hallmarks of a successful P3 project is the sharing of risk between the public and private sectors. Each sector would prefer to reduce their risk on the project, but there are serious cost impacts when the other sector absorbs more risk. Where can the balance be stricken and how can you be sure you have identified all the project risk categories for which transfer is an appropriate deal point? This session will discuss how public and private sector participants can work together to establish expectations and strike a fair balance for risk transfer between them on P3 jobs. The table will address how risk transfer in design and construction costs, operational and maintenance risk, and political risk can impact the value for money analysis. We will discuss risk allocation between the private and public sectors, as well as amongst the various members of the private concessionaire team. Finally, once the appropriate risk categories have been identified, we will discuss the different vehicles available to implementing risk transfer.

Table 3: P3 or Not to P3: Identifying the Appropriate Project Delivery Mode

With P3 not necessarily appropriate for all types of water infrastructure, how can project sponsors meaningfully evaluate the relevance and suitability of a P3 delivery model in the context of individual projects? This roundtable will address the importance of upfront scrutiny of project objectives, scale, complexity, capital intensity and revenue risk, as some of the key characteristics that can help to determine the extent to which a P3 structure can help to deliver additional value, such as meaningful risk transfer and technological innovation. It will also explore the role of feasibility studies, market testing and value-for-money analysis in assessing the relative merits of alternative delivery for a particular project.

Table 4: Using Tax-Exempt Bonds in P3

For years tax-exempt financing has been the preferred means to finance public facilities. This roundtable will address the issues involved in using tax-exempt debt in public-private partnerships, and compare and contrast structures involving tax exempt debt vs. conventional debt and equity. The conversation will also examine the impacts of the financing structure on project cost, project delivery, and long-term operations and maintenance

Table 5: From Idea to Implementation: The Role of a Project Champion in Building Internal Partnerships

Between the idea for a P3 project and ribbon cutting lie many obstacles. P3 projects are still new and different to many. They require new processes, new ways of thinking, new legal and financial models, and new risks. They change the politics of building on campus. A project champion is essential to navigate those obstacles and build a team and a process that will maximize the chances for success. The project champion must understand enough about both the traditional process for campus construction and the new opportunities offered by the P3 model to bridge those worlds and to help the project adapt and remain flexible as campus needs change through the design and implementation phases. This roundtable is designed to empower potential project champions to build the internal partnerships needed to take a project from idea stage to implementation.

Table 6: Community Engagement is Not an Afterthought

Critical to the success of any P3 is a strong commitment to stakeholder engagement, communication and transparency. Including stakeholders early in the public planning process allows for community engagement, and an opportunity to facilitate a successful P3 program based on public support and involvement. Here we examine how both the public and private partners can approach the dialogue with ratepayers, business groups and community shareholders for the best chance at a win-win-win solution for all parties.

Table 7: How to Maximize the Procurement Process

To attract P3 consortium partners (developers, investors, contractors and service professionals), the public sector must impart confidence in the procurement process and house the necessary expertise to support a pipeline of P3 projects. This table considers various methods agencies can implement to use this initial phase of the P3 process to their

Page 50 of 117

advantage to not only generate interest from the private entities in their project but to also minimize and avoid the issues associated therewith.

Table 8: Learn How a P3 Management Contract was Structured to Successfully Help a Water Company ImprovePerformance, Safety and Achieve Savings

The roundtable reviews how a P3 management contract was structured and tendered; and considers risk allocation, the payment mechanism including incentive components, and KPIs. We'll examine an international example that can be applied at home. Oman's government owned water distribution company is responsible for potable water supply for the country, population 2.4 million. The water company entered into a 5-year management contract, later extended because of positive results, for the P3 technical partner to help the water company develop: (i) new business strategies and plans, (ii) policies, procedures and manuals, (iii) integrated IT systems, (iv) implementation of operational improvements to ensure better levels of service for customers and (v) training and knowledge transfer. Key focus areas were: (a) HR, (b) investment planning and asset management, (c) project delivery, (d) customer services (e) water operations, (f) QSE and (g) capex program management during 2011-2015 of over \$1.3 billion.

Table 10: O&M Risk Issues in P3 Concessions

Discussion at this round table will focus upon the last costs of a P3 concession; the O&M phase, and it's insurance line item. We will discuss how failure to anticipate insurable coverage issues and address insurance related challenges can put the O&M concession phase at unanticipated risk. Issues such as the impact of optimism bias in anticipating future insurance costs, the insurance downsides of deferred maintenance, the revealed coverage gaps when being jointly and severally liable with the public offtaker; among other issues, will be touched upon in a lively moderated table session.

Table 11: Cost of Financing – Does it Really Matter?

This roundtable will focus on understanding the cost of financing. While some disregard P3s outright arguing that tax exempt financing can be cheaper; there are recent examples that have demonstrated otherwise. In this discussion close consideration will be made to when the cost of finance is relevant and the role of other key factors that impact the value for money in a P3.

Table 12: Making Partnerships Work

When a P3 contract is signed with a private party, the work of the partnership begins, and both private and public parties have to live up to their responsibilities. Contracts attempt to identify and plan for the potential events that could occur during the life of the P3, but can rarely imagine all events into the future. This table will present the fundamentals and challenges of contract management, methods to streamline documentation. examine P3 contract requirements, discuss enforcement policies, as well as techniques for amending, renegotiating or terminating contracts.

Table 13: Best Practices for P3 Procurement Success

Are you considering a P3 delivery for your new municipal asset, but not sure where/how to start? Concerned about attracting private sector interest? This roundtable will address pre-RFP activities for a municipal entity to consider, a procurement road map to follow, and then steps to take to prepare and implement a P3 from procurement through award, commercial/financial close, delivery, and operations.

Table 14: Winning P3 Formulas for Water Infrastructure Projects

P3s are moving up the agenda in the North American water market but the definition of what a P3 is can be mixed and confusing. This roundtable discussion will navigate through the confusion by outlining the different P3 models and discussing the key components and attributes of successful water P3s currently underway in the U.S. With each model having its own risk/return profile we will discuss and review the risk/reward continuum in each model and examine

examples of projects that illustrate successful P3 contracts.

Table 15: Stormwater P3s and Performance Based Infrastructure.

Stormwater and water agencies face unique subsets of challenges: Outcome-focused stormwater permits led by State and Regional regulatory agencies; politically-challenging funding limitations; and areas of historic drought and vulnerability to climate change impacts. A discussion of priority and pressing issues is presented in the context of stormwater infrastructure metrics and delivery mechanisms that are potentially most beneficial and appropriate. Discussion will include how potential partnering entities combine and leverage resources and establish appropriate governance structures.

12:15 PM – 2:00 PM Networking Lunch Expo Hall

<u>1:15PM – 2:00 PM</u>

Keynote Address: WIFIA Market Update

Harbor Ballroom A

This session is designed for prospective borrowers and provides an overview of The Water Infrastructure Finance and Innovation Act of 2014 (WIFIA) established the WIFIA program, a federal credit program administered by EPA for eligible water and wastewater infrastructure projects. Our speaker will provide an overview of the program, explain the process for submitting and evaluating WIFIA letters of interest, and include an update on the most recent letter of interest round. This presentation is meant to foster a greater understanding of the requirements, clarify the purpose and goals, and pave the way for successful applications for the WIFIA program.

Presenter: Jorianne Jernberg, Director, WIFIA Program

2:00 PM - 3:00 PM

Getting to The Bottom Line – Communicating in Actual Numbers the Real Difference Between Public Funding and Private Financing Costs

Harbor Ballroom A

An often cited assertion when disavowing the use of alternative project delivery methods, including P3s as a procurement model, is that the use of municipal bonds is a cheaper way to procure infrastructure. In this session, our presenter provides a breakdown of two different projects to their capital and O&M components, while incorporating engineering design, procurement, construction, schedule and O&M cost risks factors to demonstrate the actual differences between public funding and private financing costs.

Presenter: Michael J. Irlbeck, BD Director, EPCOR

2:00 PM - 3:00 PM

Achieving Compliance with Safe Drinking Water Act and Clean Water Act: How Partnerships Can Assist Harbor Ballroom B

Public-private partnerships in the water sector typically are pursued to achieve specific benefits. Access to technology, management expertise, financial resources or better risk management, for example, are often cited. The ultimate community benefit, of course, is a reliable supply of safe drinking water and the assurance of public and environmental health. There is increasing attention to the difficulties many utilities face in delivering these benefits to the people they serve. As a recent study published in the Proceedings of the National Academy of Sciences notes, "[e]fforts to reduce violations are of national concern given that, in 2015, nearly 21 million people relied on community water systems that violated health-based quality standards."

This session explores how water system partnerships including increased public-private collaboration can help struggling drinking water and wastewater systems achieve compliance with the Safe Drinking Water Act and Clean Water Act and maintain sustainable and efficient utility operations.

Moderator:

Michael Deane

Panelists:

Mayor David Carabajal, City of Beeville, Texas

Michelle Frederick, Coordinator, California State Water Resource Control Board, Division of Drinking Water Wendi Wilkes, Regulatory Analyst, American Water Works Association

2:00 PM - 3:00 PM

Contract Structures that Incentivize Outstanding Service: Portable Lessons from Gulfport's P3 Harbor Ballroom C

The City of Gulfport, Mississippi, Mississippi's second largest city with a population of 72,000, was faced with employee accountability, efficiency, and retention issues. In 1999, the City chose to privatize its streets, drainage, water and sewer departments. In 2011, The City chose Utility Partners to manage the operations of these systems based on their reputation and experience within the privatization industry. To date, the contract has been amended several times to increase the scope of services offered by the contractor and currently consists of 130 private employees working within the Public Works Department. On this panel, you will hear from both the representatives from the city (officials and management) and the private O&M contractor. They will give their respective views on what led to a successful partnership for over six years. First, they will discuss the contract details which has a 5% annual retainage as well as quality, time, and citizen satisfaction benchmarks to insure the constant proactivity of the contractor. They will also expand on how a third party audits and quantifies what the return of retainage will be every year. Second, they will discuss certain key initiatives that the City and the contractor develop together such as the APWA certification which encourages both teams to establish common goals, policies and standards. Seeking excellence with the recognition from a third party clearly motivates parties to work closely together and the individuals involved to deliver the highest results.

Moderator:

Guillaume Clairet, Chief Operating Officer, H2O Innovations

Panelists:

Wayne E. Miller P.E., Director of Public Work, City of Gulfport Brian Nelson, Area Manager, Utility Partners, LLC

2:00 PM - 3:00 PM

P3 Considerations in the Early Stages

Harbor Ballroom D

The proposed panel discussion will cover a range of considerations that need to be taken into account during the early stages of a P3 project development. These will include assessing the feasibility of a project and what type of projects are best served by P3 delivery. A large consideration of P3 projects is determining where the funding will come from and how the project will be financed. What would attract the private sector to be engaged and be involved in the project? What are the benefits that would be achieved for the owner? In addition, the panel discussion will also highlight the merits and risks of P3 structures and how these played out in a selection of P3 Water projects to date; Prince George's County, in Maryland; and two projects in California: at Central Contra Costa Sanitary District and Carlsbad.

Moderator:

Justin Ashford, Vice President, Advisory Services, WSP

Panelists:

Greg Cannito, Managing Director, Corvias Steve Dye, Government Affairs, Water Environment Federation Bar Littlefield, Chief Financial Officer, Poseidon Water Jean-Marc Petit, Director of Engineering and Technical Services, Central Contra Costa Sanitary District. Brian Rapp, Kiewit Infrastructure

2:00 PM - 3:00 PM

Workshop: Mechanics of Rural Water Project Delivery

Harbor Ballroom E

In this session, United States Department of Agriculture (USDA) staff and partner organizations will provide an overview of the opportunities for financing water and wastewater infrastructure projects in rural communities through partnership with the private lending sector. More than 97% of the nation's 156,000 public water systems are small systems, serving 10,000 or fewer people. According to the most recent Infrastructure Needs Surveys conducted by the United States Environmental Protection Agency, the projected cost for drinking water and wastewater projects in United States communities with populations of 10,000 and fewer people is estimated to be almost \$600 billion in the next 20 years.

To meet this financial need, USDA must partner with private lenders to creatively finance these infrastructure projects. Partnerships can include the use of private loans to pay for project design and construction until USDA can close on a permanent direct loan. USDA can also partner with private lenders to provide a loan guarantee on private permanent loans. Finally, USDA can work with private lenders to move current direct loan borrowers who have demonstrated financial capacity into the private lending sector by providing loan guarantees to lenders interested in refinancing exist debt. Through these types of public-private partnerships, USDA and lenders can improve access to clean, reliable water and waste disposal systems for households and businesses in rural areas.

Presenters:

Michael Canales, Community Programs Director, USDA-Rural Development, Texas Kent Evans, Water Programs Director, USDA-Rural Development Michael Himmel, Vice President and Regional Sales Manager, Business Alliance Financial Services, LLC

Special Thanks to Session Organizer:



Committed to the future of rural communities.

<u>3:00 PM – 3:15 PM</u> Networking Coffee Break Expo Hall

RUTAN & TUCKER, LLP

<u>3:15 PM – 4:15 PM</u>

Value Delivery from Partnerships

Harbor Ballroom A

P3's for water infrastructure have the potential to deliver significant value for municipal governments and more importantly their ratepayers. P3's can take on a variety of forms and structures to fit with project needs whether it's for existing assets in need of renewal or for greenfield infrastructure. This panel represents a variety of subject matter experts representing all facets of a successful P3 partnership including developers, finance, technical consultant, construction, and operations & maintenance. Each will provide their perspective on how to engage the private sector to drive maximum value for a P3 engagement.

Moderator:

David Schneider Vice President Business Development Municipal & Commercial Business, Veolia North America

Panelists:

Stephen J. Auton-Smith, Managing Director, Ernst & Young Infrastructure Advisors LLC Gil Crozes, Partner, Carollo Engineers Aaron Toppston, Senior Manager, Investment Development, The Walsh Group Greg Johnson, Partner, Squire Patton Boggs Stan Williams, Vice President - Project Development, Poseidon Water

<u>3:15 PM – 4:15 PM</u>

The Basics of Doing a P3 Water Procurement

Harbor Ballroom B

No question is too simple when starting out. This session explores best practices and new approaches to procurement in the context of public-private partnerships, and considers how owners can most effectively structure risk transfer in design and construction costs, operational and maintenance challenges, and factors that can impact value for money analysis.

Presenters:

Bruce Allender, Chief Operating Officer, infraManagement Group [a wholly owned subsidiary of Black & Veatch]

Jill Jamieson, Managing Director, JLL Public Institutions Group Megan Matson, Partner, Table Rock Capital

<u>3:15 PM – 4:15 PM</u>

Just Watching or Actually Preparing? Understanding Leading Indicators and Trends in Water P3s

Harbor Ballroom C

This session explores emerging trends likely to shape the P3 market for water projects needed to meet the needs of growing populations and economies. The panel will address the risks faced by civic leaders who fail to plan for and develop a readily available supply of water to meet commercial and industrial needs, and discuss how to manage the political landscape in an environment where water infrastructure faces substantive capital improvements, supply and distribution upgrades, as well as health and safety modernization needs.

Moderator:

Frank M. Rapoport, Partner, Peckar & Abramson

Panelists:

Frederic Brassard, President, Alma Global Infrastructure James Eklund, Of Counsel, Squire Patton Boggs (fmr Colorado Water Conservation Board Director) Roy Fazio, Vice President, Director US Water, Flatiron Construction Brian Nichols, Director, Business Development, Acciona

<u>3:15 PM – 4:15 PM</u>

What Makes the Water Sector So Unique and Why is it Important to Understand this in the Water P3 World? *Harbor Ballroom D*

The water sector has unique features that are central to the consideration of best practices in the evaluation, procurement, contracting and execution of a P3 approach. Before a water sector P3 can be considered, it is important that these unique water-focused features are fully understood. Recognizing – and addressing – the challenges presented by these water-focused features will enable the integration of the P3 approach into the broad spectrum of delivery models available to the water sector. The application of best practices, continuity within the spectrum of delivery models, and recognition of water's unique place in public infrastructure will provide the foundation for water and wastewater projects to grow commensurate with past performance in other sectors. Topics to be discussed include:

- Funding and Financing- what is the difference?
- True cost of service dilemma and its role in a Water P3.
- Financing and the Water P3 is it necessary?
- Impact of O&M to a Water P3- is the P3 model different than the DBO model?
- Selection of the P3- it isn't just the price tag.
- Water sector is local and P3 could include more or less- which is better?
- Asset life, performance variability, preventive / predictive care, turnover and other system needs that merit recognition.

Presenters:

Leofwin Clark, Vice President, Brown and Caldwell Douglas Herbst, DBIA, Freese and Nichols, DBIA Water/Wastewater Liaison to DBIA P3 Committee

<u>3:15 PM – 4:15 PM</u>

Performance Based Metrics for Stormwater Quality and Water Resources

Harbor Ballroom E

The establishment of clear performance metrics for regulatory compliance, valuation, and payment are essential for developing stormwater P3s and Performance Based Infrastructure (PBI). This panel will discuss the regulator, owner, funder, and P3 developer perspectives of each of these metrics, and will explore potential functional frameworks. Key topics, provided from each perspective, will include measurable and definable metrics, financial structures, risk transfer, documentation, monitoring for conformance, and constraints (including political constraints). Other topics will include opportunities and potential benefit (again, from each perspective) to explore common ground, and to establish whether a confluence of national precedent, examples of analogous utilities, and specific goals (including the establishment of new revenue sources), can provide a baseline framework to advance P3s and PBI further. This session will include prominent leaders bringing both California and nation-wide perspectives.

Moderator:

Ken Susilo, P.E., CPSWQ, Geosyntec Consultants

Panelists:

Geoff Brosseau, Executive Director, California Stormwater Quality Association Dave Gibson, Executive Officer, San Diego Regional Water Quality Control Board Kris McFadden, Director, Transportation & Storm Water Department, City of San Diego Nicole E. Granquist, Partner / Chair, Natural Resources Group, Downey Brand Robb Whittaker, General Manager, Water Replenishment District of Southern California

<u>4:30 PM – 5:30 PM</u>

Understanding Different P3 Project Delivery Approaches

Harbor Ballroom A

One commonly cited source for the condition of our nation's infrastructure is the American Society of Civil Engineers' 2017 Infrastructure Report card, A Comprehensive Assessment of American's Infrastructure, ASCE (2017). The latest grades for water infrastructure are as follows: Dams (Grade D), Drinking Water (Grade D), Levees (Grade D), and Wastewater (Grade D+). Besides the aging problems, water infrastructure issues have been further compounded by the effects of climate change, funding shortages, deferred maintenance and the length of time it takes to deliver projects.

The Trump Administration's new initiatives in rebuilding America's infrastructure should offer new impetus to innovate project delivery solutions. This panel will explore the pro's and con's focused on selected criteria (equity, risk allocation, performance, schedule and funding/financing) of innovative project delivery approaches that are in use today that can expedite schedules, reduce costs, bridge funding gaps and insure long term asset management. Although one size does not fit all, if an appropriate approach is implemented, these delivery methods can help a great deal. In this session we will look closely at and compare three different projects: i) a Design-Build-Finance-Operate with water purchase agreement, ii) a Design-Build-Finance-Operate with availability payments, and iii) a Design-Build-Operate Contracting project.

Moderator:

Christopher Kane, P.E., Esq., Vice President, Assistant General Counsel Head of Integrated Project Delivery, AECOM

Panelists:

Marcel Ham, Principal, IMG Rebel Eric S. Petersen, Partner, Hawkins Delafield & Wood LLP

<u>4:30 PM – 5:30 PM</u>

Workshop: Fast and Affordable Water Financing Solutions

Harbor Ballroom B

Join the California Infrastructure and Economic Development Bank (IBank) for a look at low-cost financing options for water agencies participating in P3 projects. Workshop panelists will share insights on determining project and borrower eligibility, how long it takes to receive financing, and what elements are reimbursable. The workshop panelists will share case studies of unique water projects. Participants will be encouraged to join the discussion, relate challenges they have encountered, and work together to explore financing solutions for needed water projects.

Discussion topics to include:

- How to prepare for a financial review and materials needed.
- Eligible repayment sources including non-traditional revenue items.
- How can water agencies qualify for 100% financing?
- Getting loan approval and money in 180 days or less.
- Preliminary review with technical assistance.
- California Environmental Quality Act (CEQA) challenges.

Presenters:

Teveia Barnes, Executive Director, IBank Nancee Trombley, Chief Deputy Executive Director, IBank Tom Dear, Loan Origination Manager, IBank Margrit Lockett, Loan Servicing Manager, IBank Nicole Dennis, Principal Management Analyst, City of Santa Cruz Mark Grajeda, General Manager, Pico Water District

Special Thanks to Session Organizer:



California Infrastructure and Economic Development Bank

<u>4:30 PM – 5:30 PM</u>

Breaking Institutional Inertia – How Partnerships are Being Used to Move Projects Forward *Harbor Ballroom C*

Water systems face an array of emerging challenges in providing safe, reliable, and affordable drinking water to their customers. These challenges include adapting to new regulatory standards, the need to upgrade or replace aging infrastructure, source water availability and protection issues, and increasing budgetary constraints. All of these challenges stretch the bounds of technical capacity for systems of all sizes – but the challenges are arguably most acute for small to mid-sized systems. One solution that is emerging and gaining steam is the concept of partnerships – teaming with public, private, or co-operative partners to achieve efficiencies. By tackling operational, managerial, and financial demands of a water system collaboratively systems may find relief, and strength, in numbers. The options can range from partnering with an entity to leverage relatively minor programs within a system (such as billing, communications, fleet management, etc.) to transferring ownership of a system. However "partnerships" are not as common as one might think – and institutional inertia can work against even the most well developed approach. This panel will explore

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the different types of partnership opportunities that exist in the water sector – and a discussion of best practices on what has led to effective regionalization efforts.

Moderator:

Judson M. Greif, Partner, Greenfield Government Strategies

Panelists:

Brent Fewell, Founder, Earth and Water Group Logan Olds, General Manager, Victor Valley Wastewater Richard Svindland, President, California American Water

<u>4:30 PM – 5:30 PM</u>

The Role of the Operations and Maintenance Partner in Public Private Partnerships

Harbor Ballroom D

In this session we will explore the role of an O&M contractor in a variety of Public Private Partnerships. Panelists will discuss the activities and role of an O&M contractor in a DBO project as well as in a typical contract operations agreement with a municipal utility. For the DBO contract, we will discuss the suite of services an O&M contractor provides during the design and build phases, as well as the hand-off to longer term operations. The panel will speak to the scope of services in these agreements and have open discussion on lessons learned. Our discussion will also review the risk sharing and transfers during the various phases of these agreements. The panel will be represented by both the municipal sector and by design/build firms, providing perspectives from both the public and private sectors.

Moderator:

Mark Halleman, Senior Vice President, Inframark

Panelists:

Kevin Hunt, General Manager, Central Basin Water District Wes Self, Vice President - Alternative Delivery, Reynolds Construction Ramon Diaz, Project Director, GS Inima

<u>5:30 PM – 7:00 PM</u> **Opening Night Welcome Reception** *Expo Hall* Join us at this special evening networking event for all Summit attendees. <u>7:00 AM – 9:00 AM</u> Conference Networking Breakfast Expo Hall



<u>8:00 AM - 10:00 AM</u>

Workshop: Identifying and Overcoming Barriers to Consolidation and Regional Drinking Water Projects in California Harbor Ballroom A

The State of California has approximately 7,400 public water systems. Approximately 75% of the State's community water systems serve less than 1,000 connections. This two-hour session will focus on identifying current barriers to both consolidation and regional drinking water projects in California. There will be a panel of experts from various organizations that represent the needs and stakeholders in these water partnership projects, including representatives from the regulatory community, counties, cities, private investor owned utilities, and municipal water systems. This will be a technology-aided interactive session and the audience will help identify top barriers. The panel and other audience members will then provide feedback on how those obstacles have been overcome in other projects, or identify long-term structural changes that need to be made to facilitate these regional projects.

Presenters:

Michelle Frederick, Consolidation Coordinator, California State Water Resource Control Board, Division of Drinking Water

Caitlin Juarez Consolidation Coordinator, California State Water Resource Control Board, Division of Drinking Water Bruce Burton, Principal Engineer, California State Water Resource Control Board, Division of Drinking Water John Benoit, Executive Officer Lake LAFCo

Janet Coppinger Administrator LakeCounty

Dan Ruiz, Engineering Manage, Coachella Valley Water District

Brett Sanders General Manager Lakeside Water District

Jennifer Stephenson, Executive Officer, Plumas LAFCo

Kevin Tilden, Vice President, California American Water

Special Thanks to Session Organizer:



8:00 AM - 9:00 AM

International P3 Lessons for U.S. Water Project Delivery

Harbor Ballroom B

Reviewing international best practice for alternative delivery of water projects challenges our thought leaders to consider alternative strategies and delivery methods for water P3s. This panel will share their experiences of working in both the U.S. and internationally on P3 water projects, and share their perspective on trends in partnering, procurement and project delivery that lead to the successful delivery of major water infrastructure programs around the globe that can be harnessed in the U.S.

Moderator:

Elizabeth Cousins, Infrastructure and P3 Attorney, Nossaman LLP

Panelists:

Mark Donovan, PE, Desalination Program Director, GHD Liam Kelly, Principal, Advisory, US Infrastructure Asset Management, KPMG Brian Nichols, Director, Business Development, Acciona Fred Kessler, Partner, Nossaman

8:00 AM - 9:00 AM

Environmental Impact Bonds

Harbor Ballroom C

Environmental Impact Bonds represent a new, catalytic opportunity to drive private capital towards environmental innovations in the public sector. The growth of impact capital is enabling governments to de-risk invests in promising, nature-based interventions that might have otherwise been overlooked. By sharing the performance risk of these interventions with private investors, governments are able to rationally advance alternative projects that deliver positive health, environmental and workforce development benefits without being forced to choose between the extreme alternatives of either privatization or pure public control. There exists a real opportunity to blend the Environmental Impact Model with other models and Quantified Ventures will be moderating a panel of practitioners who are advancing these concepts across the US.

Presenter: Eric Letsinger, Founder, Quantified Ventures

<u>8:00 AM – 9:00 AM</u> **Design and Construction Oversight in a P3** *Harbor Ballroom D*

<u>9:15 AM – 10:15 AM</u>

The Federal Perspective: A Conservation Across Agencies

Harbor Ballroom B

This session is a conversation with representatives from Federal Agencies focused on P3s. How are the USDA, EPA, United States Army Corps of Engineers (USACE), and Department of Interior (DOI) approaching water partnerships in the new administration? What sorts of P3s are likely to be encouraged? What policy direction is being developed? What are possible uses for P3s? In this discussion, panelists will discuss their agencies' policy approaches to P3s, where they

Page 61 of 117

perceive opportunities for the model, discuss policies supportive of water project delivery, and provide guidance and information on assistance programs currently in operation or development.

Moderator:

Dave Wegner, Buildings and Infrastructure, Jacobs Engineering

Panelists:

Kim Dolbow Vann, California State Director, USDA Rural Development, California Kent Evans, Water Programs Director, USDA Rural Development, Washington DC Robert Wolfe, Director, Program and Budget, Bureau of Reclamation

<u>9:15 AM – 10:15 AM</u>

Aging EPA Block Grant Funded Wastewater Plants as a P3 Opportunity

Harbor Ballroom C

In the late 1970s and early 1980s, EPA block grants funded the construction of a number of wastewater treatment facilities. As these facilities age, it is becoming necessary to embark on capital improvement plans or to construct new facilities altogether. This panel will discuss the P3 opportunities associated with upgrading wastewater treatment facilities, including into indirect potable reuse or direct potable reuse facilities.

Moderator:

Morgan Gallagher, Associate, Rutan & Tucker, LLP

Panelists:

Eric Owens, Technical Resources Manager, West Basin Jim Crabtree, Managing Partner, WaterMark Resource Development

<u>9:15 AM – 10:15 AM</u>

Getting Started: Engaging an Owner Advisor to Support P3 Success

Harbor Ballroom D

The presentation and follow-on discussion, facilitated by the Water Design-Build Council, discusses the unique aspects of design-build and operations practices in the water and wastewater sector and how those practices inform the use of Owner Advisors in support of P3 delivery. Since collaborative delivery is inherently embedded in almost any P3 approach, applying design-build best practices is critical to getting started on and then implementing P3 for your organization. The presentation portion of this session will focus on how to engage and scope an Owner Advisor, with a focus on the key issues and risk transfer considerations unique to the water and wastewater sector, followed by an interactive discussion focused on the practical side of engaging an Owner Advisor with the right scope to support your P3 project, including:

What are the first steps in getting your organization prepared to consider and implement a P3 project? How does your prior design-build experience transfer to P3? What might make water and wastewater P3s different than other types of infrastructure? Are there progressive design-build and other collaborative options available within the P3 framework? What are the right selection criteria and scope elements for an Owner Advisor?

Presenters:

Mark Alpert, Executive Director, Water Design Build Council Leofwin Clark, Past WDBC President and Education Committee Chair, Brown and Caldwell David E. Kinchen, Associate Vice President/Director, Black & Veatch

<u>10:15 AM – 10:45 AM</u> Networking Coffee Break Expo Hall

Sponsored by:



<u>10:45 AM – 11:45 AM</u>

Leveraging a P3 for Water Delivery: The Vista Ridge Water Supply Project

Harbor Ballroom A

San Antonio, Texas, needed funding for a water delivery solution that would protect the Edwards Aquifer, prepare for drought and support future prosperity. Increasing taxes was not an option. A long-term contract between a private party and a government entity was the solution. Hear how the future of water delivery systems can be informed by the experiences of the public and private sectors, working with their financing partners, came together on the innovative Vista Ridge water delivery P3. The panel will provide an analysis of the challenges, successes and lessons learned including how the project could have been shelved had the construction partner, Garney Construction, not assumed a meaningful leadership role in overseeing the design, construction and financing of the project.

Moderator:

Francesca McCann, Business Development Director, infraManagment Group [subsidiary of Black & Veatch]

Panelists:

Nancy Belinsky, Vice President and General Counsel, San Antonio Water System Michael J. Irlbeck, BD Director, EPCOR Scott A. Parrish, Chief Operating Officer Western Pipe, Garney Construction Eric S. Petersen, Partner, Hawkins Delafield & Wood LLP

<u>10:45 AM - 11:45 AM</u>

Good Small P3s: Key Success Factors for Small Communities

Harbor Ballroom B

Small and medium size communities can benefit the most from P3 projects, but have they been left out of the P3 market? How does the new infrastructure program affect these communities? What are the key success factors for small and medium size communities to implement and benefit from a P3 project? This session will explore the tools and financing options available to small community stakeholders to evaluate, plan and execute a successful P3 project.

Whether upgrading an existing facility, building a new facility or planning for anticipated growth, establishing the right partners and capitalizing on proven success factors in advance is key to delivering a winning project and can make a small project become a big deal.

Moderator:

Mark Lambert, Managing Partner, WaterMark Resource Development

Panelists:

William Brennan, Managing Director, Arena Growth Holdings Brian Cullen, President, PERC Water William Green, President, South Coast Water District David Moore, Managing Partner, Clean Energy Capital

<u>10:45 AM - 11:45 AM</u>

The Realities Inherent in Performance-Based Stormwater Delivery Approaches.

Harbor Ballroom C

Building off the discussion on performance based metrics, this panel focuses on linkage of specific metrics to alternative delivery mechanisms, and presents lessons learned from initiatives and programs already under way (P3's, CBP3's? PBC?) The panel will discuss different financial structures, and the benefits and drawbacks of each structure, with a focus on governance, transactional acceptance, risk management, and contractual obligations. Examples and case studies from across the country will be discussed, providing insights to financial and regional considerations.

Moderator:

Yuval Cohen, Jacobs | LeighFisher

Panelists:

Dr. Jacqueline Ashmore, Director of Research and Outreach Activities, Institute for Sustainable Energy, Boston University Seth Brown, Principal, Storm and Stream Solutions, LLC Greg Cannito, Managing Director, Corvias Edward Fanter. Infrastructure & Capital Projects. Deloitte Advisory Sanjiv Sinha, Vice President, Environmental Consulting & Technology (ECT), Inc. Ken Susilo, P.E., CPSWQ, Geosyntec Consultants

<u>10:45 AM – 11:45 AM</u>

Structuring and Financing Options for Water P3's

Harbor Ballroom D

P3s have long been discussed as a potential solution to the underfunding of U.S. water infrastructure needs. In this session we explore various financing structures that have been successful for delivering water projects: comparing the tax-exempt and taxable debt models, equity options, and different government programs. We also discuss how P3 financing models are evolving and how a traditional project finance program compares to other P3 tools, such as concession agreements, that are more common in other sectors. Panelists will explore what we can we expect regarding future market activity and prospects for both primary and secondary water infrastructure markets? Lastly we examine which P3 structure work best for a specific project or to meet the specific goals of an agency, delving specifically into how each structure impacts the project viability, the return to the agency; and its credit profile and balance sheet.

<u>11:45 AM – 1:00 PM</u> Networking Lunch Expo Hal

Sponsored by:



1:00 PM - 2:00 PM

Sustainability and Implications for Utility Management and Financing

Harbor Ballroom A

This panel will explore characteristics of a sustainable utility in an ever changing global environment, focusing on various perspectives including rate setting management, debt financing and financial policy, consumer transparency and investor interests. Panelists will discuss best practices, professional excellence and stand-out leaders, examine how the sector's approach to sustainability has evolved and what future changes might be required. The discussion will explore the growing utilization and market demand for green bonds, sustainability efforts from the standpoint of affordability and capital investment, managing competing demands, sustainable rate-setting and debt financing structures, and the role of the private sector and P3s in supporting a utility in achieving its sustainability goals.

Moderator:

Kathrin Heitmann, Assistant Vice President, Moody's Investors Service, Inc

Panelists:

John Mastracchio, Vice President, Raftelis Ed D. Vallejo, Vice President, American Water

<u>1:00 PM - 2:00 PM</u>

Harnessing Alternative Delivery for the One Water LA 2040 Plan

Harbor Ballroom B

The City of Los Angeles One Water LA 2040 Plan (Plan) sets the tone for strategic water planning solutions across Los Angeles. The Plan relies on collaboration and planning between agencies and stakeholders to identify sustainable programs and projects that will yield long-term water supplies for Los Angeles. This panel will discuss projects being procured or and under consideration for procurement using alternative delivery methods by the City, including how the City of LA is identifying projects, determining the appropriate delivery model and successfully delivering projects across the Plan.

<u>1:00 PM - 2:00 PM</u>

Political and Economic Realities for Water P3s

Harbor Ballroom C

Industry professionals will explore the possibilities and the realities of dealing with political subdivisions, regional growth and the need to challenges to provide fresh water to communities and companies is as meaningful in urban population

centers as it is for the rural economy. There are opportunities for regional consolidation, or the combination of services, including common services to address water and wastewater treatment needs across the country. The panel will highlight opportunities, based on practical experiences drawn from best of class projects and best practices in policy implementation, to convey the possibilities of managing the political and economic realities facing communities with water infrastructure needs.

Presenters:

Tad Guleserian, Executive Vice President, Hunt Companies Mark Ellison, Sales Director, IDE Americas, Inc James Murphy III, Water Supply Planner, Halff Associates Frederic Brassard, President, Alma Global Infrastructure

<u>1:00 PM - 2:00 PM</u>

Workforce Issues Across the Water Industry

Harbor Ballroom D

Water utilities are struggling with workforce issues around the country. The industry has an aging population and a loss of institutional knowledge presents a major challenge for many utilities. Adapting to a workforce that makes heavier use of technology is both an opportunity and challenge. Meanwhile, the industry's focus is further shifting to resource recovery. P3s are able to address some of these workforce issues, if integrating changes in workforce staff and organization is addressed appropriately. This panel will feature water utility leaders from around the country, a water district director, and a labor union representative to represent all viewpoints.

Moderator:

Brian Shell, P.E., Senior Technical Principal, WSP

Panelists:

Salil Kharkar, P.E., BCEE, Director, Operations, District of Columbia Water and Sewer Authority Megan Yoo Schneider P.E., Director, Municipal Water District of Orange County LECET Representative

<u>2:15 PM – 3:15 PM</u>

Understanding P3 Pitfalls and Success Factors – the Advisor Perspective: A Practical View of How to Move Projects Forward from People Who Have Done It Before

Harbor Ballroom A

P3 pitfalls and success factors – the advisor perspective: A practical view of how to move projects forward from people who have done it before In this session, representatives from leading financial, legal, engineering and public relations advisory firms will share practical insights and key lessons learned on what it takes to implement water P3 projects. The panel will draw on its collective experience to offer perspectives on what success means in water P3, why the drivers of success are different from those of traditional procurement and contracting models, and to provide procuring authorities with guidance on matters such as how to:

- 1. Secure stakeholder commitment by embedding engagement and communication strategies into the P3 process
- 2. Build a robust technical and economic foundation for a successful project through the feasibility study process

- 3. Build and sustain credibility with the private sector Design and implement an effective tender process while avoiding procurement and legal pitfalls
- 4. Manage your advisory team to get the best value out of them

Moderator:

Klair White, Senior Vice President, Ernst & Young Infrastructure Advisors LLC

<u>2:15 PM – 3:15 PM</u>

Green Infrastructure: Investments in the Public and Private Realm

Harbor Ballroom B

As water conservation, utility efficiency, and environmental protection become ever more important priorities for municipalities, green infrastructure is increasingly considered among the measures that can achieve public policy objectives. Meanwhile, as private property owners consider new investments and re-investments in buildings and land, those investments present opportunities to advance water policy objectives while also creating new real estate value by integrating green infrastructure practices. This session will explore the relationship between the objectives of green infrastructure policy, public programs and incentives that can facilitate private investment in green infrastructure, and the financial motivations and imperatives for private real estate investment in green infrastructure on commercial and residential properties.

<u>2:15 PM – 3:15 PM</u>

Performance-Based Contracting by Anne Arundel County to Meet its MS4 Requirements

Harbor Ballroom C

This panel will involve a discussion of how one Maryland County, Anne Arundel County, evolved to a performance-based delivery model for meeting some of their MS4 permitting requirements. It will include a discussion of the background MS4 obligations, the permit metrics and available regulatory practices and accounting tools. In addition, the panel will discuss how the delivery of solutions evolved to the performance-based model over time and why. This will include a discussion on the pros and cons of such a model, the comparative costs and representative procurement approaches. The County will also discuss different ways to achieve their objectives, the forecast for future efforts and ways to improve the process.

Presenters:

George W. Kelly, Chief Markets Officer, RES Erik Michelsen, Administrator, Anne Arundel County

<u>2:15 PM - 3:15 PM</u>

P3 Development in Rural Communities

Harbor Ballroom D

Rural communities face unique critical infrastructure needs and significant funding challenges that cannot be addressed solely by public resources. Public-private partnerships must be part of the solution. United States Department of Agriculture (USDA) staff and partners will moderate the discussion to explore how public-private partnerships have been able to provide opportunities for development of critical water and wastewater infrastructure in rural areas and small cities. Our presenters will describe their experiences in past and upcoming projects, as well as the challenges

confronted, and best practices employed in procurement and water project delivery.

Moderator:

Douglas Herbst, DBIA, Freese and Nichols, DBIA Water/Wastewater Liaison to DBIA P3 Committee

<u>3:30 PM - 4:30 PM</u>

Overcoming Barriers to Advance Public-Private Partnerships

Harbor Ballroom A

P3s are frequently touted as one of many strategic solutions to overcome the nation's many water infrastructure challenges. Despite the numerous benefits of P3s, both municipalities and private water companies often face barriers in gaining public support for private sector involvement. A recent poll conducted by the National Association of Water Companies (NAWC) found that public perception of water being a "public good" and fear of negative voter reaction are significant factors impeding the use of P3s. This session will demystify P3s and address the barriers that can deter communities from pursuing a P3 as a potential solution to their water challenges. A panel comprised of both private and public sector representatives will share their respective experiences in overcoming public resistance to private participation in water projects.

<u>3:30 PM - 4:30 PM</u>

P3 Questions and Answers Discussion Session - Where to Go from Here?

Harbor Ballroom B

Join industry leaders and AIAI members for an interactive conversation specifically tailored to audience questions and answers about P3s. Attendees will have the opportunity to submit questions in advance and also join in the discussion of the benefits, values, and applications of P3s in an open dialogue.

4:30 PM Summit Ends | Exhibitor Breakdown

Item No. 7



INFORMATION ITEM March 19, 2018

TO:Public Affairs & Legislation Committee
(Directors Dick, Tamaribuchi, Thomas)

FROM: Robert Hunter, General Manager

Staff Contact: Tiffany Baca

SUBJECT: Website and Social Media Analytics and Update

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee: Receive and file this report.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

The District's digital platforms continue to receive positive feedback from professional and public audiences. Analytics show that the newly revamped website, mwdoc.com, and the District's social media efforts, continue to drive traffic and engage the intended audiences with relevant water related news, water-use efficiency opportunities, District events, District career and contract opportunities, upcoming meetings, and more.

DETAILED REPORT

Website:

Analytics from the time period of **February 13 through March 12** show mwdoc.com has received **11,747 page views from 3,380 users**. 32% of traffic is "organic" meaning the website has been found through various search engines while roughly 30% of traffic has been driven by Social Media. The remaining percentage is coming from a variety of sources including shared internal links, or page links shared from member agencies or partners.

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

Additionally, during this period, nearly 76% of visitors to the website have been categorized as "new" meaning they have accessed the website directly one time, and 23% are return visitors. 72% of visitors view the website via desktop, 21% via mobile device, and 6% through tablets. Visitors are coming to the website most often Monday through Friday from 8am-4pm.

To date, the top visited web pages are as follows:

- Home page 16%
- Residental Rebates 8%,
- WUE landing page 7%
- Careers 7%
- OC Friendly Landscapes 4%
- Board Meetings 3%
- About Us, Contact Us, Government Transparency- HR, and Service Area pages make up approximately another 8% of page visits. Turf Removal fell off the top 6 most visited page list for the time period identified in this report.

Social Media:

At the time of this report, MWDOC has **6,096 followers on Facebook, up 550** from the previous month. **240,276 total people were reached** during the time period referenced in this report. **181,076** of that total were reached through a **\$3,000 boosted post** effort. **Post engagements totaled 3,100, up 19%** from the previous 28 days. MWDOC now has **1,655 followers on Twitter.** In February, **\$1,000 was spent on Twitter messages**, **resulting in 134,837 impressions.** 303 people now follow MWDOC on Instagram. Additional statistical information has been included as an attachment to this report.

Social Media Guide – Strategy, Execution, and Best Practices:

Through scheduled weekly conference calls and department staff meetings, the consultant and MWDOC staff have been working together to complete a first draft Social Media Guide which will serve as an implementation strategy, execution guide, and overview of best practices for the District's social media efforts. This document is a "living" draft, meaning that updates and changes to the final document will occur as the social media environment fluctuates and adjustments become necessary. The first draft has been included as an attachement to this report.



SOCIAL MEDIA GUIDE

Strategy, Execution, and Best Practices

Kevin Perkins Founder, HashtagPinpoint®

Pasquale Talarico Founder, Hashtag*Pinpoint*

Tim Kearns Associate, HashtagPinpoint





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EXECUTIVE SUMMARY

Over the last decade, social media has quickly become an integrated part of our daily lives. Social communities like Facebook, Instagram, Twitter, Pinterest, and YouTube make it extremely easy to keep in touch with family and friends, receive news updates, and connect with local, regional and national communities. Joining online conversations on any given topic has never been easier: download an app to your smartphone, create a profile, and start consuming content.

To the untrained eye, all the funny animal clips, selfies, and general observations people traffic on a daily basis can seem like a frivolous, time-wasting activity that carries a stigma of non-serious communications. But those not familiar with the immediacy and reach social media possesses would be quick to dismiss it.

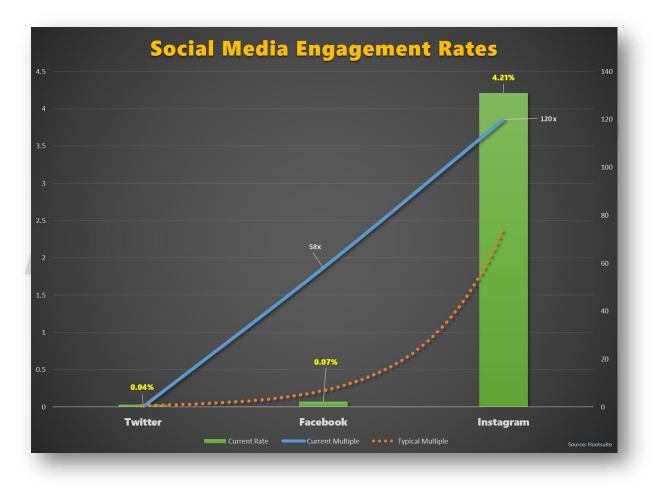


Figure 1 - Industry Engagement Rates & Multiples



To get a sense of social media's breadth, here are some factoids. Currently, Facebook indicates over 10 billion videos are watched globally every day. As of August 2017, PEW Research reports that 2/3's of Americans receive at least some of their news via social media, with 20% of that group doing so as their primary information source over television and newspapers. Those in younger adult demographics—18 to 24 approach 50% for the same statistic.

When it comes to brands, 96% of the people that discuss brands online do not follow those brand-owned social profiles directly (Source: Brandwatch). That means stakeholders who focus on any one metric such as LIKES, engagement, or reach should consider analysis where an all-ofthe-above approach is warranted.

US Total Media Ad Spending Share, by Media, 2014-2020

% of total

205439

39.1%	37.7%	36.8%	35.8%	34.8%	33.7%	32.9%
28.3%	32.6%	35.8%	38.4%	40.8%	43.1%	44.9%
10.9%	17.3%	22.7%	26.2%	28.8%	31.0%	32.9%
17.4%	15.4%	13.9%	12.9%	12.2%	11.6%	11.1%
9.1%	8.0%	7.2%	6.6%	6.1%	5.7%	5.5%
8.3%	7.4%	6.8%	6.4%	6.1%	5.8%	5.6%
8.4%	7.8%	7.4%	7.0%	6.7%	6.4%	6.1%
4.0%	4.0%	3.9%	3.8%	3.7%	3.5%	3.4%
2.8%	2.5%	2.2%	2.0%	1.9%	1.7%	1.6%
	10.9% 17.4% 9.1% 8.3% 8.4% 4.0% 2.8%	10.9% 17.3% 17.4% 15.4% 9.1% 8.0% 8.3% 7.4% 8.4% 7.8% 4.0% 4.0% 2.8% 2.5%	10.9% 17.3% 22.7% 17.4% 15.4% 13.9% 9.1% 8.0% 7.2% 8.3% 7.4% 6.8% 8.4% 7.8% 7.4% 4.0% 4.0% 3.9% 2.8% 2.5% 2.2%	10.9% 17.3% 22.7% 26.2% 17.4% 15.4% 13.9% 12.9% 9.1% 8.0% 7.2% 6.6% 8.3% 7.4% 6.8% 6.4% 8.4% 7.8% 7.4% 3.9% 4.0% 4.0% 3.9% 3.8% 2.8% 2.5% 2.2% 2.0%	10.9% 17.3% 22.7% 26.2% 28.8% 17.4% 15.4% 13.9% 12.9% 12.2% 9.1% 8.0% 7.2% 6.6% 6.1% 8.3% 7.4% 6.8% 6.4% 6.1% 8.4% 7.8% 7.4% 7.0% 6.7% 4.0% 3.9% 3.8% 3.7% 2.8% 2.5% 2.2% 2.0% 1.9%	10.9% 17.3% 22.7% 26.2% 28.8% 31.0% 17.4% 15.4% 13.9% 12.9% 12.2% 11.6% 9.1% 8.0% 7.2% 6.6% 6.1% 5.7% 8.3% 7.4% 6.8% 6.4% 6.1% 5.8% 8.4% 7.8% 7.4% 7.0% 6.7% 6.4% 4.0% 3.9% 3.8% 3.7% 3.5%

Source: eMarketer, March 2016

www.eMarketer.com

Figure 4 - Media Spending

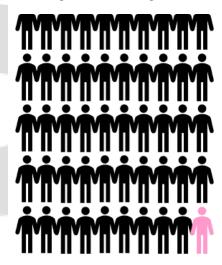
With Twitter, roughly 92% of all user interactions with tweets is a "link click" to a third-party site. (Source: HubSpot) Link clicks are the easiest and strongest chance of gaining views and shares of your content, not necessarily the back-and-forth interactions from discussion threads.

It's important that MWDOC Board members, Staff, and stakeholders understand the importance the role social media communications play in its mission: to provide information about reliable and high-quality water supplies, efficiency standards, and educational programs for all of Orange County.



AMERICANS RECEIVE THEIR NEWS VIA SOCIAL MEDIA

Figure 2 - Percentage of News



96% OF THE PEOPLE THAT DISCUSS BRANDS ONLINE DO NOT FOLLOW THOSE BRAND-OWNED SOCIAL PROFILES DIRECTLY

Figure 3 - Brand Discussions



MWDOC is steadfast in its mission to keep Orange County involved and up-to-date on current water news, water-saving opportunities and pending policy matters through its public information and outreach programs. Every year MWDOC hosts regularly scheduled Water Policy Symposiums, Elected Officials Forums, educational tours, and co-sponsors the annual O.C. Water Summit in order to engage and educate elected officials, community and business leaders, water industry professionals and the general public about water issues affecting Orange County and beyond.

Additionally, MWDOC produces public service announcements and educational collateral pieces including videos, presentations, and briefing papers to ensure our stakeholders are equipped and well versed on issues facing the water industry. MWDOC further engages the public by participating in community events, having an active speakers bureau. Social media has become a monumental force in contemporary culture, a fact that has been a key driver in successfully embedding this interactive medium deep into the communications strategies of virtually every business model. As such, the District plans to maximize its use of Social Media to tie together and showcase all of MWDOC's aforementioned outreach programs.

This living document seeks to illustrate how MWDOC will implore this important strategy.







BACKGROUND

MWDOC's target audience is "all water users in Orange County". The agency represents—and is the wholesaler for—28 retail agencies throughout the county. In communicating water issues to all water users in Orange County, MWDOC has established profiles on (5) social media platforms:

- Facebook
- Twitter
- Instagram
- YouTube
- Pinterest

Based on the chart below, one can see the breakdown of users on each social platform. Contrary to reports that Facebook is in decline, Facebook is the "800-Pound Gorilla" in the Social Media space as it also owns Instagram (nearly 60% of all Social Media). YouTube follows next with 1.5B users, then Twitter, and finally Pinterest.

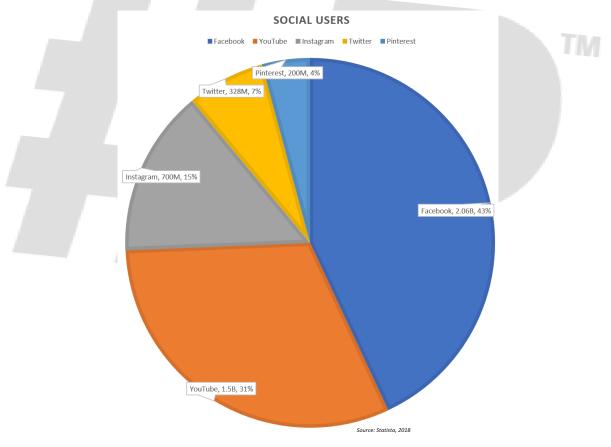


Figure 5 - Social Users, Breakdown Chart



STATE OF SOCIAL MEDIA WITH MWDOC

Prior to Q217

Each social media profile was created prior to Hashtag*Pinpoint* (#*P*[™]) working with MWDOC, and was intended to service particular audiences in light of a cohesive strategic messaging plan. The creation of each social media profile was also done without a full-understanding of the return on investment each profile would yield to MWDOC and its audiences:

- MWDOC established various social media profiles at different times
- Messaging content was not necessarily coordinated with a pre-determined action plan
- Messaging practices and tactics were diverse and not consistently applied:
 - One Post per day, on average
 - No coordination on messages
 - No coordination on platforms
 - No advertising
 - Over-use of generic/ineffective hashtags

#P MWDOC Social Media Trial: May-July 2017

In early 2017, MWDOC entered a three-month contract with #P to perform a social media pilot program to see how much it could increase its profile with Orange County water users and influencers in the water community:

- Focused efforts on Facebook only
- Primary objective: advocate CA WaterFix and grow following
- MWDOC Facebook page dramatically grew from 1,200 to 3,600 LIKES (Followers)—triple in 3 months; the page Reach went as high as 90,000 people for popular Posts

Social Media RFP: Q417 – Q218 (10 months)

In September 2017 #P was awarded a contract for FY 17/18 after an extensive RFP process, to continue the momentum and build on the success of the pilot program. #P then:

- Met with Staff; took direction to immediately focus—and saturate—CA WaterFix messaging. Critical Metropolitan votes shortly followed the beginning of #P's work:
 - o #P pushed CA WaterFix messaging on Facebook & Twitter ONLY
 - Messages ranged from direct links to the CA WaterFix website, to news articles, earned media, op-eds written by MWDOC and Metropolitan Water District of Southern CA (MET), to rich media (slideshows, videos, images) that educated the public
- Staff then redirected #P to focus Facebook & Twitter messaging about the importance of the two-tunnel solution as opposed to the one-tunnel solution that was being proposed
- As that fell out of public conscience, a shift back toward the initial strategic vision of staff and #P for social communications was started

ANALYSIS

By developing MWDOC's *SWOT* analysis (Strengths, Weaknesses, Opportunities, Threats) #P can produce a baseline strategy to accomplish the agency's goals and objectives. The following are the details gathered from multiple staff interactions as well as on-the-job knowledge culled from the trial period earlier in spring 2017.

STRENGTHS

MWDOC leads with its advantages

Because MWDOC has been providing services since 1951 (67 years), it has a long-standing and positive relationship with the community. Its powerful voice on water matters drives and influences other water districts, especially on infrastructure planning, supply development, and water use efficiency. In addition, the following create distinct advantages for the agency:

- **Board of Directors** The MWDOC Board members are knowledgeable in economics, water delivery, engineering, and political issues affecting Orange County. Many of the Board members currently have (or had) prominent positions in retail water agencies, consultancies, associations and other various leadership roles throughout Orange County
- **Staff** MWDOC has a talented and experienced staff helping provide services to MWDOC's Member Agencies and the community in the following areas:
 - Planning and Resource Development
 - Metropolitan and Water Issues
 - Public Affairs
 - Water Use Efficiency
 - Government Affairs

Particularly, the Public Affairs Department has many great marketing and promotional ideas to increase agency awareness within the community. Staff regularly produces valuable graphics, articles and other content that assist with #P's work in delivering strategic social messaging. The new website is a wellspring of new content ideas that can be promoted on social media

- **Consultants** The agency makes good use of outside help where Board members or Staff do not have the time or expertise to perform certain functions. This comes in the form of lobbyists, polling/news, social media, and more
- **Programming** Much content, curriculum, and education has been developed into long-lasting community partnerships. This positive relationship with the community has affected thousands of students per year for many decades

DRAFT

- Wholesaler Status MWDOC is the agency that sits above 28 retail water districts, influencing policy, regulations, and infrastructure planning
- Metropolitan Water District of Southern California Member As a member of "MET", MWDOC is one of the largest municipal districts providing water on behalf of MET's conveyance system from Northern California and the Colorado River. In exchange for managing the delivery of reliable, high-quality water on behalf of MET, MWDOC places four of its own Board members as MET Board representatives to develop, guide, and vote on water policy for Southern California

Summary

MWDOC has a STRONG team and is well-positioned to advocate for sound water policy for Orange County ratepayers and consumers. There is a general understanding of the benefits of using social media as an advocacy tool, and a lot of room for growth on this front.

WEAKNESSES

What are some improvements MWDOC can make?

Fortunately, MWDOC doesn't have many weaknesses. As an established brand in the water industry, MWDOC has had many years to refine its Public Affairs processes and make the course corrections needed throughout its history. However, Social Media represents a new era in digital and interactive communications with its ratepayers, consumers, industry partners, and critics. At no other time in history have those constituencies been able to communicate with MWDOC in such an immediate and impactful way. Consider the following observed weaknesses as "Opportunities, In-Wait" as it relates to this new form of digital communication:

- **Social Media Fundamentals** Given the ubiquity of social media networks in modern society, Staff and the Board must *have basic knowledge and understanding of social media fundamentals* (how content is created, consumed, and reported). Knowing basic principles of social media will help drive additional inquiry and innovative ideas for agency events, goals, and issues from as many agency personnel as possible
- Holistic Messaging MWDOC does a good job talking about yard and garden optimization, rebate opportunities, using efficient appliances and other conservation-related topics. However, there has traditionally been a disconnect on "why" people should do it. There are mentions of water bill savings or "climate change". Yet, comments on MWDOC & other water-related pages show a lack of understanding about the effort—and "value"—of having drinkable water imported from the North and the East, what it takes to make that happen, and what the real costs are

Summary

MWDOC doesn't have many weaknesses, but that should NOT be a deterrent for Staff or Board members to continue learning and have fundamental knowledge about social media. Messaging should tie together the entire water picture to give ratepayers and consumers the value of water.





OPPORTUNITIES

What will take MWDOC to the next level?

While MWDOC is performing well relative to most water district pages (see below), there is always room for improvement. As MWDOC continues to grow and engage its followers, more and more water districts will be looking to MWDOC for the latest communication ideas and tactics to convey often complex service and product information. Here are some low-hanging fruit opportunities:

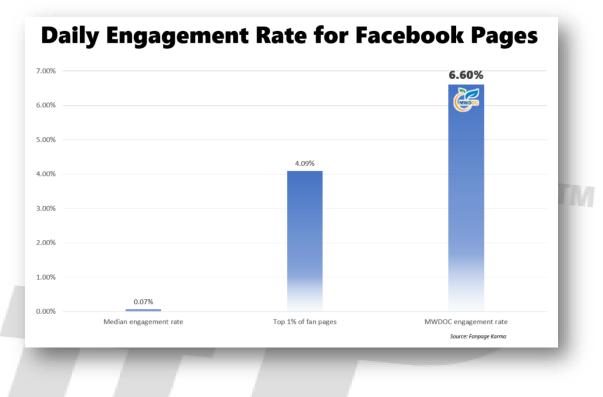


Figure 6 - Daily Engagement Rate for Facebook Pages

Fundamentals Training – MWDOC should consider providing an in-service series about social media basics for *all* Staff and Board members. Topics would include social media content basics (What's a post, how it's created, what the general procedures are, etc), understanding basic social analytics (What's are LIKES, Reach, Engagement, etc), and agency policies and protocols for social media (What can be said personally about MWDOC, how comments are responded, etc). Completing the in-service series would be a requirement, similar to other office requirements (sexual harassment, public official disclosure, etc) Whether the Staff or Board members are active participants in Social Media, it is extremely important to understand the growing role of Social Media in the drinking water industry

- Holistic Messaging Additional opportunities exist to tie in content related to water usage. This
 includes topics like weather patterns that dump snow or recharge groundwater, snow pack levels,
 reservoir volumes, other water district news, and more. The more information a ratepayer has, the
 more likely they are to engage with MWDOC and appreciate the value of water and the costs
 associated with safe and reliable delivery of water
- **Expanded Reach** Based on the previous trial work with MWDOC—in addition to working with other clients—the biggest return on investment will come from having a strong presence on Facebook, Twitter, and Instagram. There is value for having a presence on Pinterest and YouTube, but message activity on those platforms is typically extracurricular:
 - Pinterest users—mostly educated women—are likely the household rate payers and would likely see a benefit in *value-based messaging* (Delta Tunnels, landscape optimization, rebates, conservation, etc)
 - With YouTube, MWDOC has the opportunity to demonstrate its *transparency* by posting long-form videos of its Board and Committee Meetings, key Metropolitan votes, water events in the community, water conferences, Ricki Raindrop appearances, and more
 - MWDOC can also post the short-form videos that normally show in the other channels; the need for logical playlist separation is needed
- **Platform Tools** Since Hootsuite connects to all the aforementioned platforms, all outgoing posts should be scheduled using this tool whenever possible. #P has made accounts for Staff to schedule posts to maintain tight controls over who is posting to what channel(s)
- Community Engagement, Partnerships, Promotion As a long-standing community member, MWDOC can increase agency visibility and engagement by re-sharing content produced by community partners. MWDOC should avoid excessive "community trends" posts as they are mostly ignored (over-use of hashtags, "National Taco Day", etc). MWDOC should endeavor to publicize these community partnerships by paying to extend the reach of these posts. Any time MWDOC shares an event with a local business or agency, MWDOC Staff should take pictures/videos of MWDOC's participation in these events

Summary

In a short time, MWDOC has become one of the top water industry presences on social media. By taking a proactive stance on the recommendations above, MWDOC will continue to grow and have more authority in its messaging over time. This will increase its influence both with Metropolitan Water District of Southern California and all of MWDOC's member agencies when outlining policy, recommendations, and educational programs.

DRAFT

THREATS

What are some things that could hinder MWDOC's efforts?

Ironically, the biggest obstacle the agency could face is the social media platforms themselves. Social Media companies are constantly updating their systems to gain market share and increase profits. Any changes to their systems are often not communicated in advance to the public and follow up with a statement after any changes have been made. Some of these changes could be in the terms of use, advertising costs, audience configurations, or information privacy. These changes could very well be contrary to this strategy document and would necessarily force MWDOC to adapt to these new changes. Such is the software business, in general.

#P is constantly researching and learning the latest trends, actions, and optimization work-arounds to provide optimal service for its customers in anticipation of these unannounced changes. Below are descriptions of potential threats:

- Facebook Changes At the beginning of 2018, #P began to see odd metrics for new LIKES, Reach, and Engagement for all its clients. The amounts #P normally spent on ads were yielding far less results. Having seen a similar trend like that in the past, #P began to optimize for paid Reach and Engagement. By the second week of January, CEO Mark Zuckerberg indicated significant changes to Facebook's algorithms (see right) affecting content distribution in significant ways:
 - Facebook would recalibrate its processes to prioritize meaningful, 1on-1 interactions
 - Facebook would diminish business, brand & shared media content throughout the system (because of crowding and authenticity reasons)



Mark Zuckerberg 🕑 January 11 at 4:28pm · Menlo Park · 🟟 S Follow

One of our big focus areas for 2018 is making sure the time we all spend on Facebook is time well spent.

We built Facebook to help people stay connected and bring us closer together with the people that matter to us. That's why we've always put friends and family at the core of the experience. Research shows that strengthening our relationships improves our well-being and happiness.

But recently we've gotten feedback from our community that public content -posts from businesses, brands and media -- is crowding out the personal moments that lead us to connect more with each other.

It's easy to understand how we got here. Video and other public content have exploded on Facebook in the past couple of years. Since there's more public content than posts from your friends and family, the balance of what's in News Feed has shifted away from the most important thing Facebook can do -- help us connect with each other.

We feel a responsibility to make sure our services aren't just fun to use, but also good for people's well-being. So we've studied this trend carefully by looking at the academic research and doing our own research with leading experts at universities.

The research shows that when we use social media to connect with people we care about, it can be good for our well-being. We can feel more connected and less lonely, and that correlates with long term measures of happiness and health. On the other hand, passively reading articles or watching videos -- even if they're entertaining or informative -- may not be as good.

Based on this, we're making a major change to how we build Facebook. I'm changing the goal I give our product teams from focusing on helping you find relevant content to helping you have more meaningful social interactions.

We started making changes in this direction last year, but it will take months for this new focus to make its way through all our products. The first changes you'll see will be in News Feed, where you can expect to see more from your friends, family and groups.

As we roll this out, you'll see less public content like posts from businesses, brands, and media. And the public content you see more will be held to the same standard -- it should encourage meaningful interactions between people.

For example, there are many tight-knit communities around TV shows and sports teams. We've seen people interact way more around live videos than regular ones. Some news helps start conversations on important issues. But too often today, watching video, reading news or getting a page update is just a passive experience.

Now, I want to be clear: by making these changes, I expect the time people spend on Facebook and some measures of engagement will go down. But I also expect the time you do spend on Facebook will be more valuable. And if we do the right thing, I believe that will be good for our community and our business over the long term too.

At its best, Facebook has always been about personal connections. By focusing on bringing people closer together -- whether it's with family and friends, or around important moments in the world -- we can help make sure that Facebook is time well spent.

5.6K Saves	
🖧 Like 💭 Comment 🔗 Share	
C 🗘 C 😯 Hossam Heikal, Rehan Allahwala and 200K others	Top Comments 💌
26,773 Shares	17K Comments

Figure 7 - Zuckerberg Epistle

- Facebook would focus on video over other content types, especially third-party links where users have no connection to a Page, or the outbound link destination doesn't match (authority)
- Facebook would require businesses to pay for Reach, since "organic" Reach from LIKES will be nearing zero shortly
- **Synced Industry Information** In order to create the greatest authority possible for MWDOC, it will be important for Staff to continue being vigilant about news and trends affecting the current messaging. For example, if the current strategy promoting CA WaterFix is a two-tunnel solution, but the MET Board votes to change it to a one tunnel solution, then Staff needs to advise #P and all those involved with current messaging of the latest changes—as soon as possible. That has been the case thus far, but because MWDOC followers are engaged in the social platforms, any misinformation will be highlighted by critics

Summary

The biggest threats to MWDOC's digital presence come from the social media platforms themselves since they not only dictate what the publishers can do, but also what their end-users see. Therefore, it's important to keep on top of all the platform announcements and making sure any changes that may affect MWDOC communications is shared. Along those lines, it's important that MWDOC share any industry information with the content producers so no misinformation is accidentally shared either.





BRANDS & AUDIENCES

It may be hard to realize but MWDOC is a brand that is 90 years old. It was formed when water was first brought to Southern California in 1928 and has "represented" Orange County since the 1950s. MWDOC has always been connected to the community, whether through education or through policy and planning with its member agencies. The challenge and opportunity is creating a digital "authority"/presence in the same vein MWDOC has had in its history.

The following brand notes are also accompanied by different types of audiences MWDOC has already had success communicating to.

BRANDS

- **MWDOC** This is the core brand, and should distribute the latest news and updates about rates, infrastructure, conservation, recycling, storage, jobs, community partnerships and other things that will educate adult water users and rate payers. It will also educate the community about the importance of the water delivery system to Orange County from its various sources
- Ricki Raindrop This is an offshoot brand, and should distribute information and resources around conservation, environmental stewardship, basic hydrology, and other items that can be shared in the digital environment by parents and educators with younger children. The Ricki character has been an important symbol of MWDOC for decades and has the potential to be reinvented into modern media (apps, games, connected devices)

Brand Notes

- The MWDOC Page may additionally want to utilize op-ed pieces from sources like *CA Drought Monitor* and others that have ravenous water audiences to push narratives the agency doesn't directly want to communicate or endorse. This will create more exposure, engagement, and reach by sharing/tagging third-parties, when appropriate
- The Ricki Raindrop brand has typically been associated with costumed visits to classrooms, events, and other educational venues. There is an opportunity to scale this brand. However, the Ricki Raindrop Page can only be promoted directly to users over the age of 13. The <u>COPPA law</u> inflicts steep fines for sites/content violating their conditions. Therefore, there are a few challenges the agency should be aware:
 - The messaging that normally goes to 4th graders who learn about the CA Water Delivery System/Aqueduct—which, Ricki often does in person—will have to be directed to parents and educators online who can then replay for the younger ages
 - New content will have to be developed by Staff for Jr. and Sr. High School children where more childish themes will not be well-received by the older kids. We recommend using memes, videos, boomerangs and other forms of humor that will get and hold the



attention of these age groups. Perhaps the Ricki "Story" on Instagram is something Staff might be able to coordinate

 With these limitations come opportunity to innovate: #P recommends the agency create a budget to develop an iOS & Android app with a game or adventure story built into it. This will help MWDOC reach the under 13 age group appropriately, as well as being easier to distribute. While out of scope of the current RFP, #P would be able to build this experience for phones and tablets

AUDIENCES

- Each MWDOC brand should have a meaningful target for the intended message
- Specific audiences should include but not be limited to:
 - Orange County Residents, 18+
 - Orange County Homeowners
 - o Orange County Visitors
 - Orange County Men, 18+
 - Orange County Women, 18+
 - Orange County kids, 13-18 (Jr./Sr. High)
 - Orange County Business Community
 - Orange County Industrial Community
 - Orange County Educators and Students
 - Orange County Landscape Contractors
 - Orange County Cultural Organizations
 - o State and Local Leadership, Elected Officials
 - * Northern California
 - * Central Valley
 - * San Diego
 - * Environmental
 - * Water
 - * Agriculture
 - * Conservation
 - * Mountain/Snow lifestyle

* Various permutations as needed, depending on the message & objective

STRATEGY, RECOMMENDATIONS, AND TACTICS

Aside from the social media platform differences, there are also "message styles" that can be distributed on different MWDOC brands. Currently, MWDOC has two brands: "MWDOC" and "Ricki Raindrop" that can be leveraged in a way that will expand the agency's mission & reach.

Each social media platform has some fundamentally different aspects that shape the strategy, recommendations and tactics to be used to gain maximum benefit: message styles, branding, and tactics together dictate what actions to take.

FACEBOOK

If there is a default social media profile to use, it's Facebook. The platform is the largest in the world, as well as being the most flexible for a plethora of organic and paid content. However, since January 2018, a new approach to their latest algorithm changes (see "Weaknesses" above) requires careful consideration:

- **Message Style** Each post is capable of handling all types of digital content including: videos, slideshows, multiple picture carousels, single pictures, long-form text, links, hashtags, account tags, comments, direct messaging, and sharing
- **Branding** MWDOC should continue to invest in short content: 15-60 second videos, single pictures and brief descriptions about a given topic, and links to articles on the MWDOC website
- Tactics:
 - Make your own thumbnails from high-quality stock art sources; avoid using any Facebook-generated previews that don't help draw attention to your post
 - Minimize hashtags: use no more than two in a post
 - Tag related accounts directly in the Description text, or as a trailer at the end of a post
 - Any links for the post should be embedded in the Description text *without* triggering Facebook-generated previews
 - Advertise important posts using the "Boosted Posts" or "Reach" ad types to get as many people seeing them as possible
 - The demographics of Facebook include the full age gamut from 13-65+
- Milestones:
 - Remain in Top 10% Weekly Growth Rate (grow average LIKES at 2.2% each week)
 - Remain in Top 1% Daily Engagement Rate (keep average ENGAGEMENT levels above 4% every day)
 - Remain above Average Daily Reach (keep average REACH levels above 1.6% every day)



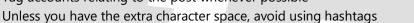
TWITTER

If there is a second social media platform to use, it's Twitter. While Twitter does not have as many users as Facebook, it has been around the longest and has made what "micro-blogging" is today: short communications (less than 280 characters) called "tweets". Twitter users tend to avoid Facebook, and vice versa. Besides the shorter character allowance, here are additional considerations:

- **Message Style** Twitter supports video, single pictures, short text, hashtags, account tags, comments, direct messages, and sharing like Facebook, but the media URL is used toward the post's character allowance
- **Branding** Because of the limited character allowance, Tweets (Twitter posts) tend to have a curt nature to them. Therefore, it takes special care to have the right tone to accomplish the messaging goal in Twitter
- Tactics:

0

- Make your own high-quality thumbnails similar to Facebook's tactics
- Shorten any links in the Description (ow.ly, bit.ly, etc)
- Tag accounts relating to the post whenever possible



- Twitter accounts tend to have their own community of followers; when accounts avoid engaging outside of their community, they experience an "echo chamber" effect. Therefore, it is important MWDOC not fall in the trap of sending out tweets that only industry insiders might care or understand. The audience remains the rate payers and consumers of water in Orange County
- Twitter also has a similar demographic range to Facebook. But, the nuances of using Twitter are not as user-friendly as Facebook. Therefore, Twitter users tend to be a little more "digitally capable" and desire a more focused and pithy stream of content
- Milestones:
 - Grow average FOLLOWS at 1% each week
 - Keep average ENGAGEMENT levels above 0.2% every day
 - Keep average REACH levels above 0.1% every day)

INSTAGRAM

Instagram is a picture and video social media platform that has become one of the primary choices for young people and celebrities. The content spans all subject matters—whatever content that can be taken from a mobile phone:

- Message Style Instagram supports videos, boomerangs (short looping videos), multiple
 pictures, single pictures, annotations, hashtags, account tags, comments, direct messages and
 sharing
- **Branding** Similarly to Facebook, MWDOC should invest in short content in this social media channel as well (short videos, attractive posts, etc). However, links in the Description do not activate; therefore, sharing content exactly from Facebook or Twitter is not contemplated as the link will be dead to the end-user.
- Tactics:
 - Because media is the default for each post, it's imperative that high-quality thumbnails are used for pictures and videos
 - Since links do not work in Instagram Descriptions, the use of tagging and *effective* hashtags is the lifeblood for connecting with other users, and creating engagement
 - Posts can be elevated to "Stories" where users see a daily slideshow of their favorite accounts; this is an added way to extend reach even though the stories disappear after 24 hours
 - The demographic for Instagram is solidly under 30 years old but it is slowly climbing. So, posts should skew "younger" in theme & content
- Milestones:
 - Work with Staff to identify posts that will qualify and resonate for Instagram followers
 - Work with Staff to identify influencers on the platform, and develop ways to connect with them to help promote MWDOC
 - Grow followers by 5% each month

PINTEREST

Pinterest is a digital "cork board" where users can *pin* movies, pictures, and links to a virtual board and share them publicly or privately with friends or groups:

- Message Style Pinterest supports videos, single pictures, hashtags, links, account tags, comments, direct messages and sharing
- **Branding** Because media thumbnails are the default for each post, it's imperative that highquality thumbnails be the norm for each post.
- Tactics:
 - A user can create multiple "boards" and share ideas about a topic
 - MWDOC should consider creating various boards that reflect specific messaging: CA
 WaterFix, Conservation, Landscaping, and other topics germane to MWDOC's mission



DRAFT

- Pinterest is mainly used by college-educated women, under 40, from (sub)urban households making \$50k or higher; so, connecting with like-minded accounts would be the most effective way to reach the widest audience on this platform
- Milestones:
 - Work with Staff to establish a MWDOC presence in Pinterest
 - Work with Staff to determine the Boards and content to be created
 - Work with Staff to identify influencers on the platform, and develop ways to connect with them to help promote MWDOC

YOUTUBE

YouTube is an online video community and second-largest social platform that allows users and companies to post & view videos, create playlists, and show live streaming events:

- **Message Style** YouTube is video-only and supports all video functions, likes/dislikes, comments, linking and sharing
- **Branding** –MWDOC has a "channel" already in place to promote its videos. Additionally, any video from the MWDOC channel can be shared or embedded in other websites much easier than the other social platforms

• Tactics:

- Longer-form productions that can be distributed include: agency meetings or events, education sessions, working groups, and on-site visits where the general public is not allowed
- MWDOC can create "playlists" to organize these videos into logical groupings for users
- Users can also subscribe to the MWDOC channel and be notified when something is posted;
- Subscribers can also designate video to be watched later, or "favorited" to re-watch again

• Milestone(s):

- o Work with Staff to identify videos that should be uploaded to this social platform
- Work with Staff to create playlists aimed at specific messaging topics
- Work with Staff to embed videos in the new MWDOC.com website



BEST PRACTICES

The following practices, tips, and tricks are recommended for professional appearances while attracting engagement with most social media platforms.

Content

- **Concise** Create posts that do not trigger a "See More" label: all text in the post should be in plain sight and easy-to-read
- Tone Use the appropriate tonality and writing style for your audience; however, high grammar should be used most of the time
- **Style** Avoid shortening words, using all caps or using all lowercase for the entire Post. A mixture is recommended
- Tagging Tag people directly involved with the post; tag secondary entities when possible to expand reach
- Hashtags Use hashtags sparingly; use ones that you define, or jump on existing popular ones
- Purpose Have a defined purpose for the post: leverage built-in call-to-action items or place URLs in copy



Figure 8 - Post Best Practices

- Context Always make the context apparent for a post; "insider" posts only narrow the exposure
- Shortened URLs URLs should be shortened whenever possible; allows for link tracking and less space occupied in the post

- **Emojis** Utilize emojis to attract attention, create separation, or otherwise "color" a text-based post; use them sparingly or it comes across unprofessional
- **Clarity** Keep the posts simple, clear and with purpose; they should mirror the main objective
- **Interest** Make posts interesting without going over the line (no drugs, nudity, and other indecent themes that would reflect badly on the brand)
- **Video** When possible, utilize videos/slideshows; this has become the preferred media in multiple platforms

Public Feedback

- Commenting It's important to foster "engagement" with the public since that is one of the primary functions of having a social media presence. However, it is not a blank check for the public to say anything they'd like—just because the social media outlets are run by a public agency. Every effort should be made to answer any questions or provide the commenter an avenue to express an opinion. It's helpful to answer the question while still keeping the conversation going for others. However, at no time should the Agency tolerate inappropriate statements, vulgarity, threats, and what would be seen as generally bad social interaction. This is subjective and up to the Agency; err on the side of caution
- Reputation Management At no time should outrageous or overtly rude claims or statements against another commenter be allowed. This is different than a healthy—and sometimes heated—debate. It's important for the agency to be a facilitator of discussion, not a venue to disparage others or discourage engagement. If anyone is deliberate in this type of behavior toward the Agency, this person's comments should be deleted at minimum, and banned from the Page if repeated behavior persists

Delivery

- **Frequency** As a default, messaging should occur 2-3 times per day. Users typically don't bookmark a page to view its content. Rather, *they wait for content from the page to appear in their feed*, and that is considered the default/normal viewing behavior of most users. Therefore, having multiple messages increases the amount of opportunities users will see Page content throughout the day. This should be fluid based on the current social platform changes, and make adjustments as needed
- Time of Day/Week/Month With organic posts, time factors will depend on the audience being sought after. Example: "professionals" will be most likely to see posts early in the morning, during the middle of the day at lunch, and in the evening hours after dinner. With paid ads, a "24/7" ad delivery schedule is appropriate in most cases, usually because the system knows the best times to distribute to your named audiences



Optimization

- **Video Length** Videos should remain in short-form messaging at around 0:30 seconds or less. Increments should be 0:15, 0:30, 0:45, 0:60; long-form should not exceed 3 minutes
- **Boosted Posts** When trying to reach as many people as possible, the "Reach" ad type—using the Impression type—is the best value. When trying to create as much activity around the Page as possible, the "Promote" ad type running as Page Engagements is the better choice

Tools

- Content Management In order to keep the Posts to various social media platforms straight—as well as manage who's doing what work, and when it all gets delivered—#P uses a widely adopted commercial social media management tool called Hootsuite (<u>http://hootsuite.com</u>)
- Security Because there is a slew of web apps/tools to assist with the management of clients, #P uses a widely adopted commercial password management solution called LastPass (<u>https://lastpass.com</u>). This solution allows #P to share social website credentials while keeping the usernames/passwords obfuscated at the same time

Communication

- **Consistent Direction** It's imperative that MWDOC Staff provide as much information to #P as possible, including:
 - Organizational objectives
 - Topics and their prioritization, and constraints
 - Special events
 - Partnering targets
 - o And more

Advertising

- Each MWDOC brand should be grown by a portion of the fee paid to #P
- Copy should be attention grabbing and appropriate for the audience



SUMMARY

The overarching intent of MWDOC's social media presence is *to increase awareness about the challenges and complexities of water management* through strategic use of digital communications and social media – distilled into the following objectives:

- 1. Attain a leadership position as the regional voice of water in Orange County
- 2. Elevate the public's awareness about water issues in Orange County
- 3. Advance the public's understanding of MWDOC's role in bringing reliable and sustainable water to Orange County
- 4. Engage in constructive conversations about water
- 5. Encourage the efficient use of water throughout Orange County by increasing awareness of available education opportunities, programs, and resources
- 6. Educate the public on the challenges and complexities of delivering reliable water to Southern California
- 7. Direct the public to the MWDOC website for water-related news, event and calendar updates, educational materials, rebates and resources, and MWDOC program information
- 8. Engage unique demographics on the most relevant social media platform

MWDOC Facebook Ad Spend – February 2018

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Kevin 🔻 🌲 蓮	Review and Publish		Last month: Feb 1, 2018 – Feb 28, 2018 Note: Does not include today's data			Breakdown 🔻 E	Ends	03/01/2018	03/01/2018	03/01/2018	03/01/2018	03/01/2018	03/01/2018	
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				Ads			Cost per Result	\$3.86 Per 1,000 P	\$4.22 Per 1,000 P	\$3.65 Per 1,000 P	\$3.73 Per 1,000 P	\$2.28 Per Page Like	\$4.42 Per Page Like	
Search							Impressions	105,077	103,516	106,593	106,402	36,402	52,565	510,555 Total
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Pages to Watch

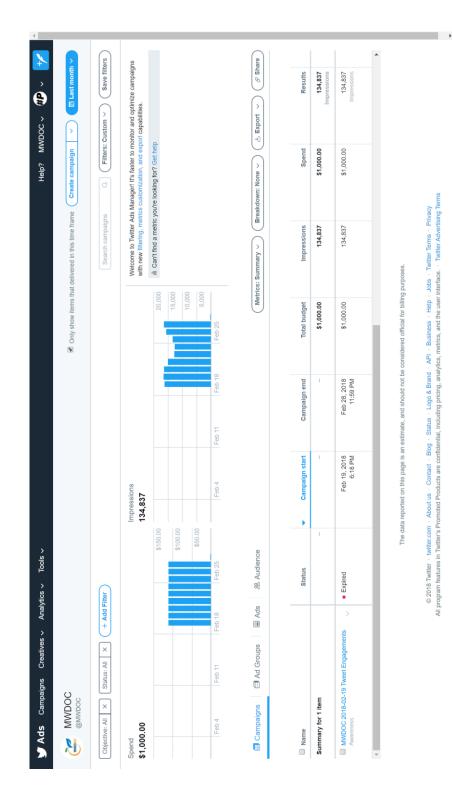
Compare the performance of your Page and posts with similar Pages on Facebook.

Reactions, Comments & Shares

#P

Page			Total F	Page Likes	From Last Week	Posts This Week	Engag	ement This Week
1		Los Angeles Departmen	32.6K		0%	13	136	-
2	\bigcirc	Long Beach Water	12.7K	[]	▼0.1%	5	23	•
3		South Coast Water District	11.5K	=	▼ 0.1%	14	88	
4	Jan Brige Courts Brief Auditory	San Diego County Water…	8.9K	•	▲ 0.1%	12	266	
чоџ 5	MWDDC	Municipal Water District	6.1K	1	▲ 1.5%	35	126	-
6	RWD	Irvine Ranch Water Distr	3.9K	I	▲ 0.1%	5	8	E
7	inta Marajani Voter Distric	Santa Margarita Water D	3.5K	I	▲ 0.1%	6	31	
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MWDOC Twitter Ad Spend – February 2018



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INFORMATION ITEM March 19, 2018

TO:Public Affairs & Legislation Committee
(Directors Dick, Tamaribuchi, Thomas)

FROM: Robert Hunter, General Manager

Staff Contact: Tiffany Baca

SUBJECT: Wyland Mayor's Challenge Pocket Park- Project Update

STAFF RECOMMENDATION

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

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

DETAILED REPORT

BACKGROUND

In 2017, the Municipal Water District of Orange County (MWDOC) Board of Directors approved a partnership with the Wyland Foundation to implement an Orange County breakaway contest in concurrence with the annual Wyland National Mayor's Challenge competition. The break-away contest, sponsored by MWDOC and the Wyland Foundation, awards a water-wise demonstration garden to the highest participating Orange County city within the MWDOC service area.

The winner of the 2017 contest was the City of Laguna Beach. After months of review and discussion, committee participants consisting of MWDOC and Wyland Foundation staff, the City of Laguna Beach staff, Laguna Beach County Water District and South Coast Water District staff, and a variety of technical project contributors, selected a location for the park.

Budgeted (Y/N): Y	Budgeted a	amount: 10,000	Core	Choice
Action item amount:		Line item: 32-7670		
Fiscal Impact (explain if	unbudgete	d):		

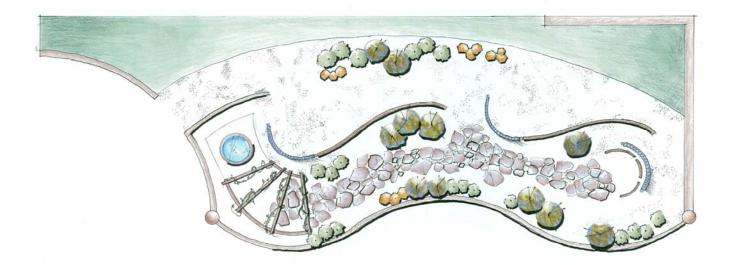
The location, Treasure Island Park, off of Pacific Coast Highway and Wesley Drive, is owned and maintained by the Montage Resort Laguna Beach.

Proposed location satellite view:



DESIGN STATUS

In January 2018, committee members assembled to receive a presentation from the park design volunteers, students and Professor Robert Farnsworth from Saddleback College. The students presented an overview of the draft design including a general design concept, plant call outs, landscape and permanent structure options, and signage. The most intriguing segment of the presentation was the introduction of a dew and fog catchment system. This system would collect water from dew and fog using pieces of vertical canvas. The water collected from this system would provide most, if not all of the water needed to maintain the park.



ADDITIONAL PROJECT FUNDING DEVELOPMENTS

In December, Saddleback College applied for Metropolitan Water District of Southern California's (MWD) World Water Forum Grant. Through this opportunity, MWD awards grants of \$10,000 for research and development of the implementation of water-use efficiency technology that can be cost-effectively implemented in Southern California and internationally. MWDOC, Wyland Foundation, and the Laguna Beach County Water District wrote letters of support for the application. MWDOC's letter is attached for reference. This month, project partners were informed that the application submitted by Saddleback College students was successful.

NEXT STEPS

Next steps include review and approval of a revised park design which addresses the Laguna Beach community concerns of the dew and fog catchment system potentially blocking views, a public notice process, and an approval of the Laguna Beach Design Review Board.

2018 BREAK-AWAY CONTEST

From April 1 through April 30, cities across the nation will once again be participating in the Wyland National Mayor's Challenge for Water Conservation. To assist MWDOC member agencies with their participation and success in the 2018 contest as well as in the MWDOC-Wyland break-away contest, staff has prepared a media kit which includes tips for success, news release template, and sample social media posts.



Street Address: 18700 Ward Street Fountain Valley, California 92708

Mailing Address: P.O. Box 20895 Fountain Valley, CA 92728-0895

> (714) 963-3058 Fax: (714) 964-9389 www.mwdoc.com

Wayne S. Osborne President Brett R. Barbre Vice President

Larry D. Dick Director Joan C. Finnegan Director Megan Yoo Schneider Director Sat Tamaribuchi Director Jeffery M. Thomas Director Robert J. Hunter General Manager

MEMBER AGENCIES

City of Brea City of Buena Park East Orange County Water District El Toro Water District Emerald Bay Service District City of Fountain Valley City of Garden Grove Golden State Water Co. City of Huntington Beach Irvine Ranch Water District Laguna Beach County Water District City of La Habra City of La Palma Mesa Water District Moulton Niguel Water District City of Newport Beach City of Orange **Orange County Water District** City of San Clemente City of San Juan Capistrano Santa Margarita Water District City of Seal Beach Serrano Water District South Coast Water District Trabuco Canyon Water District City of Tustin City of Westminster Yorba Linda Water District

December 7, 2017

Robert Farnsworth Co-Chair, Horticulture and Landscape Design Saddleback College 28000 Marguerite Parkway Mission Viejo, CA 92692

Re: Letter of Support for Saddleback College's application for the Metropolitan Water District of Southern California's World Water Forum Grant- Proposed project "Dew and Fog Catchment System (DFCS)"

Dear Mr. Farnsworth,

On behalf of the Municipal Water District of Orange County (MWDOC), I am writing this letter of support for Saddleback College's proposed Dew and Fog Catchment System (DFCS) project. It is our understanding that this grant would be used to fund the DFCS as an element of the proposed Treasure Island Water-Efficient Demonstration Garden (Pocket Park) awarded to the City of Laguna Beach by MWDOC and the Wyland Foundation for their participation in the 2017 Mayor's Challenge for Water Conservation competition. It is also our understanding that Saddleback College is submitting a grant application to the Metropolitan Water District of Southern California (Metropolitan) under the World Water Forum Grant Program to fund this portion of the project.

This Pocket Park project, as well as the proposed DFCS component, supports MWDOC's mission to "...promote water use efficiency for all Orange County" and will serve as a publicly accessible community model for water-efficient landscaping.

MWDOC supports the DFCS project and Saddleback College's efforts to enhance water use efficiency through scientific methods and strategic landscape design.

If you need additional information regarding MWDOC's support of this project, do not hesitate to contact me at <u>tbaca@mwdoc.com</u> or by phone at (714) 593-5013.

Regards,

Tiffany Baca Public Affairs Supervisor



INFORMATION ITEM

March 19, 2018

TO: Board of Directors

FROM:Public Affairs Legislative Committee
(Directors Dick, Tamaribuchi and Thomas)

Robert Hunter General Manager

Staff Contact: Damon Micalizzi

SUBJECT: APRIL 19TH WATER POLICY DINNER

STAFF RECOMMENDATION

Staff recommends the Board of Directors receive and file.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

REPORT

MWDOC will host a Water Policy Dinner featuring Karla Nemeth, Director of the California Department of Water Resources on Thursday, April 19th. The event will begin at 5:30 p.m. at the Great Wolf Lodge in Garden Grove.

Director Nemeth will discuss the urgent statewide need for the California WaterFix, an infrastructure upgrade that will secure a dependable water supply source for 25 million Californians, while also protecting the fragile Delta ecosystem.

At the event, MWDOC also plans to honor Beverly Hills Councilman, Bob Wunderlich for his years of partnership and service on the Board of Directors of the Metropolitan Water District of Southern California.

Budgeted (Y/N): n/a	Budgeted a	mount: n/a	Core X	Choice
Action item amount: No	ne	Line item:		
Fiscal Impact (explain if	unbudgeted	i):		



INFORMATION ITEM

March 19, 2018

TO: Board of Directors

FROM:Public Affairs Legislative Committee
(Directors Dick, Tamaribuchi and Thomas)

Robert Hunter General Manager Staff Contact: Damon Micalizzi

SUBJECT: UPDATE ON 2018 OC WATER SUMMIT

STAFF RECOMMENDATION

Staff recommends the Board of Directors receive and file.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

REPORT

Staff continues to solicit speakers and sponsors for the 2018 OC Water Summit, themed: *Water, What's Behind the Magic.* Headlining the event is Commissioner of the US Bureau of Reclamation, Brenda Burman, who will serve as the Keynote Speaker. Back by popular demand to Emcee this year's Summit is NBC 4 Weathercaster Fritz Coleman.

Other highlights will include a panel discussion on the Public Goods Charge and the growing influence of the State Water Resources Control Board over local water providers.

The eleventh annual event will be again held at the Disneyland Grand Californian Hotel on June 1st, 2018

The Summit committee meeting dates are:

- 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).

Budgeted (Y/N): n/a	Budgeted a	mount: n/a	Core X	Choice
Action item amount: No	ne	Line item:		
Fiscal Impact (explain if	unbudgeted	1):		



INFORMATION ITEM March 19, 2018

TO:Public Affairs & Legislation Committee
(Directors Dick, Tamaribuchi, Thomas)

FROM: Robert Hunter, General Manager

Staff Contact: Sarah Wilson

SUBJECT: Education Program Update

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee: Receive and file this 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 continue to book classes 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 February 2018, Elementary Education Student Counts Chart, and the "What About Water" High School Program report.

On March 7, 2018, MWDOC staff attended El Toro High School's first school visit with El Toro Water District staff. The ITO class presentation included a pre- and post- test on topics such as water sources and supplies specific to their area, recycled water, groundwater, potable water, and more. Additional topics discussed in class included California drought vs. droughts around the world, water quality and storage, and the importance of conservation.

Budgeted (Y/N):	Budgeted a	amount:	Core	Choice X
Action item amount:		Line item:		
Fiscal Impact (explain if	unbudgete	d):		

Test results showed an improvement from the pre- to post- test demonstrating students were engaged and understanding the material that was presented.

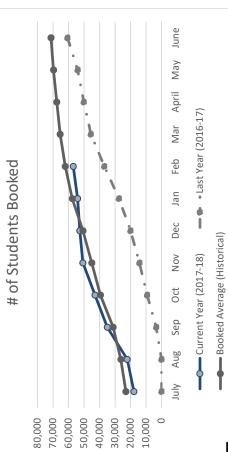
In addition, ITO concluded the "Be the Voice 4 Water" 30 second video contest on March 15, 2018. The contest challenged southern California high school students to create a 30 second public service announcement about why water is important to them including conservation, water quality, and availability of water sources.

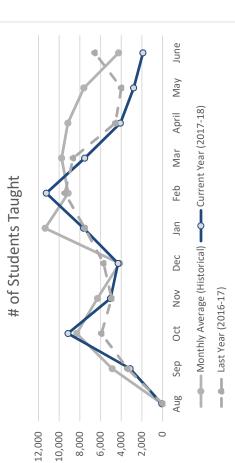
MWDOC, ITO, Orange County Department of Education (OCDE) and several others shared information about the contest across their social media platforms. ITO reached out to schools and various educators promoting the contest as well.

As of March 13, 2018, a total of 71 entries were received from 5 high schools in 3 cities – La Habra, Anaheim, and Corona del Mar.

Contest winners will be announced on or around April 1, 2018. 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. Prizes have been sponsored by Dave & Busters, Vans, Hurley, and other action sports industry partners as well as by Disneyland Resorts.

			201		ater Edu	7-18 Water Education School Program	shool Pro	gram					
# 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	72954
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	52,682	54,111	56,887					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	4,305	7,634	11,242	7,529	4,078	2,797	1,899	56,887
	# of Stu	# of Students Booked	oked					#	<pre># of Students Taught</pre>	ents Tauε	ght		
80,000						12,000							







Monthly Report Presented by



March 2018

Page 107 of 117

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	1/31/18	2,896	3,039	Expo- Lunchtime
City of Brea	Brea Olinda High School	5/22/18		5/29/18		6/5/18		0	Expo- Lunchtime
City of Buena Park	Buena Park High School	2/8/18	139	3/1/18		4/6/18		139	
City of Fountain Valley	Fountain Valley High School							0	FVHS, Los Amigos, then
City of Huntington Beach	Edison High School	11/27/17	52	1/10/18	37	tbd		89	
City of San Clemente	San Clemente High School	4/30/18		5/7/18		tbd		0	Expo- Lunchtime
City of San Juan Capistrano	Junipero Serra High School or San Juan Hills High School							0	
City of Tustin	Tustin High School or Columbus Middle School							0	
East Orange WD	Foothill High School	12/14/17	13	2/27/18	13	tbd		26	Expo- Lunchtime
El Toro	El Toro High School	3/7/18		3/22/18		4/18/18		0	Expo-Evening Family E
Mesa Water	Costa Mesa High School	10/16/17	29	1/11/2018*	30	4/12/2018*		59	*Updated dates Expo- Lunchtime
Moulton Niguel	Aliso Niguel High School							0	
Moulton Niguel	Laguna Hills High School	2/6/18	36	2/20/18	39	tbd		75	Expo-Project Presentat
Moulton Niguel	Capistrano Valley High School							0	
oulton Niguel /Santa Margarita WD	Mission Viejo High School	2/9/18	53	2/21/18	58	3/9/18		111	Expo-Project Presentat
Santa Ana	Santa Ana High School	11/3/17	47	12/13/17	53	2/7/18	2,800	2,900	Expo- Lunchtime
Santa Margarita WD	Tesoro High School	4/19/18		5/3/18		5/14/18		0	Expo- Lunchtime
South Coast WD	Dana Hills High School	2/5/18	63	2/26/18	58	tbd		121	Expo- Lunchtime
Total			503		360	1	5,696	6,559	
Teacher Workshops									
	CUE Conference for Educators	3/15/2018							
	Water Education Training	5/2/2018							
Student Summits									
	Upper Newport Bay Watershed	1/13/18	78						
	Day of Service and Education Earth Day Beach Clean-	4/14/18							
	Up/Education Day Mile Square Park Water Education Day of Service and								
	Education Day of Service and Education	4/7/18							
	Rancho Soñado Water Education	3/24/18							
	Rancho Soñado Water Education	4/13/18							

3/13/2018

FEBRUARY 2018 METRICS REPORT - Water Campaign

Water Campaign

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

Facebook (2 extra posts this month to promote video contest)

Feb 6th

Be the Voice 4 Water Video Contest - LAUNCH PARTY! February 22, 2018 5:00 p.m. – 8:00 p.m. Dave & Busters – Orange 20 City Blvd. West Orange, CA Tickets are only \$25 and include: -Unlimited Video Gameplay PowerCard (\$15 Value) -Light Bites -Access to entertainment leaders Portion of the proceeds support Inside the Outdoors Foundation's youth engagement programs. Register for the Launch Party: https://www.eventbrite.com/e/empower-youth-be-the-voice-ora... Enter the Video Contest: indi.com/leafrocks/voice4water

Media = Original Voice4Water FB graphic

Feb 7th

"No Matter Where You Live, You Live in a Watershed." There are 11 watersheds in Orange County. The largest is the Santa Ana River Watershed.

Find out about the watershed where you live from the <u>OC Public Works</u>website (see the list in the sidebar).

http://www.ocwatersheds.com/programs/ourws

Municipal Water District of Orange County

Media = Link

Feb 14th

Do you LOVE water? If you are a Southern California high school student, you can make a 30second video and enter it into our Be the Voice for Water contest. Time is running out - a little under a month left to submit your entry.

Get info on PRIZES and SEE CURRENT ENTRIES: indi.com/leafrocks/voice4water Municipal Water District of Orange County

Media = Original Voice4Water FB Graphic

Feb 21 -- BOOSTED \$30

We are cheering on Southern California high school students who want to enter our Be the <u>#Voice4Water</u> 30-second video contest! March 15th deadline! Prizes! (<u>Municipal Water District</u> <u>of Orange County</u>)

Get inspired and learn something new by checking out our water education resources here:

http://ito.ocde.us/Resources/Pages/What-About-Water.aspx

Go directly to the contest page:

indi.com/leafrocks/voice4water

(Also originally noted Dave & Busters event, but removed from post b/c cancellation.)

Media = Water Expo Photo

Feb 26th -- BOOSTED \$10

The countdown clock on our <u>#Voice4Water</u> 30-second video contest deadline reads 17 days left to enter (maybe less by the time you read this)! If you know of any Southern California high school student who loves making films or is passionate about water conservation, then point them in the direction of our easy-to-enter video contest. The prizes are AWESOME!

VISIT OUR CONTEST PAGE TO ENTER YOUR VIDEO BY MARCH 15TH:

http://indi.com/leafrocks/voice4water

Municipal Water District of Orange County

Media = #Voice4Water Graphic

Feb 28th -- BOOSTED \$20

SOUTHERN CALIFORNIA HIGH SCHOOL TEACHERS + CHANCE TO WIN TICKETS TO "MAGICAL" LOCAL THEME PARK. We don't think it's fair that the students get all the chances to win prizes in our <u>#Voice4Water</u> 30-second video contest. We want the teachers who encourage their high school students to enter to have a chance at something fun, too.

Click over to our What About Water page for details on our TEACHER CONTEST CHALLENGE and how teachers can easily get up to 3 entries in our random drawing. We're trying to make this as simple as possible for you by providing you all the tools you'll need to enter. Hurry! Your chance to win ends on March 8th. <u>Municipal Water District of Orange County</u>

TEACHER CONTEST CHALLENGE

http://ito.ocde.us/Programs/Pages/WaterEducation.aspx STUDENT VIDEO CONTEST http://indi.com/leafrocks/voice4water

Media = Water Expo Photo

Instagram

Hashtag #ocwatereducation https://www.instagram.com/explore/tags/ocwatereducation/

This is the time of year when our Water Education students start holding expos at their high schools to educate their peers. • Learn more about the water education curriculum on our What About Water page (link in bio). • If you are a teacher, you might want to enter our Teacher Contest Challenge by March 8th for promoting our #Voice4Water 30-second video contest to your students. • If you are a Southern California high school student, visit the page to enter the Be the Voice for Water contest by March 15th! We can't wait to see what you create! • #ocwatereducation #waterconservation #bewaterwise #savewater #watereducation

Be the Voice 4 Water Video Contest LAUNCH PARTY! February 22, 2018 5:00 p.m. – 8:00 p.m. Dave & Busters – Orange @dnborange 20 City Blvd. West Orange, CA • Tickets are only \$25 and include: -Unlimited Video Gameplay PowerCard (\$15 Value) -Light Bites -Access to entertainment leaders • Portion of the proceeds support Inside the Outdoors Foundation's youth engagement programs. • Our ITOFoundation page on Facebook has the Eventbrite link to register for the party. • #voice4water #ocwatereducation

Do you LOVE water? If you are a Southern California high school student, you can make a 30-second video and enter it into our Be the Voice for Water contest. Time is running out - a little under a month left to submit your entry. • Share with your friends and family. Especially those who get excited about water conservation or filmmaking - or both! There's even a chance to win prizes. Entry details through link in our bio. • #voice4water #watereducation #ocwatereducation #waterawareness #waterconservation

We are cheering on Southern California high school students who want to enter our Be the #Voice4Water 30-second video contest! March 15th deadline! Prizes! Visit the contest page link in our bio. #ocwatereducation

Twitter

Water Originals (2 extra posts this month to promote video contest)

SoCal high school teachers get a chance to WIN TICKETS TO "MAGICAL" LOCAL THEME PARK. Read about our Teacher Contest Challenge on our What About Water page. But hurry - teacher entries need to be in by Mar 8th. Details <u>ow.ly/dB9j30iGeyU</u> #ocwatereducation @MWDOC

We are cheering on Southern California high school students who want to enter our Be the <u>#Voice4Water</u> 30-second video contest! March 15th deadline! Prizes! Get inspired by water education resources and link to the contest at <u>ow.ly/oyXA30ixs3b</u> <u>#ocwatereducation @MWDOC</u>

Do you LOVE water? If you are a Southern California high school student, you can make a 30second video and enter it into our Be the Voice for Water contest. All the details at <u>indi.com/leafrocks/voic...</u> #voice4water #valentinesday #ocwatereducation @MWDOC

"No Matter Where You Live, You Live in a Watershed." There are 11 watersheds in Orange County. The largest is the Santa Ana River Watershed. Visit <u>@OCpublicworks</u> OCWatersheds pages to find out about the watershed where you live. <u>ow.ly/iQuA30igtPF #ocwatereducation @MWDOC</u>

<u>#Voice4Water</u> 30-second video contest launch party at <u>@DaveandBusters</u> in Orange on February 22nd. Link to Eventbrite:

Urban wetlands make cities liveable and provide important hands-on learning for students. In the Upper Newport Bay, our students witness the diversity of wetland inhabitants and learn to identify unseen animals. Visit <u>worldwetlandsday.org</u> <u>#WorldWetlandsDay</u> <u>#ocwatereducation</u>

Water RTs

RT @AudubonSociety

Birds like Snail Kites rely on wetlands. Learn about Audubon's work to restore water habitats: <u>audubon.org/water</u> <u>#WorldWetlandsDay</u>

RT @SLOCoastSP

What a phenomenal video from <u>@CaliforniaDFW</u> about our @MPAs_Matter ! Did you know we have 124 MPAs along <u>@TheCACoast</u> ? <u>@CAStateParks</u> is teaming up with <u>@CaliforniaDFW</u> to educate our students about these underwater parks through the <u>@portsprogram _ports.parks.ca.gov</u>

RT @WaterEdFdn

Amid a dry winter, people are starting to use the "D" word -- drought -- in conversation. So we're making "Drought" our Water Word of the Week. Read more about this costly natural disaster in

RT @ACCOC

Packed room this morning in <u>@newportbeachgov</u> as <u>@ACCOC</u> members listen to <u>@8thGenCA</u> give an update on the <u>@CAWaterFix</u>. A critical infrastructure investment for creating a reliable water supply for all of California! <u>@mwdh2o @MWDOC</u>

RT @NSF

Wetland restoration could be one of the most effective methods for improving water quality in the face of climate change: <u>bit.ly/2E3LuA9</u>

RT @mwdh2o

California is in a semi drought, writes MWD's Tom Philp via <u>@WaterDeeply</u> <u>newsdeeply.com/water/communit</u>, <u>#CAWater</u>

RT @ProjectWET

Thanks to <u>@EarthDotCom</u> for this fantastic article about Project WET and water education!

RT @LAWaterKeeper

Check out Hannah's latest blog post, walking us through a variety of <u>#stormwater</u> capture projects, from homes and schools to streets and parks!

RT @OCWaterFest

Calling all volunteers: we need your help at <u>@ocwaterfest</u>. Sign up to volunteer on 3/27, 3/28 or 3/29. <u>childrenwaterfestival.com</u>

RT @BeingWaterWise

<u>#California</u> uses the most groundwater in the U.S. Here's an in depth article on <u>#groundwater</u> usage throughout the state. <u>#BeWaterWise</u> <u>#UseWaterWisely</u> <u>mavensnotebook.com/groundwater/</u>

RT @MavensNotebook

All the major <u>#cawater</u> infrastructure bringing in water to SoCal cross the San Andreas fault at least once, sometimes multiple times. What would happen in the event of an earthquake? UCLA's Dr. Jon Stewart (and others) have been studying the problem.

RT@IRWDNews

Meet a California Native Plant Society Garden Ambassador and learn how to grow your own California native plant garden on Saturday, Feb. 24, at 1 p.m. Tree of Life Nursery. Learn more: <u>cnps.org/cnps/grownativ...</u>

RT @UCLAThinkGrand

Could California's water infrastructure survive the next big <u>#earthquake</u>? Per <u>@UCLAEngineering</u>'s Prof. Jonathan Stewart, it could pose a threat to our water supply. Scientists are working w/ policy makers to plan for <u>#DisasterResilience</u> & a <u>#SustainableLA_ucla.in/2FjxHXM</u>

RT @dakasler

Water agency gets an earful: Speed up billions for new reservoirs. <u>_sacbee.com/latest-news/ar____</u>

RT @USGS

Check out WaterWatch for real time streamflow conditions. Lots of "blue" in the mid-section and northeastern states of the US indicating much above normal levels. <u>waterwatch.usgs.gov/?id=ww_current #flooding</u>

RT@MWDOC

Our pal Ricki Raindrop has been the symbol for OC water education for over 45 years! Today, Ricki can be found "on the run" throughout the OC, bringing valuable information and water education to adults and children alike! <u>#WaterEducation</u> || Learn More: <u>ow.ly/CxV330izRCh</u>

RT @CaEEI

"Study finds 'rock moisture' spared California forest from <u>#drought</u>" <u>bit.ly/2oF7o6v</u> <u>#trees</u> <u>#forest</u>

RT @saveourwater

Household leaks are one of the biggest water wasters. Check inside and out for drips under the sink, pools of water under the washers, or squishy muddy ground in your yard and you could save as much as 110 gallons of water each month. Find more tips at <u>_goo.gl/N8HKrw</u>

Public Affairs Activities Report February 14, 2018 – March 19, 2018

Member Agency Relations	 Public Affairs Staff: Prepared an itinerary, secured speakers, and hosted a
	Public Affairs Workgroup (PAW) for MWDOC member
	agency public affairs professionals
	Provided PAW group with Water Awareness Poster Contest
	media kit
	 Provided PAW group promotional materials for HS Program Voice4Water video contest
	Working with Member Agencies and Stetson Engineering on Consumer Confidence Reports
	Heather provided an update on SB 998 (Dodd) legislation dealing with retail water shutoffs at the MWDOC Managers Meeting. She is also collecting agencies' shutoff policies to share with ACWA.
	Heather provided a legislative update to the PAW/Leg working group.
Community Relations	Public Affairs Staff:
	 Facilitated a Ricki Raindrop appearance on LBCWD's
	Waves of Freedom float for the City of Laguna Beach's
	 Patriot's Day parade The float won first place in the commercial division
	 The float was featured on the front page of the Daily Pilot
	 Facilitated a Ricki Raindrop appearance at the City of Dana Point Festival of Whales with SCWD
	 Facilitated a Ricki Raindrop appearance at Placentia Yorba Linda Unified School District's 2018 Shamrock Run
Education	Public Affairs Staff:
	 Provided information to East Orange County WD regarding their upcoming high school visits
	Provided information to Mesa Water regarding their
	upcoming high school expo and elementary school
	materialsProvided information to South Coast WD regarding their
	upcoming high school visits
	Provided information to Buena Park regarding their
	upcoming high school visits
	Sent member agencies prescribed targets for 18/19 Choice School Programs
	 Presented to WUE workgroup on the HS Program Voice4Water video contest
	 Provided information to El Toro WD regarding their
	upcoming high school and elementary school visits
	Attended EI Toro HS 1 st visit with EI Toro WD staff

Item 12

	Attended MET Virtual Deplity echael visit at Lee Amiree LIC
	 Attended MET Virtual Reality school visit at Los Amigos HS Updated website with Elementary and HS school visit dates
Media Relations	 Public Affairs Staff: Working with Wyland Foundation on updates to the 2018 Mayor's Challenge media kit Prepared a media kit for the 2018 Mayor's Challenge to distribute to OC cities
Special Projects	 Public Affairs staff: Are currently working on itineraries, trip logistics, guest and Director requirements for the following inspection trips: April 6, 2018 Director McKenney, DVL April 27-29, 2019 Director Dick, SWP/CVag Participated in a WEROC WebEOC training Sent an invite blast for the April 19th Water Policy Forum & Dinner featuring keynote speaker Karla Nemeth Worked with the MWDOC database coordinator to finalize the 2018 MWDOC Directory Attended Metropolitan's #Connect2Met event which educates local business on how to do business with public agencies. Directors Dick, Yoo-Schneider, and MWD Director McKenney also attended.
	 Heather staffed the WACO Planning Committee meeting and coordinated the speakers from Southern California Edison and the Gas Company for the March program – Exposing the Myths of Public Utilities. Directors Dick and Finnegan also attended the planning committee. Heather and Melissa staffed Director Ackerman on her State Water Project Inspection trip, Feb. 23-24. Heather staffed the ISDOC Executive Committee meeting. Director
	Finnegan also attended.
Legislative Affairs	 Public Affairs staff: Prepared resolutions for Congressman Darrell Issa and Congressman Ed Royce The resolutions were mailed to DC for DC Luncheon
	Heather and Melissa participated in the MET member agency legislative conference calls.
	Heather participated in ACWA's SB 998 (water shutoffs) working group.
	Heather, Melissa and Rob attended the ACWA Conference in Washington D.C. Heather and Melissa also attended three additional meetings with ACWA staff and members with staff from

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	the U.S. Forest Service; the Fish, Wildlife and Parks Acting Assistant Secretary Jason Larrabee; and the Commissioner of the Bureau of Reclamation, Brenda Burman. While at the conference, staff attended all of the sessions, and co-hosted MWDOC's annual Water Reliability Investments Congressional Briefing and Luncheon with Eastern Municipal Water District, Inland Empire Utilities Agency and Western Municipal Water District. Also attending the conference were Directors Barbre, Tamaribuchi and Yoo Schneider.
	Heather attended ACWA's State Legislative Committee meeting in Sacramento.
	Heather participated in MET's Member Agency Working Group on AB 1668 & SB 606 – the conservation bill package.
	Heather attended a MWDOC member agency legislative staff working group hosted by IRWD with staff also from SMWD, Mesa Water and OCWD.
	Heather and Melissa participated in ACWA's working group on AB 1668 and SB 606 – the conservation bill package.
	Heather and Melissa attended a reception hosted by the water districts of the Inland Empire and Orange County in Sacramento.
	Heather and Melissa attended ACWA's annual Legislative Symposium in Sacramento.
Water Summit	 Public Affairs staff: Prepared and sent a first invite blast for the 2018 OC Water Summit Prepared and sent a first Sponsorship Opportunity blast for the 2018 OC Water Summit Continue to work with the Disneyland Grand Californian Hotel on event logistics Worked through OCWD to finalize Disney graphics for the event invite, the sponsorship brochure, the program, and the ocsummit.com website Participated in an MWDOC and OCWD staff meeting (pre- committee meeting) Lead and participated in an OC Water Summit Committee
	meeting with MWDOC and OCWD staff and Directors.