

MEETING OF THE
BOARD OF DIRECTORS OF THE
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY
Jointly with the
PUBLIC AFFAIRS AND LEGISLATION COMMITTEE
August 13, 2018, 8:30 a.m.
Conference Room 101

Committee:

Director Dick, Chair
Director Thomas
Director Tamaribuchi

Staff: R. Hunter, K. Seckel, H. Baez,
D. Micalizzi, T. Dubuque, 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 <http://www.mwdoc.com>.

DISCUSSION ITEMS

1. LEGISLATIVE ACTIVITIES
 - a. Federal Legislative Report (Barker)
 - b. State Legislative Report (BBK)
 - c. County Legislative Report (Lewis)
 - d. Legal and Regulatory Report (Ackerman)
 - e. MWDOC Legislative Matrix
2. OVERVIEW OF DRAFT COMMUNICATIONS PROGRAM AND PLAN

ACTION ITEMS

3. TRAVEL TO WASHINGTON, DC TO COVER FEDERAL ADVOCACY INITIATIVES
4. TRAVEL TO SACRAMENTO TO COVER STATE ADVOCACY ISSUES
5. ISDOC CALL FOR NOMINATIONS
6. H.R. 6147 - DEPARTMENT OF INTERIOR APPROPRIATIONS

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. EDUCATION AND SCOUTS PROGRAMS UPDATE
8. INSPECTION TRIP SCHEDULE 2018-19
9. PUBLIC AFFAIRS ACTIVITIES REPORT

OTHER ITEMS

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

ADJOURNMENT

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

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

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
August 7, 2018

The House of Representatives is in a prolonged August Recess period until after Labor Day, while the US Senate returns to work next week on August 15th.

Before adjourning for the August break, the Senate passed their version of the Interior Appropriation Bill which will now be conferenced with the House Bill. Of significance, as previously discussed the House Bill contains the “Calvert” language which will prevent federal and state Courts from reviewing agency decisions relating to the Waterfix project. The Senate version is silent on this provision.

The House Bill also contains the “Valadao” language which will prevent state or federal courts from reviewing state or federal agency decisions on the following projects:

The Shasta Dam Enlargement,

The North of Delta Off stream Storage Investigation (or Sites Reservoir),

The Upper San Joaquin River Basin Storage (or Temperance Flat), and

The San Luis Reservoir Low Point Improvement Project (or San Luis Reservoir Expansion, or Sisk Dam raise)

The Senate version is also silent on the Valadao provision.

Appropriations staffers advise me that Congressman Kevin McCarthy will play a major role in how these provisions are treated in the ultimate bill that passes the Congress. Congressman McCarthy, the current Majority Leader in the House is also actively running for Speaker. He also understands how important the Calvert language is to California interests. He is also aware of the fact that the House may “flip” in November—and the prospects of passing a

Calvert like provision in the next Congress could be extremely difficult if not impossible. It is well known here that Congressman McCarthy enjoys a good relationship with President Trump.

In terms of a timeline for the consideration of this legislation, Appropriations Staff are indicating to me there will be a major effort to pass the “minibus” package that contains the Interior Appropriations Bill, along with Financial Services, Agriculture, Transportation and HUD Bills in September prior to the end of the fiscal year (September 30).

Appropriations--The Interior Appropriations Bill:

Selected Provisions for the Department of the Interior:

	<i>FY18</i>	<i>FY19 Budget</i>	<i>FY19 House</i>	<i>FY19</i>
<i>Senate</i>				
Wildland Fire Management	\$948.087 M	\$870.384 M	\$939.660 M	\$1.116 B
Wildland Fire Preparedness	\$322.784 M	\$322.2 M	\$322.8 M	\$322 M
Wildland Fire Suppression	\$389.406 M	\$388.135 M	\$389.406 M	\$388 M
Clean Water SRF	\$1.693 B	\$1.393 B	\$1.543 B	\$1.694 B
Drinking Water SRF	\$1.163 B	\$863.233 B	\$1.013 B	\$1.164 B
WIFIA	\$63 M	\$20 M	\$75 M	\$63 M

In other developments in Washington, the EPA Administrator Scott Pruitt resigned in July. The Deputy Administrator, a former Senate Committee Staffer from the Environment and Public Works Committee, Andrew Wheeler, has become the Acting Administrator. Senate Environment and Public Works Chairman, John Barrasso (R-Wyo), has stated he would like to have President Donald Trump nominate acting EPA Administrator Andrew Wheeler for the post permanently.

It's unclear at this point when the White House may name a permanent replacement for former Administrator Scott Pruitt. Confirming that person is expected to be very difficult given the effective 50-49 Republican majority in the Senate with Senator John McCain (R-Ariz) at home battling brain cancer.

The Water Resources Development Act of 2018 (the WRDA Bill) has yet to clear the Senate Floor. Previously, the Senate Majority Leader indicated that it was his intent to bring that bill to the Floor for consideration in August. We are monitoring the consideration of this legislation.

Federal Funding Opportunities for MWDOC Agencies:

All talk of a major Infrastructure package is dead as previously discussed in previous Reports. Several Congressional offices now indicate that the House may agree to new rules on Congressionally Directed Spending procedures in January. A Congressman that sits on the House Appropriations Committee advised me this past month that the House Republicans had the “votes” in their Conference to pass new rules regarding Congressionally Directed Spending 18 months ago, but Speaker Ryan argued that the timing wasn’t good for passing such rules and the Conference agreed not to push the matter to a vote. And the talk of passing a major Infrastructure bill was very much on the minds of everyone as the new congressional session started.

At the time, many of the GOP Congressmen were also hoping that they would see more favorable spending decisions—given a Republican President and a Republican Administration—but now after 18 months, there is frustration that that hasn’t happened. If Republicans hold the House, this topic will gain new interest as many Members of Congress are very frustrated over various spending decisions made by executive branch agencies. Should the Democrats gain control over the majority of the House, it is worth noting that they supported Congressional Directed Spending in the past and many have indicated support for a new Congressional Directed Spending process.

Wildfire Management Practices:

There are fire experts who indicate that in order to control our California Wildfires, and other western states fires, forest thinning and prescribed burning activities need to be happening at a much more aggressive rate than what is currently happening in California.

There are federal funds budgeted for such forest thinning and prescribed burning, but many believe more federal funds (and state funds) are needed for such activities. This issue promises to receive additional attention in Congress in September and October as the House and the Senate work on their spending bills—and as the Trump Administration prepares their budgets for the next fiscal year. Every day here for the past week, the national newscasts have had lead

stories dealing with the California Wildfires and it has become a national news story. Congressional Staff indicate to me that there may a special legislative hearing held on this topic this fall.

I have included an article below from the Sacramento Bee, dated August 7, 2018, which provides an overview on many of the wildfire related issues.

Trump wants to clear more trees to halt fires. The feds need to spend more, experts say.

BY EMILY CADEI AND KATE IRBY SAC BEE 8/7/18, WASHINGTON BUREAU

When it comes to wildfires, California is “not on the side of nature,” Gov. Jerry Brown acknowledged in an Aug. 1 press conference. “We’re fighting nature.”

There are, however, things people can do to mitigate the risk of forest fires, which are growing ever longer and more destructive in the West thanks to high temperatures, drought and invasive species. After years of neglect, California’s government is now stepping up efforts to do just that.

The federal government, however, is not moving with the same sense of urgency.

Over the weekend, President Trump tweeted that California’s multiplying wildfires are “being magnified & made so much worse by the bad environmental laws...” “Must also tree clear to stop fire spreading!”

There’s just one problem. The Trump administration’s own budget request for the current fiscal year and the coming one proposed slashing tens of millions of dollars from the Department of Interior and U.S. Forest Service budgets dedicated to the kind of tree clearing and other forest management work experts say is needed. And it’s just one example of how the federal government is still not prioritizing fire mitigation to the scale that is needed, according to forestry experts.

“I think for a number of years the feds were more ahead of this dilemma, at least in discussions,” said Scott Stephens, a professor of fire science at the University of California, Berkeley. But “I have to say right now, I think the state is moving ahead. It’s certainly being more innovative, it’s doing more policy work.”

It will be hard to dramatically alter the status quo, however, without more help from the federal government. Through the national forests, national parks, Bureau of Land Management, and others, the federal government manages more than 40 percent of California’s total acreage, as of 2015. The California Department of Forestry and Fire Protection, by comparison, manages a little more than 30 percent.

Neither federal nor state authorities have been doing enough to respond to the historic 100 million-plus dead trees littering the state's forests, experts say. "California's forests suffer from neglect and mismanagement, resulting in overcrowding that leaves them susceptible to disease, insects and wildfire," the independent Little Hoover Commission wrote in a February report. And a 2017 report by two U.S. Forest Service officials found that "the current scale and pace of treatment implementation is not keeping up with the current needs or addressing the backlog" of overgrown forests.

California policymakers are now trying to address these problems through a spate of new laws and increased funds. In May, Gov. Jerry Brown released an executive order and Forest Carbon Plan to improve forest management. And he requested \$96 million to help fund the effort. The Legislature passed a series of laws in June to help contain the wildfire threat.

Congress did take an important step forward when it struck a bipartisan deal earlier this year to fix the way the U.S. Forest Service budgets for firefighting. The upshot is the agency will not have to borrow funds from its fire prevention activities to combat the increasingly intense fires burning through the West each summer, allowing it to "focus its resources on maintenance and prevention work," said Republican Rep. Ken Calvert of Riverside County. Calvert was among those who helped orchestrate the spending fix.

The new budget structure doesn't go into effect until fiscal year 2020, however. And Stephens said that while the move "enables for more work to happen on the front end," it's not yet clear that's happening. "I see good intentions, I see good ideas, but I don't see work on the ground," he said.

Lawmakers in Washington, moreover, are not seeking major increases in forest management funding the way the state has. Although Congress has rejected the Trump administration's proposals for deep cuts to the fire mitigation budgets, the Senate included just a \$5 million increase to the Forest Service budget to remove "fuels" like dead trees, low-hanging branches, brush and and flammable materials like pine needles and leaves on the forest floor. The House proposed a more sizable \$20 million bump. Even that is unlikely to be enough to catch up forest projects to where they need to be.

The 2017 U.S. Forest Service Report, for example, noted that the federal government had "treated" only about a quarter of federal land that ought to be managed through forest thinning or controlled burns.

In California, the Forest Service performs some sort of fire risk reduction on between 200,000 and 300,000 acres of federal land each year. That amounts to between 1 and 1.5 percent of the 20 million acres of national forest in the state.

For example, they have been hand-cutting overgrown and dead trees, performing prescribed burns, thinning the canopy and applying flame retardant all along the border between the national forest and small town of Idyllwild, not far from Palm Springs. They were three-quarters done with the 66-acre area when the Cranston Fire hit in late July. That allowed firefighters to more aggressively contain the fire from the ground, coupled with help from the air.

As of Tuesday, the fire was 96 percent contained, with only four structures destroyed, three minor injuries to firefighters and no deaths. That's "extremely low" compared to most wildfires, according to Matt Ahearn, the battalion chief on prevention for the district.

Rob Griffith, assistant director of Fire and Aviation Management for the Pacific Southwest Region of the Forest Service, says the goal is to increase the number of acres covered to 500,000 per year in the state — which would push the ratio to 2.5 percent.

Stephens, however, told The Sacramento Bee that forest thinning and the prescribed burning needs to be happening at five or ten times the rate that it's currently happening in California. "Currently we don't do (forest management work) sufficiently enough to see a major, broad scale impact on reducing wildfires," agreed Jeffrey Kane, a professor of fire ecology and fuels management at Humboldt State University.

But that requires more skilled personnel, more equipment and generally more resources on the front end.

Griffith would not explicitly say that the Forest Services needs more money. Instead, he pointed to partnerships with non-governmental organizations as a way the agency is maximizing its impact. One of those is The Nature Conservancy, which is teaming with the Forest Service on a project to restore and manage 30,000 acres in Placer County, not far from where the King Fire ravaged the landscape in 2014.

According to Ed Smith, a forest ecologist with The Nature Conservancy, the Forest Service told the group, "We don't have enough money in the treasury to treat this much area." So the Nature Conservancy sought out private donations as well as state funds to pair with the federal money.

California wildfires are being magnified & made so much worse by the bad environmental laws which aren't allowing massive amount of readily available water to be properly utilized. It is being diverted into the Pacific Ocean. Must also tree clear to stop fire spreading!

— Donald J. Trump (@realDonaldTrump) 8/5/18

Republican Rep. Tom McClintock of Elk Grove represents a sprawling swath of the Sierra Nevada mountains that includes most of Placer County. He supports active forest management, but argues that rather than spending more federal money, the government can actually make money by allowing timber companies to thin the forest. “Forest management ... used to make the federal government money,” he noted. What’s changed? “Environmental laws and litigation,” he said. That’s “added years of process to simple forest thinning processes, to the point they’ve become cost prohibitive.”

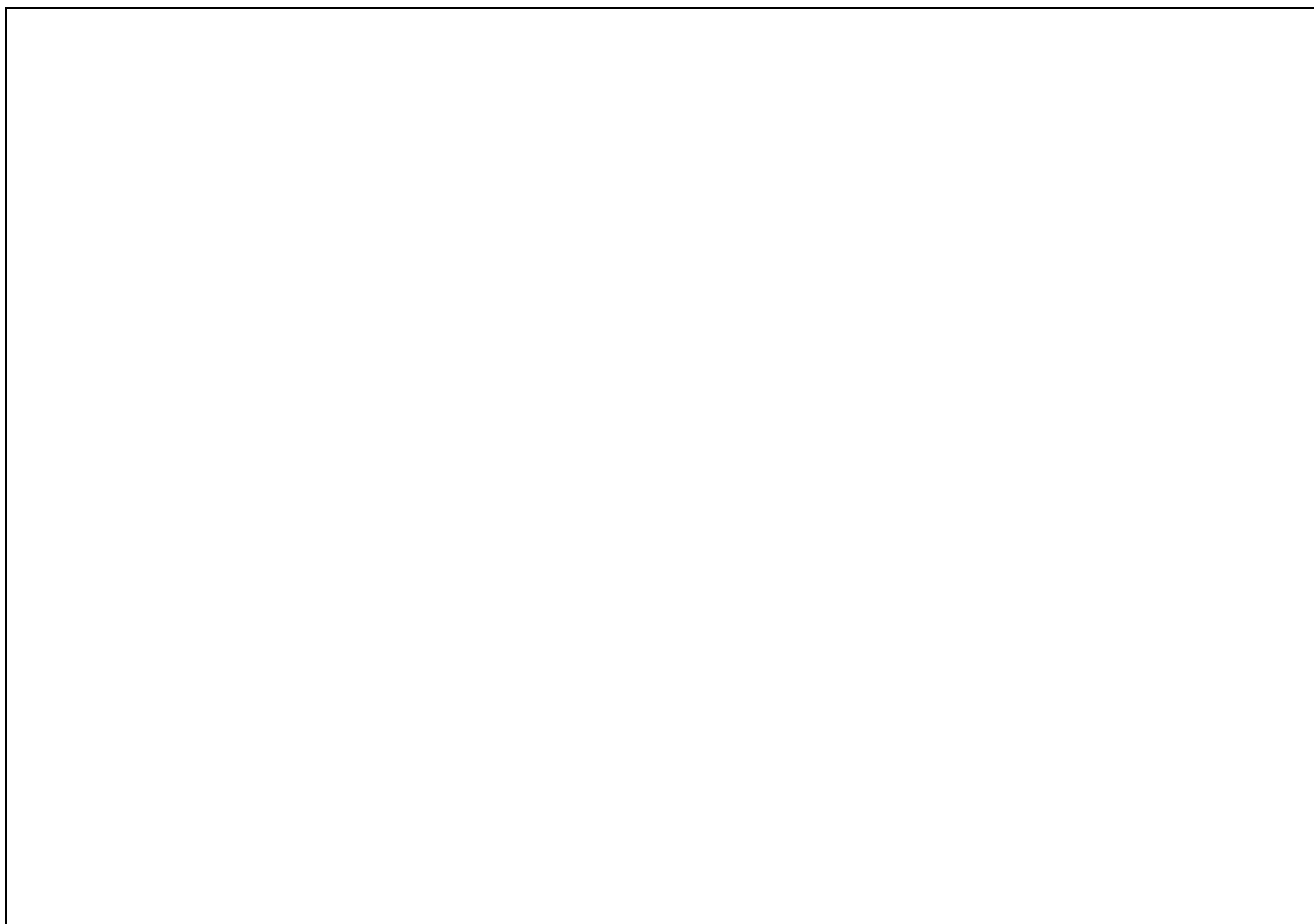
McClintock and other House Republicans are pushing legislation that would allow forest management projects to bypass many of those environmental review steps. But many Democrats and environmental groups are opposed to that approach.

Smith, with The Nature Conservancy, acknowledged that the environmental review process has slowed down forest management projects the group works on, and says there are ways to streamline the assessments. “But when you’re talking about complex systems and large scale projects, we still need to do environmental review,” he said. “Those laws were developed to protect natural resources and ourselves.”

And Stephens pointed out that from a fire safety perspective, the first priority needs to be removing dead trees and brush from the forests, rather than the live trees that a timber company would be interested in.

Smith said enlisting the private sector in the process could certainly help tackle some of the challenges, particularly in developing the infrastructure needed to clear trees. But there, too, the federal government will need to act. “It takes an up front agreement by the government to allow longer term investment,’ he explained.

JCB 8-7-18





Memorandum

To: Municipal Water District of Orange County
From: Syrus Devers, Best Best & Krieger
Date: August 13, 2018
Re: Monthly State Political Report

Legislative Report

In General: The Legislature returned from recess on August 6th and went right into marathon hearings in the Appropriations Committees. One of the top three most important deadlines of the year is the final date to pass a bill out of a fiscal committee. That falls on Friday, August 17th this year and that will likely be the day the final suspense files are heard. This is the final year of the two-year legislative session so any bill that dies now is gone for good unless reintroduced as a new bill in a future session. The end of session is Friday, August 31st.

The final month of session is expected to be dominated by policy debates over liability for damage caused by wildfires. There appears to be a significant difference of opinion between the Assembly and the Senate with the Assembly willing to grant more protection to the public utilities. Separate from the question of liability is the cost of fighting the fires, which has tripled since 2013.

SB 2050 (Caballero-Small district consolidation): The water industry's answer to the water tax and the problems of disadvantaged water districts. SB 2050 looks like it's on the homestretch. Only one minor amendment was taken over the summer to keep the Consumer Attorneys away, but that amendment did put the bill over to the following hearing, which is will be the same day as this PAL Committee hearing. (August 13th)

SB 998 (Dodd-Water shut off prohibitions): This bill requires water service providers to offer reduced reconnection fees to customers under 200% of the federal poverty line, among other requirements. As of the date this report was prepared, no significant amendments have been made public. The major issues are violations of Prop. 218 due to restrictions on reconnection fees and interest charges for overdue bills, and the burden placed on water districts to determine if a customer is below the income levels specified in the bill. As previously reported, this bill has been treated to very little scrutiny by legislators. This is in contrast to Senate committee staff who excoriated the bill, but the bill kept moving as a "work in progress." It is possible, however, for a bill to be too lucky. If the problems with the bill are not addressed, Governor Brown has a demonstrated history of vetoing bills just because they are poorly drafted. BB&K staff has already



requested an appointment with the legislative deputy who will be reviewing the bill, and will make sure the Prop 218 issues are explained in detail. The bill will be in Assembly Appropriations the same day as this PAL Committee hearing.

The County of Orange Report

August 7, 2018
by Lewis Consulting Group

Judge Carter Lays Down the Law

Additional motivation might not have been needed by Judge David Carter, but he cited the closure of two National Guard Armories displacing 400 homeless as a reason for his sense of urgency.



At his August 3, 2018 courtroom meeting, Judge Carter called for a minimum of 1,550 new beds; with a minimum of 450 beds from North Orange County, 300 beds from Central Orange County and 300 beds from South Orange County. These are in *addition* to a new Santa Ana shelter with 700 beds.

The judge wields a big hammer and it was on full display. Judge Carter warned the assembled city and county representatives that without progress in the near-term, he would entertain the granting of an injunction against anti-camping ordinances. In doing so, homeless could once again camp in city parks free from fear of removal.

Don't ever question the power of a federal judge.



The August 8, 2018 LAFCO meeting was held one day after our print deadline, so matters of interest will be discussed in the verbal portion of our report on August 13th.

Agenda Items of Note. . .

4A Tribute to outgoing LAFCO member John Withers

8A 2018 CAL-LAFCO Board of Directors Nominations & Election Process. The LAFCO Board will consider the nominations of Board Members Brothers and McGregor

- 10A Vote on the Proposed 2018-2019 LAFCO Work Plan
- 10B Vote on Proposed Revisions to OC-LAFCO Policies and Procedures
- Both of these two items are continued from the June 13th meeting and were discussed in previous PAL Reports. In recent days, the City Managers Association negotiated some changes with LAFCO staff and withdraw their opposition. A number of Special Districts still oppose parts of each proposal.

3 Key Orange County November Races

JRL PREDICTIONS RANKED BY COMPETITIVENESS



4 th Supervisorial District Attorney	-- Shaw vs. Chaffee	photo finish	
48 th C.D.	▼ Rackauckas vs. Spitzer	Spitzer by a head	huge financial disparity
45 th C.D.	▼ Rohrabacher vs. Rouda	Rouda by a head	recent polling
74 th A.D.	-- Walters vs. Porter	Walters by a head	
39 th C.D.	-- Harper vs. Petrie-Norris	Harper by a length	
49 th C.D.	-- Kim vs. Cisneros	Kim by 2 lengths	
65 th A.D.	▲ Harkey vs. Levin	Levin by 2 lengths	recent polling
Sheriff	-- Quirk-Silva vs. Coronado	Quirk-Silva by 3 lengths	
	-- Barnes vs. Nguyen	Barnes - cruising	



Polls, Polls, Everywhere is Polls! [apologies to the 5 man Electrical Band]

48th C.D. conducted by Monmouth University Policy Institute from July 11-15, 2018 of 402 likely voters with a +/- of 4.9%

Harley Rouda 46%

Dana Rohrabacher 43%

Public Policy Institute of California Voters

July 8-17, 2018

1,020 likely voters

+/- of 4.3%

PPIC Statewide Survey
Californians and the Environment - July 2018 - All Adults

		Q5. Next, what do you think is the MOST important ENVIRONMENTAL issue facing California today? [DON'T READ, SINGLE RECORD]											
		Party			Ideology			Region					
		Likely voters	Dem	Rep	Ind	Lib	Mod	Con	Central Valley	SF Bay Area	Los Angeles	Orange/San Diego	Inland Empire
Q5. Next, what do you think is the MOST important ENVIRONMENTAL issue facing California today? [DON'T READ, SINGLE RECORD]	water supply, drought, reservoirs	24%	21%	30%	23%	23%	27%	25%	24%	27%	18%	24%	28%
	air pollution, vehicle emissions, smog	15%	19%	12%	13%	14%	15%	17%	15%	11%	25%	9%	11%
	global warming, climate change, greenhouse gases	12%	18%	5%	10%	21%	7%	5%	9%	15%	11%	9%	18%
	water pollution of ocean, rivers, lakes, streams, beach pollution	8%	8%	8%	8%	6%	9%	9%	12%	7%	5%	11%	12%
	loss of forests, forest fires, wildfires	3%	2%	3%	7%	4%	2%	4%	4%	5%	1%	3%	3%
	landfills, garbage, sewage, waste, recycling	1%	2%	0%	0%	1%	1%	0%	0%	0%	1%	0%	3%
	energy, fossil fuels, solar, nuclear, wind, alternative	2%	4%	1%	2%	2%	3%	2%	1%	1%	2%	5%	1%
	pollution in general	3%	1%	1%	7%	4%	2%	1%	0%	2%	3%	8%	0%
	government regulation - too much, overregulation, politicians, environmentalists	3%	2%	5%	3%	2%	3%	4%	5%	2%	2%	4%	5%
	oil drilling, offshore oil drilling, oil production	3%	3%	2%	4%	3%	4%	2%	2%	4%	3%	6%	1%
	population growth, overpopulation	2%	1%	4%	1%	0%	4%	3%	4%	0%	2%	2%	0%
	traffic congestion, transportation, transit	2%	2%	4%	0%	1%	5%	2%	0%	4%	3%	3%	1%
	Other (specify)	15%	12%	17%	17%	15%	12%	15%	15%	16%	17%	13%	12%
	[VOL] don't know	5%	5%	7%	5%	2%	6%	9%	9%	5%	7%	2%	5%
	Unweighted n	1015	441	288	246	386	259	352	163	215	272	168	99

PPIC Statewide Survey
Californians and the Environment - Likely Voters - July 2018

Californians and the Environment - Likely Voters - July 2010													
		Likely voters	Party			Ideology			Region				
			Dem	Rep	Ind	Lib	Mod	Con	Central Valley	Inland Empire	Los Angeles	Orange/San Diego	SF Bay Area
Q14. The November 6th ballot has a state bond measure of approximately \$8.9 billion dollars to pay for various water infrastructure projects. If the election were being held today, would you vote yes or no?	yes	58%	72%	43%	48%	68%	55%	46%	52%	60%	61%	65%	54%
	no	25%	16%	38%	25%	15%	31%	36%	30%	22%	22%	23%	28%
	[VOL] don't know	17%	12%	19%	26%	16%	14%	19%	18%	17%	16%	12%	18%
	Unweighted n	1015	441	286	248	386	261	350	162	100	272	170	215

PPIC Statewide Survey
Californians and the Environment - Likely Voters - July 2018

		Sanbornians and the Environment: Likely Voters - July 2019											
		Likely voters	Party			Ideology					Region		
			Dem	Rep	Ind	Lib	Mod	Con	Central Valley	Inland Empire	Los Angeles	Orange/San Diego	SF Bay Area
Q13. Next, would you say that the supply of water is a big problem, somewhat of a problem, or not much of a problem in your part of California?	big problem	60%	56%	63%	64%	60%	61%	56%	61%	78%	58%	63%	52%
	somewhat of a problem	25%	29%	20%	20%	28%	21%	25%	16%	10%	21%	28%	38%
	not much of a problem	14%	15%	15%	15%	11%	16%	18%	21%	12%	19%	9%	10%
	[VOL] don't know	1%	0%	2%	1%	0%	2%	1%	1%	0%	2%	0%	0%
	Unweighted n	1017	439	290	248	385	260	354	162	100	273	170	214

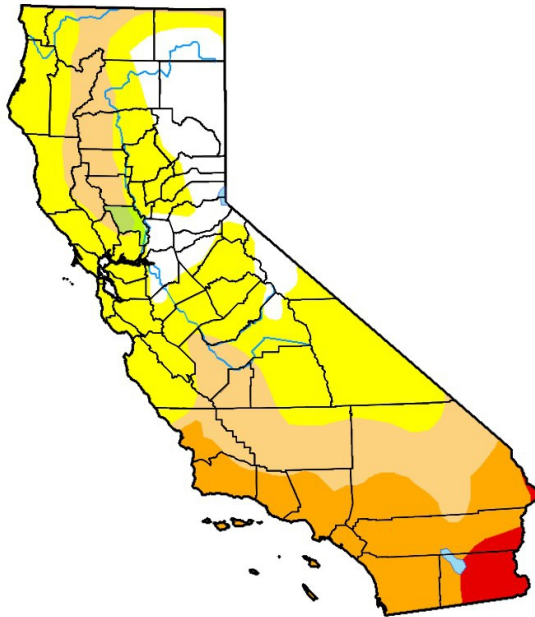
Drought Update



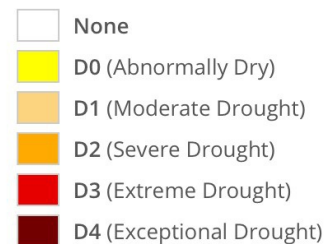
California

Map released: Thurs. August 2, 2018

Data valid: July 31, 2018 at 8 a.m. EDT



Intensity:



Author(s):

[Chris Fenimore](#), NOAA/NESDIS/NCEI

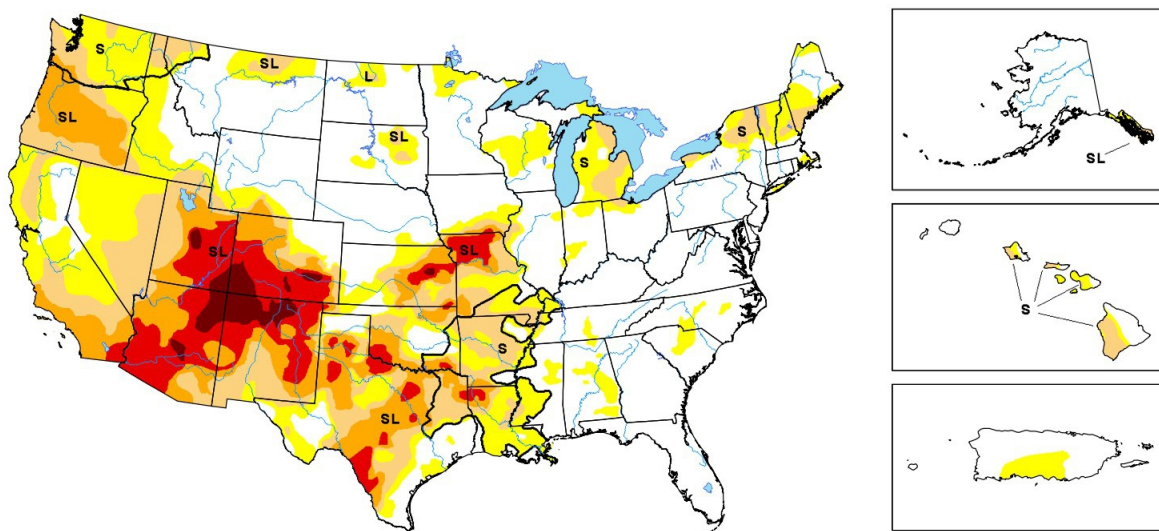
The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. See accompanying [text summary](#) for forecast statements.

Week	Date	None	D0-D4	D1-D4	D2-D4	D3-D4	D4	DSCI
Current	2018-07-31	13.84	86.16	44.80	20.75	2.77	0.00	155
Last Week	2018-07-24	13.82	86.18	44.73	20.75	2.77	0.00	154
3 Months Ago	2018-05-01	34.10	65.90	37.10	13.99	2.80	0.00	120
Start of Calendar Year	2017-12-26	55.70	44.30	12.69	0.00	0.00	0.00	57
Start of Water Year	2017-09-26	77.88	22.12	8.24	0.00	0.00	0.00	30
One Year Ago	2017-08-01	77.86	22.14	8.24	1.06	0.00	0.00	31

In the course of one year, California went from a healthy 78% of the state experiencing no drought to our current 14%. Severe drought is now recorded in 21% of the state vs. 1% of the state a year ago. Will our moderate El Niño influence our rainy season?

Map for August 2, 2018

Data valid: July 31, 2018 | Author: [Chris Fenimore](#), NOAA/NESDIS/NCEI



The data cutoff for Drought Monitor maps is each Tuesday at 8 a.m. EDT. 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	D2 (Severe Drought)	- Delineates dominant impacts
D0 (Abnormally Dry)	D3 (Extreme Drought)	S - Short-Term impacts, typically less than 6 months (e.g. agriculture, grasslands)
D1 (Moderate Drought)	D4 (Exceptional Drought)	L - Long-Term impacts, typically greater than 6 months (e.g. hydrology, ecology)

Despite ample East Coast rain, U.S. Drought continues in the wrong direction. Once again, the U.S. Four Corners area is the most heavily impacted.

ACKERMAN CONSULTING

Legal and Regulatory

August 13, 2018

1. **Mono Lake War Continues:** Dust continues to be a problem at Mono Lake as well as Owens Lake as a result of Los Angeles water policy. However, now, climate change is sharing in the blame. The Great Basin Unified Air Pollution Control District is in charge of the Owens/Mono Lake areas and is taking a more aggressive role in attempting to control the dust problem. Less snow in the area is causing the Mono Lake level to fall while LA is still taking its allocation from the lake. The District is trying to use air control measures to reduce LA's ability to take its water. LA is contesting the District's position and solution. LA has already spent over \$1 billion for dust control with some success. Lawsuits have been filed in 1979 and 1983 and it appears that another may be coming.
2. **Hetch Hetchy Wins:** As we have reported, environmental groups have been trying to get rid of the Hetch Hetchy reservoir via lawsuit with little success. A California appeals court unanimously ruled against them and allowing the reservoir to remain and be a source of water for most of the Bay Area (2.6 million folks). The basis was preemption of federal law over state law as the project was originally started under the 1913 Raker Act, a federal law. The losing groups intend to appeal to the Supreme Court in California.
3. **Yuba Dam Upgrade:** The Yuba River area has experienced more flood conditions and deaths than most other areas in the state. The main water storage reservoir is the New Bullards Bar Dam which has less than adequate draining capabilities. The dam has a history of filling up quickly and the old spillways do not have the capacity to release water in large quantities. The plans are to spend \$160 million to build a larger, lower spillway, to allow for better control of the water level in the reservoir. This will enhance the flood control and storage ability of the dam. It will also benefit agricultural users and power generation. The new spillway will be a big tunnel through the mountain 31 feet lower than the existing one and double the release capacity (45,000 cubic feet per second). Its storage capacity is 1 million acre feet.
4. **Pool Business Boom:** During the drought, the pool industry took a very large hit. Water scarcity, high costs, shame were key factors. Now since the drought is "over", pools sales are booming. A good rainy season last year, a strong economy and large home equities are driving the best pool season in many years. Average costs are \$50,000 and up. New pools

are taking a little different look. Most are smaller and not as deep thereby using less water. All have more efficient heating and filter systems. The richer areas still tend to have more pools per capita. Pool replacement business is also up. More people are deciding to remove their pool and replace with patio or landscaping. The main reasons are cost and change of land use. Many cities offer incentives to remove pools such as 0 or low permit fees.

5. **Desert Water Use Mixed:** A study of water use in the Coachella Valley showed mixed results when came to conservation and efficiency. Residential use showed reduction in usage over 30% compared to past years. However, agricultural and golf course use during the same period did not come close to that percentage. There is an explanation. Water used for ag and golf is generally untreated and/or recycled. The main pressure from the Governor and State Water Board has been aimed at residential and not the other uses. The Valley has also been very successful at replenishing their ground water aquifers. Farmers and golf course operators have not been given the vast incentives to conserve that residential folks have. Ag and golf have adopted better practices but not at the same rate and magnitude of people.
6. **Klamath Conflict:** Communities along the Oregon/California border are in dire straits. The Klamath River Basin covers a vast area and consists of 7 dams, hundreds of miles of canals and dates back to 1906. This water travels over 250 miles and irrigates an agricultural region which produces over \$300 million in sales. It is also home to various Klamath Tribes and endangered species shortnose sucker and the Lost River sucker. The drought and federal cutbacks in water use have turned many of these small towns into ghost towns. The Tribes want more water released for the suckers and other fish. The farmers want the water released to grow crops. The federal government is trying to negotiate a solution but thus far, none has been reached.
7. **Desal in Ensenada:** Ensenada is building a 5.7 million gallon per day desal plant. It is being built by a Spanish company and financed by the Mexican government and the North American Development Bank. Total cost is \$55 million and will serve the population of 390,000. A second plant is under construction to serve Baja California in San Quintin. This developer is a New York company, RWL Water LLC and two Mexican partners.
8. **Florida Algae Bloom:** An algae bloom has hit Lake Okeechobee, the largest lake in Florida and the Governor has declared a state of emergency in 7 surrounding counties. We have seen such blooms in other parts of the US but nothing this severe. This one is cyanobacteria and is a serious health risk. It covers 90% of the lake and is creating a green sludge when it departs the lake and enters neighboring rivers and streams. Pollution and warm water are the main cause but the EPA believes fertilizer runoff is actually feeding the algae. Control of

the water flow is also a factor. Natural flow into the lake is inhibited by dikes and other plumbing issues. Then the Corp of Engineers attempts to release water downstream to control the lake level. That changes the flow of fresh water and creates a great environment for the algae. The environmental groups are blaming the sugar farmers because of their seasonal need for water and resulting runoff. A legislative fix is in the works which would require significant re plumbing of the area, including construction of another reservoir.

9. **Water Rights Battle:** The State Water Board is making another run on reducing and challenging historic water rights in northern and central California. This includes San Francisco. The usual issues and combatants are appearing. The Board wants more water for fish and the other side (us) wants more water for people and agricultural. If you recall, the Governor brought in former US Interior Secretary Bruce Babbitt to negotiate the matter but thus far there has been no resolution. Felicia Marcus statement gives insight on how she views water rights. "No matter how senior, water use rights to not confer ownership. Water belongs to all the people of the state of California, and fish and wildlife are one of those commonly held assets that we as a water board are supposed to be protecting."
10. **Water Use Monitoring for Ag:** The state has been trying to monitor water use for agriculture for some time. The "farm gate" program began in 2007. It was modified in 2009 and 2018. The consensus seems to be that the program outlines are confusing, rely too much on voluntary reporting and lack any penalty or oversight. As a result, about half of the water agencies are reporting and the law is very ineffective. It is unclear what will happen, even if the state gets 100% compliance but the NRDC is quite unhappy.

MWDOC

Item 1 e

PAL Committee

Prepared by Best Best & Krieger
August 13, 2018

A. Priority Support/Oppose

Measure	Author	Topic	Status	Brief Summary	Position	Priority	Notes 1
<u>AB 2050</u>	<u>Caballero D</u>	Small System Water Authority Act of 2018.	6/28/2018-From committee: Do pass and re-refer to Com. on APPR. (Ayes 7. Noes 0.) (June 27). Re-referred to Com. on APPR. Hearing set for 8/13.	This bill 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, no later than March 1, 2019, would require the state board to provide written notice to cure to all public agencies, private water companies, or mutual water companies that operate a public water system that has either less than 3,000 service connections or that serves less than 10,000 people, and are not in compliance with one or more state or federal primary drinking water standard maximum contaminant levels as of December 31, 2018, and for 4 consecutive quarters, as specified.	Support	A. Priority Support/ Oppose	
<u>SB 623</u>	<u>Monning D</u>	Water quality: Safe and Affordable Drinking Water Fund.	9/1/2017-From committee: Without recommendation. (Ayes 11. Noes 0.) (September 1) Re-referred to Com. on RLS.	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 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	Opposition	A. Priority Support/ Oppose	The public goods charge bill.

				contamination of drinking water supplies.			
<u>SB 998</u>	<u>Dodd D</u>	Discontinuation of residential water service: urban and community water systems.	6/27/2018-From committee: Do pass and re-refer to Com. on APPR. (Ayes 4. Noes 1.) (June 26). Re-referred to Com. on APPR. Hearing set for 8/13.	Would require an urban and community water system, defined as a public water system that supplies water to more than 200 service connections, to have a written policy on discontinuation of water service to certain types of residences for nonpayment available in prescribed languages. The bill would require the policy to include certain components, be available on the system's Internet Web site, and be provided to customers in writing, upon request. The bill would provide for enforcement of these provisions, including making a violation of these provisions punishable by a civil penalty issued by the board.	Oppose	A. Priority Support/ Oppose	

B. Watch

Measure	Author	Topic	Status	Brief Summary	Position	Priority	Notes 1
<u>AB 2060</u>	<u>Garcia, Eduardo D</u>	Water: grants: advanced payments.	Appropriations --Placed on the Suspense File.	Would require the State Water Resources Control Board, within 60 days of awarding a grant from the grant fund, to provide a project proponent that requests an advanced payment and satisfies certain criteria with advanced payment of \$500,000 or 50% of the grant award, whichever is less, for projects in which the project proponent is a nonprofit organization or a disadvantaged community, or the project benefits a disadvantaged community. The bill would require the advanced funds to be handled as prescribed.	Watch	B. Watch	
<u>AB 2064</u>	<u>Gloria D</u>	Integrated regional water management plans: grants: advanced payment.	Appropriations --Placed on the Suspense File.	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 or the project benefits 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	Watch	B. Watch	

				<i>criteria. The bill, until January 1, 2025, would require the department to provide a project proponent that requests advanced payment and satisfies certain criteria with advanced payment for those projects of \$500,000 or 50% of the grant award, whichever is less.</i>			
<u>AB 2258</u>	<u>Caballero D</u>	<i>Local agency formation commissions: grant program.</i>	<i>Re-referred to Com. on APPR. 8/6 hearing cancelled by author.</i>	<i>Current law establishes the Strategic Growth Council in state government and assigns to the council certain duties, including providing, funding, and distributing data and information to local governments and regional agencies that will assist in the development and planning of sustainable communities. This bill would require the Strategic Growth Council, until January 1, 2024, to establish and administer a local agency formation commissions grant program for the payment of costs associated with initiating and completing the dissolution of districts listed as inactive, the payment of costs associated with a study of the services provided within a county by a public agency, and for other specified purposes, including the initiation of an action, based on determinations found in the study, as approved by the commission.</i>	<i>Watch</i>	<i>B. Watch</i>	
<u>AB 2339</u>	<u>Gipson D</u>	<i>Water utility service: sale of water utility property by a city.</i>	<i>Sent to Senate Floor pursuant to Rule 28.8</i>	<i>This bill would authorize the City of El Monte, the City of Montebello, and the City of Willows, until January 1, 2022, to sell its public utility for furnishing water service for the purpose of consolidating its public water system with another public water system pursuant to the specified procedures, 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 from selling the public utility for one year if 50% of interested persons, as defined, protest the sale. This bill contains other related provisions.</i>	<i>Watch</i>	<i>B. Watch</i>	
<u>AB 3206</u>	<u>Friedman D</u>	<i>Water conservation: water meters: accuracy and performance standards.</i>	<i>Appropriations --Placed on the Suspense File.</i>	<i>Would require the State Energy Resources Conservation, on or before January 1, 2020, to the extent that funding is available, to adopt regulations setting standards for the accuracy of water meters, as described, that, on or after the</i>	<i>Watch</i>	<i>B. Watch</i>	

				<i>effective date of those regulations, are installed by a water purveyor or manufactured and sold or offered for sale in the state. The bill would include an exception for a water meter that, as of the effective date of the regulations, a water purveyor possesses, or has entered into a contract to purchase, and has not yet installed.</i>			
<u>SB 966</u>	<u>Wiener D</u>	<i>Onsite treated nonpotable water systems.</i>	<i>6/27/2018-From committee: Do pass and re-refer to Com. on APPR. (Ayes 6. Noes 0.) (June 26). Re-referred to Com. on APPR.</i>	<i>Would, on or before December 1, 2022, require the State Water 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. The bill would authorize the state board to contract with public or private entities regarding the content of the standards. The bill would require a local jurisdiction, as defined, that elects to establish a program for onsite treated nonpotable water systems to, among other things, adopt, through ordinance, a local program that includes the risk-based water quality standards established by the state board.</i>	<i>Watch</i>	<i>B. Watch</i>	
Total Measures: 9 Total Tracking Forms: 9							



DISCUSSION ITEM
August 13, 2018

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

FROM: Robert Hunter, General Manager

Staff Contact: Damon Micalizzi

SUBJECT: Overview of DRAFT Communications Program & Plan

STAFF RECOMMENDATION

Staff recommends the Public Affairs & Legislation Committee: Review and discuss the District's Communication Program and Plan, provide direction to staff, and take action as appropriate.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

SUMMARY

The Public Affairs Department will give an overview of the Second DRAFT of the District's Communications Program and Plan, highlighting strategic goals and objectives for this fiscal year. This presentation was originally scheduled for July's PAL Meeting, however it was postponed due to time. Over the past month, feedback from the Board has been incorporated into the second DRAFT document, which is attached.

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

**MUNICIPAL WATER DISTRICT OF ORANGE COUNTY
STRATEGIC COMMUNICATIONS PROGRAM AND PLAN
DRAFT 2.0**



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INTRODUCTION

“The art of communication is the language of leadership.”

~ James Humes, Author & President Reagan's Speechwriter

Strategic communication is the process of relaying specific, thoughtful ideas and information to targeted groups in order to reach identified goals and objectives. The Municipal Water District of Orange County's (MWDOC, or the District) goals and objectives are identified in the District's Mission Statement:

*Our mission is to **provide reliable, high-quality supplies** from Metropolitan Water District of Southern California and other sources **to meet present and future needs at an equitable and economical cost, and to promote water use efficiency for all of Orange County.***

MWDOC presently develops, coordinates, and delivers a substantial number of programs and services aimed at elevating stakeholders' awareness about water policy, efficient water use and best practices, and the District's role in advocating for sound policy and water reliability investments that are in the best interest of Orange County.

Over the past several years, there has been a significant shift in the way people receive information. The media market is overcrowded and constantly evolving. The public is bombarded minute by minute with news from their phones, televisions, computers and tablets. Traditional print media has been on the decline and at the same time, digital media is exploding. Water providers must prove themselves to be relatable, trustworthy, and essential. This is accomplished by communicating more frequently and more effectively using a wider array of tools and channels. It is important to realize that no one communications tool or channel can fulfill all of the District's identified goals and objectives.

Moreover, a constant challenge for the District is communicating the value MWDOC provides to the County, as well as the need to invest in big picture infrastructure and resources. Historically, and typical for the industry, MWDOC has maintained a modest public profile. However, the District's influence is growing and MWDOC has quickly become a leading regional voice for water in the State. MWDOC's very vocal support for the California WaterFix and increased participation in state water regulations and policy has elevated the District's profile in the water industry. ~~It has become necessary to increase communications efforts to reach people where they spend the most time – on social media and through other firmly established electronic channels.~~

Far more complex than a typical “Communications Plan” where a specific campaign or project is driven by planned actions or activities with tightly defined aims, messages, audiences and implementation tools, this document attempts to encompass a wider and more diverse range of these items and integrates all of MWDOC's programs and activities into one cohesive effort. This Communication Program and Plan defines the programs and principles that guide the annual implementation for all MWDOC Public Affairs activities, without forensically analyzing those programs and tools. Instead, this living document serves as the fundamental guide to how we direct our efforts and utilize our resources in the Public Affairs Department.

Strategic communication is an ongoing activity where the purpose, audience, message, tools, and channels may change at any given moment, however, for the most part, the overarching goals remain the same. As a result of this, MWDOC's Strategic Communications Program and Plan must remain a **MWDOC – Strategic Communications Program and Plan**
rev. June 2018

living document in order to implement effective, relevant communication with timeliness and accuracy. This document serves as a blueprint, establishing a baseline understanding for how MWDOC's programs will provide information and value to its various stakeholders, partners and employees; enhance the District's image; and why these programs and services support MWDOC's mission, goals and objectives to secure long term water reliability to the region.

COMMUNICATIONS GOALS & OBJECTIVES

"The two words 'Information' and 'Communication' are often used interchangeably but they signify quite different things. 'Information' is getting out; 'Communication' is getting through."

~ Sydney J. Harris, American Journalist

The charge of the MWDOC Public Affairs Department (Department) is to elevate public awareness, garner support and establish confidence in the District as the wholesale water supplier and water resource planning agency for Orange County. Additionally, the Department is tasked with providing transparent, reliable, and accurate information to the public and our member agencies. These commitments support not only the MWDOC mission, but also an ongoing districtwide initiative to be the leading voice for water issues and policy in the region. With 28 member agencies in the District's service area - many with competing interests - and a complex, ever-changing landscape of water policy and regulation, MWDOC must utilize various communications tools and channels to reach such a vast and diverse group of stakeholders and audiences.

The MWDOC Strategic Communications Program and Plan aligns the District's identified goals and objectives with the respective audiences and outlines the appropriate communications tools and channels used to connect them all together. This living document will continue to be updated and amended as the District's goals and objectives evolve, shift, or change.

GOALS & OBJECTIVES

As defined by the Board of Directors, executive management, and the District's Mission Statement, MWDOC'S primary goals and present objectives are as follows:

GOAL #1: SECURE LONG TERM WATER RELIABILITY FOR OC AND THE REGION

- **OBJECTIVE 1.1:** ~~Continue to p~~Provide recognized, effective leadership and sound representation across all District organizational roles, including at Metropolitan Water District of Southern California (Metropolitan) as well as at the County, State, and Federal levels
- **OBJECTIVE 1.2:** Provide leadership, education, and outreach support towards the successful advancement and completion of the **California WaterFix**
- **OBJECTIVE 1.3:** Provide unwavering advocacy on behalf of the service area to invest in more storage across the State and to improve and expand Orange County's water supply portfolio by continuing to study, evaluate, and recommend opportunities identified in the **OC Water Reliability Study**

GOAL #2: DEVELOP AND IMPLEMENT SOUND POLICIES AND PROGRAMS THAT PROVIDE RECOGNIZED VALUE TO ORANGE COUNTY

- **OBJECTIVE 2.1:** Provide unbiased analysis of water reliability programs, projects, and accompanying policies that affect Orange County, to identify and ensure implementation of cost efficient solutions for the region
- **OBJECTIVE 2.2:** Be the trusted, leading voice for the region on water reliability, water policy, efficient water use, and emergency preparedness and response
- **OBJECTIVE 2.3:** ~~Continue to e~~Educate, inform, and involve California civic, business, and community leaders of today and tomorrow

GOAL #3: EFFECTIVE COMMUNICATION AND ADVOCACY PROMOTING MWDOC PROGRAMS, POSITIONS, AND SERVICES

- **OBJECTIVE 3.1** ~~Continue to expand~~Expand and refine communications efforts to ensure stakeholders, partners, employees, and other decision makers have the information and education they need to make judicious decisions regarding water-saving opportunities and best practices, as well as pending policy matters that affect Orange County
- **OBJECTIVE 3.2:** ~~Continue to grow~~Grow and improve MWDOC's traditional and electronic media presence to establish trust and credibility in the District's programs, positions, and activities
- **OBJECTIVE 3.3:** ~~Continue to d~~Define and enhance the District's brand identity

This Strategic Communications Program and Plan articulates the process of communicating the value of the aforementioned goals and objectives to the District's identified audience members who may *or may not* be engaged in MWDOC's programs or activities.

TARGET AUDIENCES

“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide in our communication with others.”

~ Tony Robbins, Author & Entrepreneur

The ability to understand MWDOC’s identified audience groups makes it possible to logically align messaging with the appropriate communications tools and channels to reach the District’s identified goals and objectives. There are many ways to categorize MWDOC’s audience groups and determine which tools and channels the District can use to best connect with those groups. These categories may include demographics, geography, employer, behavior, and attitudes, to name a few.

Accordingly, the Department has identified several key audience groups (See appendix A). This by no means is a complete list of potential audience groups since our business is water, and every person on the planet needs, and uses it.

SAMPLE PERSONAS FOR TARGET AUDIENCES



Federal or State Elected Official

Ambassador, Busy, Engaged, Educated, Driven

Goals & Objectives

- Goal #1
- Goal #2

Activities & Partnerships

- Elected Officials Forum
- Inspection trips
- D.C. Luncheon
- Water Policy Dinners
- O.C. Water Summit
- ACWA
- Media
- Metropolitan & member agencies
- OCBC
- SoCal Water Committee

Messages

- Message #1 - #6

Communications Tools

- ACC-OC Water 101 Booklet
- Briefing papers
- Written correspondence

TARGET AUDIENCES



Environmental Community Leader

Service-oriented, Passionate, Invested, Motivated, Aware

Goals & Objectives

- Goal #1
- Goal #2
- Goal #3

Activities & Partnerships

- Boy/Girl Scouts Program
- Inspection Trips
- Community events
- Water Policy Dinners
- Metropolitan
- Wyland National Mayor's Challenge
- Orange County Coastkeeper
- Bolsa Chica Conservancy

Messages

- Message #1 - #10

Communications Tools

- Social media
- Surveys
- Speaker presentations
- Campaigns
- Briefing papers
- CCR



Student 7-12th Grade

Opinionated, Vulnerable, Eager, Trendy, Utopian

Goals & Objectives

- Goal #2

Activities & Partnerships

- School Programs
- Boy/Girl Scouts Program
- Water Awareness Poster Contest
- Educators

Messages

- Message #7
- Message #8
- Message #10

Communications Tools

- Ricki Raindrop

MESSAGING AND TACTICS

“Many attempts to communicate are nullified by saying too much.”

~ Robert K. Greenleaf, Author

Modern day society is exposed to thousands of bits of information each day. The barrage of messages received through billboards, television, and radio ads, as well as print media, email, and text notifications, has given many people a sense of anxiety from information saturation or overload. To be effective, the District must start by stripping out the unnecessary complexities. Messaging needs to be thoughtful, simple, clear, concise, and consistent.

Here are some guidelines:

- Before engaging any audience group, be very clear about what the District is trying to accomplish.
- Determine what the intended audience needs, wants, and cares about, then get to the point.
- Use words and language that the audience easily understands and can relate to. Be careful not to include industry jargon, technical terms, or excessive detail.
- Use an active voice and clearly define the call to action.

Messages also must be consistent in order to effectively engage audience groups in the District’s programs and activities. Important messages become more memorable through repetition. This is why catchy taglines or jingles work well in advertising. Consistency should be practiced across all District organizational roles as it is vital to the effectiveness of MWDOC’s communications efforts and can reduce the chance of misunderstanding.

Messages:

1. ~~The Bay Delta is fragile and that vital Orange County’s primary imported~~ water supply is at risk
2. California (Orange County) needs the **California WaterFix (WaterFix)** - the most sound and economical solution for the region
3. The **WaterFix** is good for water reliability, good for the environment, and good for the economy
4. Half of Orange County water is imported, we need reliability
5. Droughts and other natural disasters will happen, Californians need to invest in a robust portfolio of water supplies ~~and additional storage -and sources~~
6. MWDOC’s **OC Water Reliability Study** identifies the best projects based on reliability and value
7. MWDOC is committed to educate and encourage water leaders of today, and tomorrow
8. Water. Can’t live WITHOUT It.
9. MWDOC can help you save WATER and MONEY
10. Using water efficiently is a responsibility for all Californians

While strategy provides the path towards reaching an end goal, tactics define the specific actions taken along the way. Tactics have a definite beginning and end, and are more about planning and detailed components of plan.

Some tactics can be utilized to accomplish several, if not in some cases all objectives, however **Tactics** identified for each of the primary MWDOC GOAL objectives are as follows:

Objective 1.1 Tactics:

- Maintain a steady voice throughout the organization by ensuring that all outreach pieces both traditional and digital are reviewed and updated frequently
- Participate and provide educational materials and guidance whenever appropriate in one-on-one and group conversations or meetings with decision makers
- ~~Continue to e~~Engage stakeholder and member agency representatives across all organizational roles in order to ensure the District is effectively providing needed and necessary advocacy related to water issues on behalf of the region

Objective 1.2 Tactics:

- Identify opportunities to keep **WaterFix** at the forefront of messaging, such as earned media, social media and other digital communications
- Identify leading voices in **WaterFix** conversation as Water Policy Dinner and OC Water Summit speakers
- Invite speakers from both sides of the **WaterFix** to participate as Inspection Trip presenters

Objective 1.3 Tactics:

- Work with member agencies and partners to educate and advocate for the completion of local projects deemed most valuable by **OC Reliability Study**
- Produce collateral and content such as media kits highlighting the **OC Reliability Study** for stakeholders including member agencies, traditional media and social media

Objective 2.1 Tactics:

- Host a learning workshop targeting leaders from member agencies. Include messaging component for attendees.

Objective 2.2 Tactics:

- Present a water policy dinner **Speakers Series** to promote MWDOC as a trusted and credible voice for the region
- ~~Continue to e~~Evaluate and deliver MWDOC school programs to Orange County students that provide water education and information that will help them make informed decisions in the future about key infrastructure projects that are vital to the state
- ~~Continue to develop~~Develop Scouts programs that include highlights on potential water careers

Objective 3.1 Tactics:

- Provide stakeholders with valuable resources such as ACCOC Water 101 Booklet and other MWDOC collateral (briefing papers)
- Integrate partners and their target audiences i.e. ACCOC, OCBC, into Inspection Trips and Policy Dinners

Objective 3.2 Tactics:

- ~~Utilize~~ Cultivate relationships with traditional media (Newspaper Editorial Boards, Radio and Television News outlets) to maintain a steady voice on water issues, and ~~utilize~~ Social Media to ~~extend~~ maximize the reach of earned media opportunities and events

Objective 3.3 Tactics:

- Apply approved Logo and Brand Identity Guidelines for all MWDOC materials, activities, and events
- Promote districtwide buy-in by implementing a MWDOC Brand Kit

COMMUNICATIONS TOOLS AND CHANNELS

“If you have an important point to make, don’t try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time- a tremendous whack.”

~ Winston Churchill, British Politician, Army Officer & Author

Most of the District’s audience groups will already have preconceived notions about who MWDOC is based on past or current collaboration, our website structure and social media content, as well as any interaction with our communications materials including articles, print materials, and news media. To successfully reach these individuals with our intended messages, MWDOC must utilize the tried-and-true tools and resources that are readily available, and strategically place the messages where they can easily be found.

As a guiding reference, the MWDOC Public Affairs Department has defined communications tools, activities, and channels, and identified how MWDOC currently utilizes each of these resources to effectively reach the goals and objectives.

A communications tool is the partnership or activity used to interface with an identified audience to achieve goals and objectives. Some examples include:

- **Partnerships** - Successful partnerships are developed through an understanding of each other’s specific needs to reach identified goals and objectives. Partners typically see a reward involved with coming together and are able to offer each other a choice of tools, services, and solutions to meet those needs. Exceptional partnerships act as a catalyst for those involved to grow and prosper. Here are a few of MWDOC’s recognized partners:
 - MWDOC member agencies
 - Metropolitan and its member agencies
 - Media
 - Technical Consultants
 - School Program Contractors
 - Boy Scouts/Girl Scouts
 - ACC-OC
 - OCBC
 - ACWA
 - AWWA
 - AMWA
 - CEEB
 - UWI
 - So Cal Water Committee
 - Wyland Foundation
 - Bolsa Chica Conservancy
 - Orange County Coastkeeper
 - Educators
 - OCAR
 - Other Contractors

- **Activities-** An activity is a planned course of action taken in order to achieve a specific aim. Activities have a distinct beginning and end and usually contain several tasks within them that once completed, conclude the activity.
 - Annual Campaigns
 - Fix-a-Leak Week
 - Irrigation Week
 - Smart Irrigation Month
 - Water Awareness Month
 - Wyland National Mayor's Challenge for Water Conservation
 - Workgroup Meetings
 - Surveys

A **communications channel** is the medium through which a message is sent to its intended receiver. The basic channels are visual, written, spoken, or electronic. Some examples include:

- **Word of mouth**
- **Speaker presentations**
- **Trainings**
- **Conferences/Meetings**
 - Elected Officials Forum
 - Water Policy Dinners
 - Orange County Water Summit
- **Community Events**
- **Print media**
 - News stories/News Releases
 - Newsletters
 - Briefing papers/Talking points
 - Media kits
 - Written correspondence
 - ACC-OC Water 101 Booklet
 - Flyers/Signage/Brochures
 - Promotional giveaways
 - Door hangers/Bill inserts
 - Consumer Confidence Reports (CCRs)
- **Electronic media**
 - Social Media
 - Email blasts
 - Radio
 - Television
- **District Programs**
 - School Programs
 - Scouts Programs
 - Inspection Trip Program
- **Ricki Raindrop**

IMPLEMENTATION, ASSIGNMENTS, AND SCHEDULES

“Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work.”

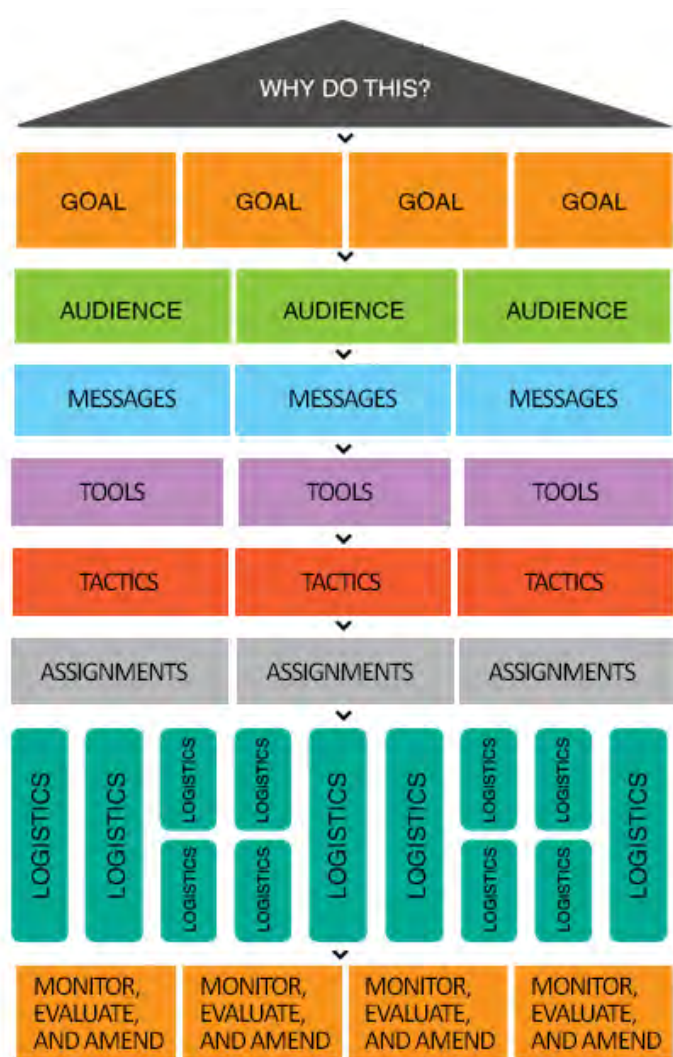
~ Vince Lombardi, American Football Player & Coach

Public sector organizations shoulder a unique responsibility to be transparent, accountable, and have a positive impact on the community. A carefully developed and executed communications plan can establish trust and credibility in the District’s programs and activities for our stakeholders, partners, audiences, and employees. This holds especially true in the water industry which is often vulnerable to changes in the political climate.

To effectively reach MWDOC’s identified goals and objectives, each of the District’s programs and activities must include *basic strategic targets* such as goals, intended audiences, messages, and tools. To ensure the benefit or value received is worth the time, money, talent, and effort expended by the District and its staff, everything we do should start with the question “Why are we doing this?” In turn, all strategic targets should include an *implementation plan* which identifies tactics and logistics, and eventually, active monitoring, evaluation, and amending.

Assignments are essential to maintaining productivity and accountability as well as collectively accomplishing the goals of a project. The MWDOC Public Affairs Department has developed a Programs and Responsibility flowchart which breaks down the Department’s primary roles and assignments by team member (See appendix B).

Additionally, the MWDOC Public Affairs Department has developed a series of logistical checklists to efficiently plan, implement, and control the flow of information for each program and activity, and will continue to do so as new activities and programs are developed. Furthermore, the Department uses robust program management software tools such as Asana and CoSchedule to stay in touch with impending deadlines and to keep everything, including assignments and checklists, organized and in one place.



IMPLEMENTATION, ASSIGNMENTS, AND SCHEDULES

	Federal or State Elected Officials	Orange County Elected Officials	Legislative Staffers	Business Community Officials	Environmental Organization Leaders	Community Organization Leaders	Water Industry Professionals	Landscape Contractor	Media	Students K – 6 th	Students 7 th -12 th	College Students	Orange County Residents
GOALS													
Objective 1.1													
Objective 1.2													
Objective 2.1													
Objective 2.2													
Objective 3.1													
Objective 3.2													
MESSAGES													
Message #1													
Message #2													
Message #3													
Message #4													
Message #5													
Message #6													
TOOLS AND CHANNELS													
Tool #1													
Tool #2													
Tool #3													
Tool #4													
Tool #5													
Tool #6													
Channel #1													
Channel #2													
Channel #3													
Channel #4													
Channel #5													
Channel #6													
Channel #7													
Channel #8													
Channel #9													
Channel #10													

MONITOR, EVALUATE, AND AMEND

“Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted.”

~ Albert Einstein, Theoretical Physicist

The effectiveness of the MWDOC Strategic Communications Program and Plan depends on a large variety of factors including technological advancements or changes, the rise and fall of audience engagement, current news or media concentration, political changes in leadership and focus, and even the weather.

There are a significant number of Key Performance Indicators (KPI), metrics and measurements that the MWDOC Public Affairs Department currently uses. Some of the most common include:

- Constant Contact activity reports- email marketing for surveys, events, newsletters, and news release distribution (results per activity)
 - Open rate
 - Click rate
 - Registration rate
 - Includes financial indicators
 - Responses
- Website (Google) Analytics
 - Return Visitor and First Visitor metric
 - Web traffic including landing pages and time spent on specific pages
 - Click through rate
 - Page views per session
 - Referral traffic
 - Content downloads
 - Use of forms such as newsletter, interest lists, and mailing list sign ups
- Social Media Dashboard Analytics (Facebook, Twitter, Instagram)
 - Followers
 - Likes/Fans
 - Post engagements
 - Content sharing
 - Sentiments
 - Link clicks
 - Inbound messages
 - Ad campaign performance
 - Ranking
- Verbal and Written Feedback
 - Phone calls
 - Email and written correspondence
 - Public comment at meetings

Program and activity evaluation is constant, and through this evaluation process the District’s messaging and activities continues to be shaped and refined. Additionally, the tools mentioned here will remain relevant and useful no matter how the goals and objectives or messaging changes.

MWDOC BRAND

“Your brand is what people say about you when you’re not in the room.”

~ Jeff Bezos, American Technology Entrepreneur, Founder, Chairman, & CEO of Amazon

Many organizations downplay the value of branding because they view themselves as a business, not a brand. However, branding is a critical step to achieving success in communications and creating meaningful interactions. Branding is the sum of all the impressions an audience has of an organization. This is based on the interactions they have had with employees and Board members, as well as with the communications tools and channels that are used to reach them. Each of these interactions tells a story to the audience. For example, if materials are presented in a clean, organized, skillful, and contemporary fashion, then the audience associates those materials with sophistication, expertise, and trustworthiness. The most important thing is to set expectations for the experience that the audience will have each time they interact with the brand, making it instantly recognizable. People need to identify with, and understand what information comes to them and from whom. How an audience perceives the brand will ultimately determine how successful an organization’s efforts are. If an organization does not create and establish their own brand, it will be done for them.

Decades ago, branding was simply labeled a visual representation of an organization - a name, slogan, logo, or combination of all three. Today, however, it is understood that these elements, while extremely powerful and important, are just one piece of the puzzle. A brand is far more encompassing—it defines an organization’s identity. Some of the benefits gained by strengthening the MWDOC brand include:

- **Builds trust and establishes credibility** – Credibility is at the heart of any successful any outreach effort. Maintaining a consistent message demonstrates expertise, professionalism, and experience. Brand credibility is established by:
 - Non-verbal identifiers such as a logo or graphic materials
 - Verbal or written communications through marketing efforts
 - The organization’s mission statement
 - Delivering expertise regularly through all identified channels
 - Consistently providing valuable information and resources
- **Fosters loyalty** – Once trust has been established, loyalty will soon follow. People who are loyal to a brand continue to support that organization in good times and bad, share positive messages, and introduce new audience groups to the organization.
- **Increased recognition or brand awareness** – One measurement of brand success is if an organization can be identified simply by its attributes such as the logo, tagline, or materials packaging. Brand familiarity can influence decisions when an audience must differentiate between messages that contain conflicting information. People are more likely to trust a brand they recognize.
- **Supports marketing and outreach efforts** – A brand links the name, logo, print materials, online presence, and professional services together bringing a united, clear, consistent message to all audience groups, and across all channels.
- **Extends range of influence** – Consistent branding is a powerful tool that has the potential to reach a large amount of people across a wide variety of channels including online, offline, mobile, and niche markets.

- **Motivates employees** – To build a strong brand, it is essential to have brand ambassadors – individuals, both internal and external, who are engaged, connected, and committed to the organization’s activities and priorities. One of the most powerful, and more frequently overlooked brand assets is an organization’s workforce. Employees spend a great deal of time at work, and as a result, form solid opinions about their employer. A contemporary, clean, consistent, and well-respected brand can institute a sense of pride, and can help inspire strong, internal brand ambassadors.

A strategic, and thoughtfully developed brand should become the backbone of an organization’s identity. It is a powerful communications tool which when utilized correctly, will enable the District to build and establish credibility, as well as present an overall positive experience for identified audience groups. The MWDOC Public Affairs Department has developed the MWDOC Logo and Brand Identity Guidelines as a living document that will continue to grow and evolve along with the District (See Appendix C). The Department’s consistent branding efforts align with the MWDOC Strategic Communications Program and Plan goals and objectives to successfully maintain and continue to enhance a brand presence throughout the Orange County region.



Federal or State Elected Official

Ambassador, Busy, Engaged, Educated, Driven

Goals & Objectives

- Goal #1
- Goal #2

Activities & Partnerships

- Elected Officials Forum
- Inspection Trips
- D.C. Luncheon
- Water Policy Dinners
- O.C. Water Summit
- ACWA
- Media
- Metropolitan & member agencies
- OCBC
- SoCal Water Committee

Messages

- Message #1 - #6

Communications Tools

- ACC-OC Water 101 Booklet
- Briefing papers
- Written correspondence



Legislative Staffer

Political Emphasis, Educated, Involved, Ambitious, Adaptable

Goals & Objectives

- Goal #1
- Goal #2

Activities & Partnerships

- Inspection Trips
- Water Policy Dinners
- O.C. Water Summit
- MWD OC member agencies

Messages

- Message #1 - #6

Communications Tools

- ACC-OC Water 101 Booklet
- Briefing papers
- Social media



OC Elected Official

Ambitious, Engaged, Traditional, Invested, Informed

Goals & Objectives

- Goal #1
- Goal #2
- Goal #3

Activities & Partnerships

- Elected Officials Forum
- Inspection Trips
- D.C. Luncheon
- Water Policy Dinners
- O.C. Water Summit
- ACC-OC
- Media
- Metropolitan & member agencies
- OCBC
- SoCal Water Committee

Messages

- Message #1 - #8
- Message #10

Communications Tools

- ACC-OC Water 101 Booklet
- Briefing papers
- Written correspondence



Business Community Leader

Influential, Resourceful, Accomplished, Motivated, Active

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- OCAR Partnership
- Inspection Trips
- Water Policy Dinners
- O.C. Water Summit
- OCBC

Messages

- Messages #1 - #4
- Messages #7 - #10

Communications Tools

- Social media
- Flyers/Signage/Brochures
- Speaker presentations
- Door Hangers/Bill Inserts
- Surveys
- Word of mouth



Environmental Community Leader

Service-oriented, Passionate, Invested, Motivated, Aware

Goals & Objectives

- Goal #1
- Goal #2
- Goal #3

Activities & Partnerships

- Boy/Girl Scouts Program
- Inspection Trips
- Community events
- Water Policy Dinners
- Metropolitan
- Wyland National Mayor's Challenge
- Orange County Coastkeeper
- Bolsa Chica Conservancy

Messages

- Message #1 - #10

Communications Tools

- Social media
- Surveys
- Speaker presentations
- Campaigns
- Briefing papers
- CCR



Community Organization Leader

Purposeful, Dynamic, Trustworthy, Dedicated, Economical

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- Boy/Girl Scouts Program
- Inspection Trips
- OCAR

Messages

- Message #4 - #10

Communications Tools

- Social media
- Flyers/Signage/Brochures
- Speaker presentations
- Door Hangers/Bill Inserts
- Campaigns
- Word of mouth
- News stories
- Newsletters
- Briefing papers
- CCR



Water Industry Professional

Authority, Steward, Knowledgeable, Focused, Forward-thinking

Goals & Objectives

- Goal #1
- Goal #3

Activities & Partnerships

- Inspection Trips
- Community events
- Boy/Girl Scouts Program
- Water Policy Dinners
- O.C. Water Summit
- Working groups
- Committees

Messages

- Message #1 - #10

Communications Tools

- Newsletters
- Print media
- Electronic media
- Campaigns
- Surveys
- CCR



Landscape Contractor

Expert, Thrifty, Creative, Hands-on, Detail-oriented

Goals & Objectives

- Goal #3

Activities & Partnerships

- Water Use Efficiency Rebates
- California Landscape Training Program
- MWD/OC mem agencies
- OCAR

Messages

- Message #5
- Message #7 - #10

Communications Tools

- Flyers/Signage/Brochures
- Door Hangers/Bill Inserts
- Social media
- Campaigns



Media

Persistent, Proactive, Inquisitive, Adventurous, Resilient

Goals & Objectives

- Goal #1
- Goal #3

Activities & Partnerships

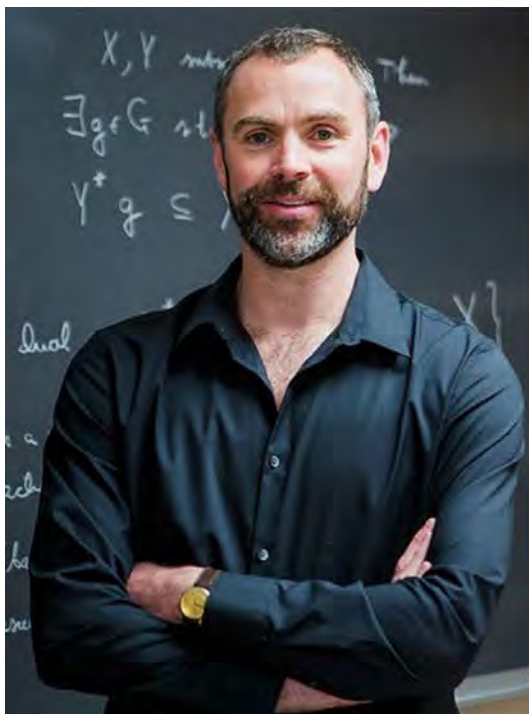
- Water Policy Dinners
- O.C. Water Summit
- Metropolitan hosted inspection trips

Messages

- Message #1 - #5
- Message #9 - #10

Communications Tools

- Print media
- Electronic media
- Word of mouth



Educators

Intellectual, Industrious, Influential, Inventive, Innovative

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- School Programs
- Boy/Girl Scouts Program
- Water Awareness Poster Contest
- Children's Water Festival
- Inspection Trips
- School Program Contractors

Messages

- Message #1
- Message #4
- Message #7 - #8
- Message #10

Communications Tools

- Briefing papers



Student K-6th Grade

Curious, Impressionable, Enthusiastic, Imaginative, Adaptive

Goals & Objectives

- Goal #2

Activities & Partnerships

- School Programs
- Boy/Girl Scouts Program
- Water Awareness Poster Contest
- Educators

Messages

- Message #7
- Message #8
- Message #10

Communications Tools

- Ricki Raindrop



Student 7-12th Grade

Opinionated, Vulnerable, Eager, Trendy, Utopian

Goals & Objectives

- Goal #2

Activities & Partnerships

- School Programs
- Boy/Girl Scouts Program
- Water Awareness Poster Contest
- Educators

Messages

- Message #7
- Message #8
- Message #10

Communications Tools

- Ricki Raindrop



College Student

Independent, Perceptive, Receptive, Social, Frugal

Goals & Objectives

- Goal #3

Activities & Partnerships

- Educators
- Wyland National Mayor's Challenge
- Community events

Messages

- Messages #7 - #10

Communications Tools

- Social media
- Campaigns
- Electronic media



OC Residents

Diverse, Penny-wise, Family focused, Casual, Industrious

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- MWDOC member agencies
- Media
- Community events
- Wyland National Mayor's Challenge
- Boy/Girl Scouts Program

Messages

- Message #4 - #6
- Message #8 - #10

Communications Tools

- Social media
- Surveys
- Campaigns
- Word of mouth
- Door Hangers/Bill Inserts
- CCR
- Promotional items



Strategic Digital
Communications Consultant

Video Production
Content Creation
Social Media
Sentiment Analysis

Public Affairs Team

Programs/Responsibilities



Damon Micalizzi
PA Director

Member Agency Support

Public Outreach

Messaging

Media Relations

Elected Officials' Forum

Annual Report

OC Water Summit

Public Surveys

News Releases

Strategic Partnerships
ACC-OC, OCBC, OCAR

Strategic Planning

Public Affairs Workgroups (PAW)



Tiffany Baca
PA Supervisor

Member Agency Support

Public Outreach

eCurrents Newsletter

News Releases

Inspection Trip
Program Oversight

Website Management
(+ on Met's subgroup)

OC Water Summit Committee

Strategic Planning

Strategic Partnerships

Water Policy Dinner
Program Development

Social Media Oversight

WUE Liaison



Sarah Wilson
PA Specialist

Member Agency Support

Public Outreach

Education Programs

Community Event Oversight

Scouts Programs Oversight

Water Policy Dinners &
Special Event Coordination

Graphic Support

News Releases

Wyland Mayor's Challenge
Annual Competition

OC Water Summit Committee

Press Kit Development



Bryce Roberto
PA Coordinator

Member Agency Support

Public Outreach

Consumer Confidence Reports

Graphic Support

Boy Scouts
Program Coordination

Inspection Trips
Program Coordination

Briefing Papers/
Fact Sheets Maintenance

Children's' Water Festival
Activity Development

DC Congressional
Luncheon Support



Traci Muldoon
PA Assistant

Member Agency Support

PA Department Support

Press Clips

Editorial Calendar

Registration Special Events

Inspection Trips
Program Support

Girl Scouts
Program Coordination

Maintain Master Calendar

Poster Contest
Coordination and Execution

CSANS Notifications
Fresh Content to WUE



Jeannie Bui
PA Intern

Member Agency Support

PA Department Support

Variety of Research Projects

Promotional Items

Community Event
Coordination & Participation

Children's' Water Festival
Coordination & Participation

Other Duties as Assigned



Municipal Water District of Orange County

Logo and Brand Identity Guidelines

Updated 06.29.2018



Brand Implementation

- 03 Introduction**
Guidelines for brand identity and logo usage
- 04 Color Palette**
Use these values when referring to color options
- 05 Typeface**
Simple. Legible. Clean.
- 06 Brand Voice and Messaging**
Purposeful, consistent expression through words
- 09 Photography**
Clean, crisp imagery
- 10 Logo Design**
The conceptual background
- 11 Logo Usage and Guidelines**
Always use approved artwork





Introduction

Guidelines for Brand Identity and Logo Usage

This logo and brand identity resource will provide guidelines for using the Municipal Water District of Orange County (MWDOC) logo and will introduce the color, typeface, and brand voice that should be used across all MWDOC communications. The elements described in this guide are a fundamental part of how others recognize and relate to MWDOC and these standards have been established to ensure the brand remains consistent in appearance, sound, and feel. While this resource covers most basic applications and instances of the MWDOC brand and use of the logo, it cannot anticipate all possible scenarios.

Any logo or brand identity issues not covered in this guide must be referred to:

MWDOC Public Affairs
Attn: Tiffany Baca
(714) 593.5013
tbaca@Mwdoc.com
18700 Ward Street
Fountain Valley, CA 92708

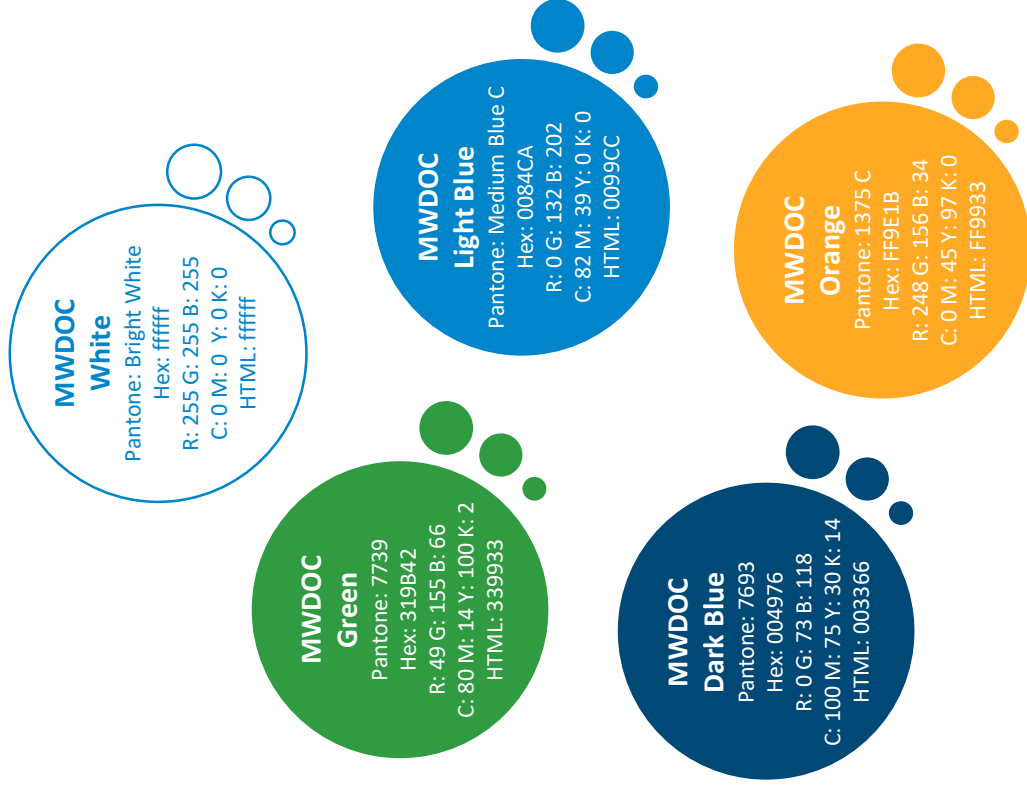
Color Palette

Use these values when referring to color options

The MWDOC brand and logo color palette was selected to project a modern, clean look while remaining true to the brand's historic color background. The basic, primary colors orange, green, and blue have been used in MWDOC's visual communications since 1971.

The colors shown on the opposite page should be incorporated into all MWDOC branded materials. Spot, process, and web color equivalents have been provided as reference in order to ensure consistency.

It is important to note that it is impossible to foretell what differences will occur between every printed and digital application of these selected colors. There are countless factors in which the appearance of any color may vary. To ensure the best result, always default to this guide, or when producing print or electronic materials through a selected vendor, consult a professional graphic designer or professional printer.



Typeface

Simple. Legible. Clean.

All variations of the MWDOC logo use only one font, **Franklin Gothic Demi**. This font style was selected for its simplicity and legibility, and also because it is included as a default font style with any Microsoft Office installation. The goal with all of the selected typeface across the MWDOC brand is to keep it clean and simple.

That said, when producing materials with text, the typeface used should be consistent with the brand image. Typeface to be used in instances that require text are: **Franklin Gothic Demi, Franklin Gothic Medium, Franklin Gothic Book, Calibri, Calibri Light, Arial**, and in certain cases, **English**. The typeface referenced here should be used for all internal and public documents, stationery, outreach materials, promotional items, and correspondence.

(**Franklin Gothic Demi**)
Municipal Water District of Orange County
1234567890!@#\$%^&*()

(**Franklin Gothic Medium**)
Municipal Water District of Orange County
1234567890!@#\$%^&*()

(**Franklin Gothic Book**)
Municipal Water District of Orange County
1234567890!@#\$%^&*()

(**Calibri**)
Municipal Water District of Orange County
1234567890!@#\$%^&*()

(**Calibri Light**)
Municipal Water District of Orange County
1234567890!@#\$%^&*()

(**Arial**)
Municipal Water District of Orange County
1234567890!@#\$%^&*()

(*English*)
Municipal Water District of Orange County
1234567890!@#\$%^&()*

Brand Voice and Messaging

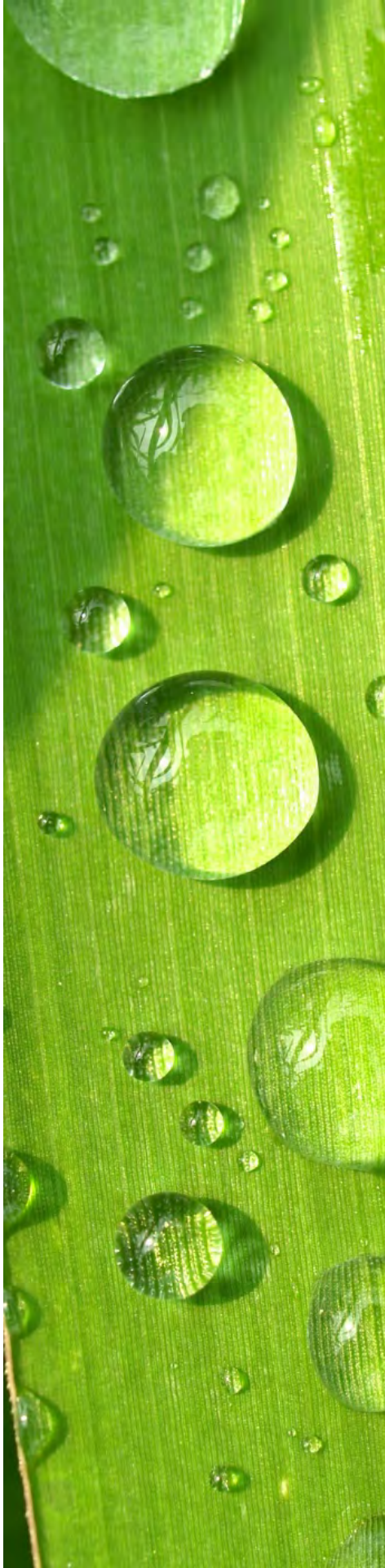
Purposeful, consistent expression through words

The brand voice consists of both **messaging** and **tone**. These two aspects come together to create an effective strategy when speaking to the public. It is important to create clear, consistent messaging that reflects the MWDOC brand personality. The brand message is simply MWDOC's mission statement. All roads lead back to the mission statement. The tone is how you are communicating the message.

Our Mission:

"To provide reliable, high-quality supplies from MWD and other sources to meet present and future needs, at an equitable and economical cost, and to promote water use efficiency for all of Orange County."

~ **MWD****OC**



Brand Message

Have a plan – Have a goal

To create effective messaging, is important to tell a story from start to finish. Clarity and consistency are key. Always have a goal when preparing messages for both internal and external audiences. Define what you are trying to achieve. Plan key messages and action points before creating content to avoid including technical jargon and fluff where it is not needed. If your message requires the use of technical language and/or acronyms, spell it out in clear language for your audience. Avoid colloquialisms. Stick to the point, and be as succinct as possible.

The Lead

Introduction and main point(s)
Who, What, When, Where, Why

The Body

Evidence, background, primary details that support The Lead

The Tail

Least important information; details for those most interested

Brand Tone

Everything we write should be thoughtful, interesting, and human

In order to communicate effectively, you have to know who your audience is and present your message in a way that they understand and respond to. Essentially, each time you communicate with an audience, you need to tailor your message in order to engage them. Your voice is your voice, but you take on different tones depending on who you are speaking to - Elected Official vs Typical Homeowner, Education Partner vs School Children, or describing an event vs giving instructions. You may have to stretch or adapt your tone to fit the audience or platform. The tone that should be used to communicate the brand effectively should always be:

KNOWLEDGEABLE
INFORMATIVE
ENGAGING
PROFESSIONAL
TRUSTWORTHY
FOCUSED
CLEAR
CONSISTENT
APPROACHABLE



PHOTOGRAPHY

BRANDING



PHOTOGRAPHY

When choosing photographs for presentations, outreach, and promotional materials, select simple, clean imagery that aligns with the MWDOC brand. Whenever possible, use professional stock images that are clean and crisp. To assist with this, the MWDOC Public Affairs Department has put together a selection of presentation images that have been saved in the Shared O drive under Presentation Images.

Logo Design

The conceptual background

The original MWDOC logo was adopted in 1971 and since that time, has represented the organization throughout Southern California's water industry. The MWDOC logo became a recognized symbol of water resource planning, advocacy, and reliability for Orange County. When preparing the design for the new logo, it became very clear that the organization's history and reputation needed to be acknowledged by maintaining several key brand elements.

Staying true to the history of the MWDOC brand, colors in the original logo design, orange, green and blue, were maintained.

The water element was reintroduced in the new MWDOC logo design in a revitalized, modern way. The cool, water-blue-colored leaf was placed in the forefront of the design to symbolize water as MWDOC's primary focus.

There are hundreds of water agencies that serve California, and it can be difficult to differentiate which agency serves who. Through the use of color, a subtle statement is made by clearly separating MWD and OC.



Since 1971, the orange has been a primary element of the MWDOC brand, and it made sense to keep it. MWDOC serves and advocates on behalf of 2.3 million Orange County residents.

The font that was selected for the refreshed MWDOC logo is nearly the same weight as the font in the original logo design. However, the new design has cleaner lines with defined space between the letters, which will make it easier to read on embroidered materials.

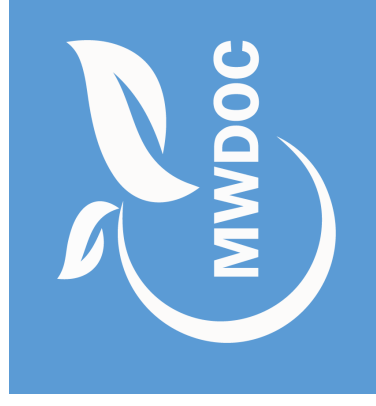


Logo Usage and Guidelines

Always use approved artwork

The MWDOC logo acts as the primary visual component of the MWDOC brand. Therefore, it is critical to maintain the integrity of the logo and to be consistent with its usage. Never recreate, modify, or distort the MWDOC logo in any way, and always ensure you are using the correct logo artwork for the application or occasion. If for some reason another variation is needed outside of the scope defined in this guide, refer to the Public Affairs Department representative listed on page 3.

The distinct use of color helps to define MWDOC's brand identity. The MWDOC logo was developed to be most impactful in a four-color format. Although the four-color version is preferred and should be used whenever possible, black, white, and blue versions are available for secondary use in one-color media.



Logo Variations

Approved designs

The MWDOC logo was created with three approved versions, as shown on the right. These versions allow for flexibility to optimize the logo's visual presence across multiple applications and should not be altered.

The official logo consists of the MWDOC icon and acronym and should be considered the default choice for all applications. The secondary logo consists of the MWDOC icon and the full name "Municipal Water District of Orange County" and should be used in less formal applications or when the organization name is unknown or necessary. The third logo option includes the MWDOC icon and the official MWDOC website url. This option should be used in promotional applications only or in instances where it is critical to direct others to the official MWDOC website. A gradient version for all three logos is available for use only where you have flexibility to be more artistic or expressive.



Official MWDOC logo (Acronym only)



Promotional version referencing the website



Secondary MWDOC logo

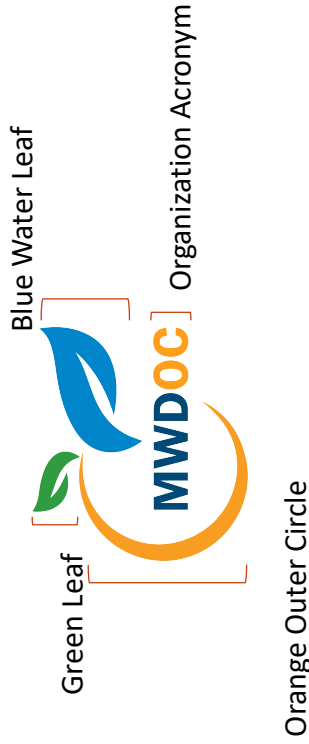


All three approved versions include a gradient option

Logo Configuration

Size relationship among the MWDOC logo elements and clearance area

The illustration below indicates the correct size relationship and configuration among the logo elements. These elements, their relative sizes, and their placement relative to each other must never be altered or modified.



Clearance area is the minimum distance allowed between the logo and any other element (graphic, type, or edge of page). This helps ensure legibility and enhances recognition. The clearance area around all four sides of the MWDOC logo must never be less than the height of the uppercase "M" in the official version of the logo. This is known as the "cap-height."



Minimum Size

Maintain a minimum size for logo recognition

To ensure legibility of all versions of the MWDOC logo, a minimum size must be maintained at all times. All color and gradient variations of the **official logo** must not be displayed in any Microsoft Office program in a size smaller than 0.6 inches in height and 0.65 in width as shown in the example on the right.

All color and gradient variations of the **secondary logo** must not be displayed in any Microsoft Office program in a size smaller than 0.7 inches in height and 1.34 inches in width, as shown in the example on the right.

All color and gradient variations of the **MWDOC .com logo** must not be displayed in any Microsoft Office program in a size smaller than 0.6 inches in height and 0.88 inches in width, as shown in the example on the right.

The objective is to maintain legibility. If you cannot read the text, the logo is too small and needs to be resized.



Official version (Acronym only)

No smaller than 0.6 inches in height and 0.65 inches in width



Secondary logo (full text)

No smaller than 0.7 inches in height and 1.34 inches in width



.com logo

No smaller than 0.6 inches in height and 0.88 inches in width



Reverse Treatment

When to use the black and white MWDOC logo

A reversed (white) version of the MWDOC logo can be reproduced on a black or dark colored background. In one-color applications, sufficient contrast should be maintained by using the reverse logo on tonal values of 40% black or darker and a one-color black version of the logo on tonal values of lighter than 40%. If the MWDOC logo is superimposed upon or reversed out of a photograph, it should always be placed in an area that offers a consistent background and provides sufficient contrast.

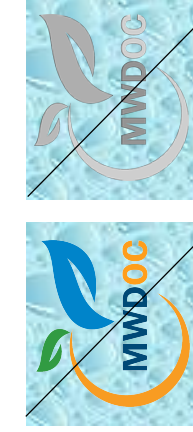
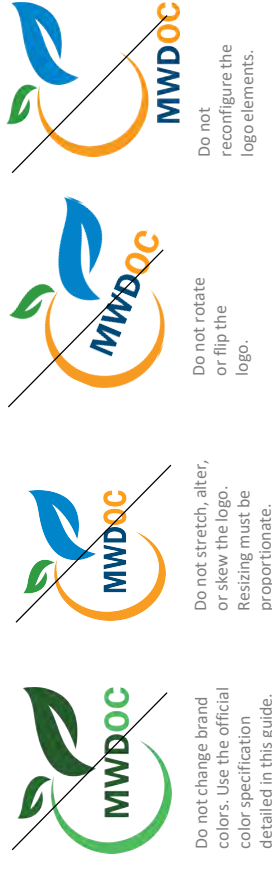
			
Black	MWDOC Dark Blue	MWDOC Light Blue	MWDOC Orange
			
100%	85%	75%	65%
			
50%	40%	30%	20%

Incorrect Usage

Examples of common mistakes

In an attempt to prevent common mistakes when using the MWDOC logo, several examples of incorrect uses are displayed here for reference. These variations are representative, however, and are not all inclusive. Please refer to the overall standards throughout this guide when considering any form of reproduction or application of the MWDOC logo.

Before using any questionable variation of the logo, refer to the Public Affairs Department representative listed on page 3.



THANK YOU



Thank you for supporting this significant milestone for our agency and for helping build the MWDOC brand. If you have any questions, please contact the Public

Affairs representative referenced on page 3 of this guide.



Item No. 3

ACTION ITEM
August 15, 2018

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

FROM: Robert Hunter, General Manager

Staff Contact: Heather Baez

SUBJECT: TRAVEL TO WASHINGTON D.C. TO COVER FEDERAL ADVOCACY ISSUES

STAFF RECOMMENDATION

Staff recommends the Board of Directors review the travel expenses and approve as reported.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

REPORT

DIRECTORS

For the fourth quarter (April-June 2018) of fiscal year 2017-2018, zero trips were taken.

The following is budgeted for fiscal year 2017/2018 for **directors**:

Washington D.C. Legislative Budget Travel - \$10,800, 6 trips

- Total cost for this quarter: \$0
- Year-to-date spent: \$5,120.13

Budgeted (Y/N): Y	Budgeted amount: Directors - \$10,800 Staff - \$10,800	Core X	Choice ____
Action item amount: None	Line item: 11-7155 12-7150		
Fiscal Impact (explain if unbudgeted):			

- Budget remaining: \$5,679.87

Projecting for the first quarter of fiscal year 2018-2019, no trips have yet been scheduled.

STAFF

For the fourth quarter (April-June 2018) of fiscal year 2017-2018, zero trips were taken.

The following is budgeted for fiscal year 2017/2018 for **staff**:

Washington D.C. Legislative Travel - \$10,800, 6 trips

- Total cost for this quarter: \$0
- Year-to-date spent: \$1,723.72
- Budget remaining: \$9,076.28

Projecting for the first quarter of fiscal year 2018-2019, no trips have yet been scheduled.

The focus of the trips this coming fiscal year will be on the importance of the CA WaterFix (federal permits and funding), long term conservation and tax parity water rebate issues (turf removal program, et al.), and visits to representative's offices to update them on issues of importance to MWD OC and its member agencies.



ACTION ITEM
August 15, 2018

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

FROM: Robert Hunter, General Manager

Staff Contact: Heather Baez

SUBJECT: TRAVEL TO SACRAMENTO TO COVER STATE ADVOCACY ISSUES

STAFF RECOMMENDATION

Staff recommends the Board of Directors review the travel expenses and ratify as reported.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

REPORT

DIRECTORS

For the fourth quarter (April-June 2018) of fiscal year 2017-2018, no trips were taken.

The following is budgeted for fiscal year 2017/2018 for **directors**:

Sacramento Legislative Budget Travel - \$4,600, 8 trips

- Total cost for this quarter: \$0
- Year-to-date spent: \$0
- Budget remaining: \$4,600

Budgeted (Y/N): Yes	Budgeted amount: \$4,600 – Directors \$10,500 – Staff	Core X	Choice ____
Action item amount: None	Line item: 11-7155 12-7150		
Fiscal Impact (explain if unbudgeted):			

Projecting for the first quarter of fiscal year 2018-2019, no trips are scheduled.

STAFF

For the fourth quarter (April-June 2018) of fiscal year 2017-2018, four trips were taken.

- April 13 – Heather Baez
- May 4 – Heather Baez
- June 8 – Heather Baez
- June 28/29 – Heather Baez

The following is budgeted for fiscal year 2017/2018 for **staff**:

Sacramento Legislative Travel - \$10,500, 18 trips

- Total cost for this quarter: \$1,981.96
- Year-to-date spent: \$6,030.71
- Budget remaining: \$4,469.29

Projecting out for the first quarter of fiscal year 2018-2019, 3 trips have been taken/scheduled.

- August 6 – Heather Baez
- August 10 – Heather Baez
- October 26 – Heather Baez

The focus of trips is “Making Conservation a California Way of Life” legislation (AB 1668/SB 606) which is now signed into law, proposed water tax (SB 623 and Budget Trailer Bill language), low income rate assistance implementation, water shutoffs (SB 998), and State Water Resources Control Board meetings.



Item No. 5

ACTION ITEM August 15, 2018

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

FROM: Robert Hunter, General Manager

Staff Contact: Heather Baez

SUBJECT: ISDOC CALL FOR NOMINATIONS

STAFF RECOMMENDATION

Staff recommends the Board of Directors discuss and determine if a member of the MWDOC Board would like to be nominated as a candidate for the ISDOC Executive Committee and direct staff as appropriate.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

REPORT

The Independent Special Districts of Orange County (ISDOC) is holding its bi-annual officer elections via mail in September and October 2018. An official Notice of Election & Call for Candidates was recently distributed to all member districts. That notice along with an election timeline is attached for your reference.

Per the ISDOC Bylaws, officials who wish to seek election/appointment as an officer of ISDOC must first secure from their district an official endorsement in the form of a board resolution. In accordance with these Bylaws, the MWDOC Board must endorse a Director's candidacy through Resolution of the Board.

Nominations for the ISDOC Executive Committee close on September 18 and all Board resolutions must be received at that time. Following this deadline, the ISDOC nominating committee will evaluate all candidates and release a recommended slate of candidates. The slate of candidates will be announced and official ballots will be mailed to all ISDOC member districts and the full ballot will be brought forth to the Board at that time.

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



Independent Special Districts of Orange County

Mailing Address

P.O. Box 20895
Fountain Valley, CA 92728

Meeting Location

MWDOC/OCWD
18700 Ward Street
Fountain Valley, CA 92708

(714) 963-3058
(714) 964-5930 fax

www.mwdoc.com/isdoc

Executive Committee

President
Hon. James Fisler
Mesa Water District

1st Vice President
Hon. Sandra Jacobs
Santa Margarita Water District

2nd Vice President
Hon. Mark Monin
El Toro Water District

3rd Vice President
Hon. Mary Aileen Mathews
Irvine Ranch Water District

Secretary
Hon. Doug Davert
East Orange County Water District

Treasurer
Hon. Joan C. Finnegan
Municipal Water District of Orange County

Immediate Past President
Hon. Mike Scheafer
Costa Mesa Sanitary District

Staff Administration

Heather Baez
Municipal Water District of Orange County

Sylvia Prado
East Orange County Water District

2018 Election Timeline

August 7, 2018	Call for nominations sent out for the 2018-2020 Executive Committee officer positions. We are seeking candidates for President-Elect, 1 st Vice President, 2 nd Vice President, 3 rd Vice President, Secretary and Treasurer.
September 18, 2018	The nomination period for Executive Committee officer positions closed. Nominations should include the following: 1. What you are running for; 2. What you will bring to ISDOC and 3. Introductory about yourself.
September 21, 2018	Ballots are sent out – Via US mail and email.
October 23, 2018	Ballots are due – Via US mail or email to Heather Baez P.O. Box 20895 Fountain Valley, CA 92728 or hbaez@mwdoc.com
October 25, 2018	The names of officers elected will be announced at ISDOC quarterly meeting



Mailing Address

P.O. Box 20895
Fountain Valley, CA 92728

Meeting Location

MWDOC/OCWD
18700 Ward Street
Fountain Valley, CA 92708

(714) 963-3058
(714) 964-5930 fax

www.mwdoc.com/isdoc

Executive Committee

President

Hon. James Fisler
Mesa Water District

1st Vice President

Hon. Saundra Jacobs
Santa Margarita Water District

2nd Vice President

Hon. Mark Monin
El Toro Water District

3rd Vice President

Hon. Mary Aileen Mathews
Irvine Ranch Water District

Secretary

Hon. Doug Davert
East Orange County Water District

Treasurer

Hon. Joan C. Finnegan
*Municipal Water District of
Orange County*

Immediate Past President

Hon. Mike Scheafer
Costa Mesa Sanitary District

Staff Administration

Heather Baez

*Municipal Water District of Orange
County*

Sylvia Prado

*East Orange County Water
District*

August 7, 2018

PLEASE DISSEMINATE TO ALL BOARD MEMBERS

This email shall serve as official notice and call for candidates for the positions of President, First Vice President, Second Vice President, Third Vice President, Secretary and Treasurer on the Executive Committee of the Independent Special Districts of Orange County (ISDOC).

Terms of office are for two years, commencing on January 1, 2019.

The election will be by mail ballot and new officers will be announced at the October 25, 2018 Quarterly Meeting. Ballots will be mailed to all regular ISDOC members in good standing on Friday, September 21, 2018 and are due by October 23, 2018.

Nominations will close on Tuesday, September 18, 2018. Any Board Member/Trustee of a regular ISDOC member agency is eligible for nomination to any of the open positions. Individuals who wish to be considered for a position should submit a letter of interest for that position, together with a resolution from their Board authorizing their candidacy.

Responsibilities of the positions are as follows:

PRESIDENT: The President is the chief executive officer of ISDOC. He or she presides at all meetings of the Board of Directors and the Executive Committee, appoints all committees, and represents ISDOC as its official spokesperson.

FIRST VICE PRESIDENT: The First Vice President chairs the Program Committee. Duties include planning the Quarterly Luncheon program, inviting and coordinating with the invited speaker, and in the absence of the President, shall perform all duties of the President.

SECOND VICE PRESIDENT: The Second Vice President chairs the Membership Committee. Duties include maintaining a list of current regular and associate members, follow up with any outstanding membership dues as needed, and in the absence of the President and First Vice President, shall perform all duties of the President.

THIRD VICE PRESIDENT: The Third Vice President chairs the Legislative Committee. Duties include providing a legislative update,

making legislative position recommendations to the Executive Committee, and in the absence of the President, First Vice President, and Second Vice President, shall perform all duties of the President.

SECRETARY: The Secretary is responsible for all correspondence and the dissemination of information to members. Duties include preparing and distributing agendas and minutes for the Executive Committee meeting, and editing and publishing the quarterly newsletter. All official correspondence to the members will be approved in advance by the President or President's designee.

TREASURER: The Treasurer maintains the complete financial records and bank accounts in the name of the Organization, and pays all bills duly approved by the Executive Committee, with a report to be presented to the membership at the Organizations next membership meeting.

Meetings of the Executive Committee typically occur on the first Tuesday of each month at 7:30 a.m. in the offices of the Municipal Water District of Orange County (MWDOC) in Fountain Valley.

If you are seeking nomination to a position on the Executive Committee, please send your letter/email of interest and a copy of your Board's authorizing resolution to Heather Baez at hbaez@mwdoc.com. All nomination requests must be received by **Tuesday, September 18, 2018**.

If you have any questions about the any of the positions or the election process, please contact either Heather Baez at hbaez@mwdoc.com or Christina Hernandez at chernandez@mwdoc.com.



ACTION ITEM
August 15, 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: H.R. 6147 - DEPARTMENT OF INTERIOR APPROPRIATIONS

STAFF RECOMMENDATION

Staff recommends the Board of Directors formulate a policy position and discuss the language in Section 441 of H.R. 6147 (Calvert - CA), the House Appropriations bill for the Department of Interior, and direct staff as to appropriate action.

COMMITTEE RECOMMENDATION

In July, the Committee, by a 2-1 vote, recommended the Board adopt a support position on the language in Section 441 of H.R. 6147 (Calvert – CA), the House Appropriations bill for the Department of Interior, and send a letter to Congressman Valadao expressing MWD OC's position. At the July Board Meeting, the motion failed passage by a vote of 3-2 (a quorum of the full Board (4) is required for passing).

On July 19, the House approved H.R. 6147 by a vote of 217-199. It was approved by the Senate on August 1 by a vote of 92-6, however the Valadao language was not in the Senate version of the bill. The two versions of the bill are expected to be conferenced together with a final version to be considered by both the House and the Senate in

BACKGROUND

At last month's Public Affairs and Legislation Committee, the committee adopted a support position on Section 437 of H.R. 6147 (Calvert – CA) relating to judicial review of the California WaterFix and EcoRestore project. At that time, the committee opted to not take a

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

position on the language in Section 441 related to judicial review of projects within the Calfed Bay-Delta Authorization Act, instead directing staff to return the following month with a report. Specifically, the committee asked that staff include a list of projects within the Calfed Bay-Delta Authorization Act and the status of the projects' Environmental Impact Report (EIR) and/or Environmental Impact Statement (EIS) before taking a formal position.

REPORT

On June 6 the House Appropriations Committee met and approved the fiscal year 2019 Interior and Environment Appropriations bill on a vote of 25-20. The legislation includes funding for the Department of the Interior, the Environmental Protection Agency (EPA), the Forest Service, the Indian Health Service, and various independent and related agencies.

In total, the bill provides \$35.25 billion, equal to the fiscal year 2018 enacted level. These funds are targeted to programs that support and protect the nation's natural resources, including \$3.9 billion for the Department of the Interior and U.S. Forest Service to prevent and combat wildfires. The legislation also contains several policy provisions addressing current regulations at the EPA and other agencies.

A number of amendments were adopted on a voice vote during the June 6 committee meeting, including one from Congressman David Valadao (R-CA), which is now Section 441 of the bill, adding language that states, *"Notwithstanding any other provision of law, the Calfed Bay-Delta Authorization Act (title I of Public Law 108–361; 118 Stat. 1681), the water project described in chapter 5 of part 3 of division 6 of the California Water Code (sections 11550 et seq.) as in effect on the date of enactment of this Act and operated by the California Department of Water Resources, and all projects authorized by section 2 of the Act of August 26, 1937 (chapter 832; 50 Stat. 850) and all Acts amendatory or supplemental thereto, shall hereafter not be subject to judicial review."*

Projects authorized by section 2 of the Act include:

- Shasta Dam Enlargement
- North of Delta Off-stream Storage Investigation (Sites Reservoir)
- Upper San Joaquin River Basin Storage (Temperance Flat)
- San Luis Reservoir Low Point Improvement Project (or San Luis Reservoir Expansion, or Sisk Dam raise)

Shasta Dam final feasibility report and EIS was transmitted to Congress in 2015. In March 2018, Congress appropriated \$20 million for design and pre-construction costs which is expected to take until 2020 to complete.

Sites Reservoir closed its comment period on the draft EIR/EIS in January 2018. The final EIR/EIS is anticipated in late 2019.

The Temperance Flat final EIR is expected in Fall 2018 and the final EIS is expected in 2021.

The San Luis Reservoir Low Point Improvement Project EIR/EIS was completed in 2015. The Sisk Dam raise at San Luis Reservoir EIR/EIS is expected in 2019.

The Senate also has an Interior Appropriations Bill, S.3073 (Murkowski – AK), which was approved by the Senate Committee on Appropriations on June 14. The Senate’s version does not contain the amendment from Congressman Valadao relating to projects within Calfed Bay-Delta Authorization Act.

H.R. 6147 (Calvert – CA) will next be considered on the House Floor and will be subsequently conferenced with the Senate’s FY2019 Interior/EPA Appropriations Bill, S.3073 (Murkowski – AK), however a hearing date has not yet been set.

MWDOC LEGISLATIVE POLICY PRINCIPLES

MWDOC’s adopted policy principles do not address or cover this specific area/subject matter. While the language in Section 441 of H.R. 6147 does not have a direct impact to Orange County or Southern California’s imported water supply, it may have an indirect impact.

DETAILED REPORT

The full text of H.R. 6147 can be found at <https://www.congress.gov/115/bills/hr6147/BILLS-115hr6147eas.pdf>. The specific language the Board is being asked to discuss, Section 441, is on page 145 of 148 of the bill.



INFORMATION ITEM
August 13, 2018

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

FROM: **Robert Hunter, General Manager**

Staff Contact: Sarah Wilson

SUBJECT: **Education and Scout Programs 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

Education Programs

Staff has met with the MWDOC Water Education School Program contractors to review program objectives, curriculum, and resources in order to set measureable goals for the upcoming 2018-19 school year that align with MWDOC's mission.

The primary goal for both the Elementary and High School programs is to provide comprehensive instruction on the science, geography, economics, and history of Orange County water.

The following goals were identified per program and can be measured through pre- and post- test metrics:

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

Elementary School Program:

- **Goal 1:** Students will understand the importance of water as it relates to the local climate and ecosystem.
- **Goal 2:** Students will be able to identify California water sources and understand the challenges in delivering a reliable source of drinking water to Orange County.
- **Goal 3:** Students will recognize and have the necessary resources to apply water efficient practices at home and in the community.

High School Program:

- **Goal 1:** Students will be able to identify California water sources and understand the challenges in delivering a reliable source of drinking water to Orange County.
- **Goal 2:** Students will understand local water policy and reliability issues and be able to debate the merits of a current or proposed policy or project.
- **Goal 3:** Students will recognize and have the necessary resources to apply water efficient practices at home and in the community.

Scouts Programs

This past month, MWDOC partnered with the Santa Margarita Water District (SMWD) and the Bolsa Chica Conservancy (the Conservancy) to host three Soil and Water Conservation Merit Badge Clinics. To earn a Soil and Water Conservation Merit Badge, Boy Scouts must participate in a four-hour clinic which includes a guided tour of an Orange County water treatment facility or ecological reserve, and complete a corresponding STEM-based lesson/activity determined by MWDOC and the Orange County Boy Scouts of America. Boy Scouts must also complete a 500-word essay summarizing what they learned at the clinic.

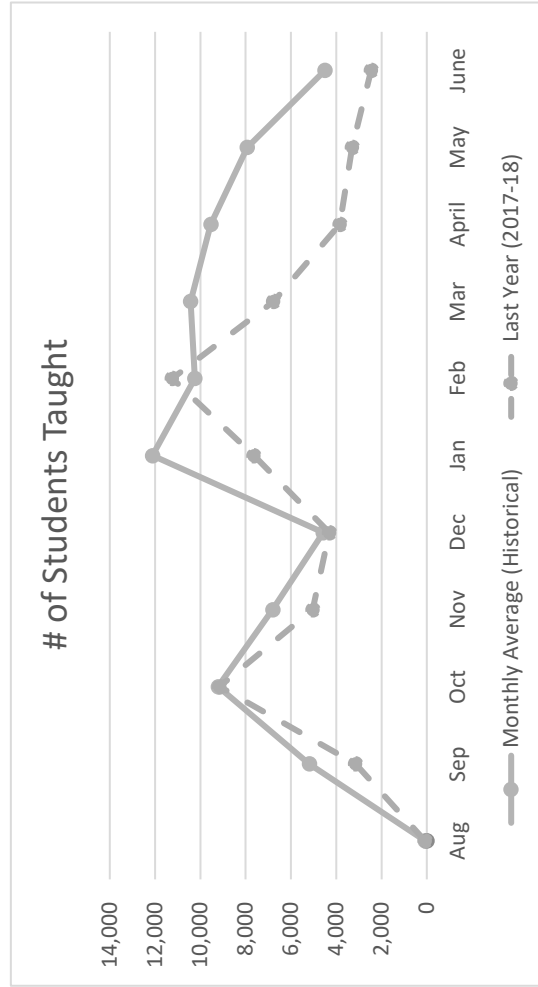
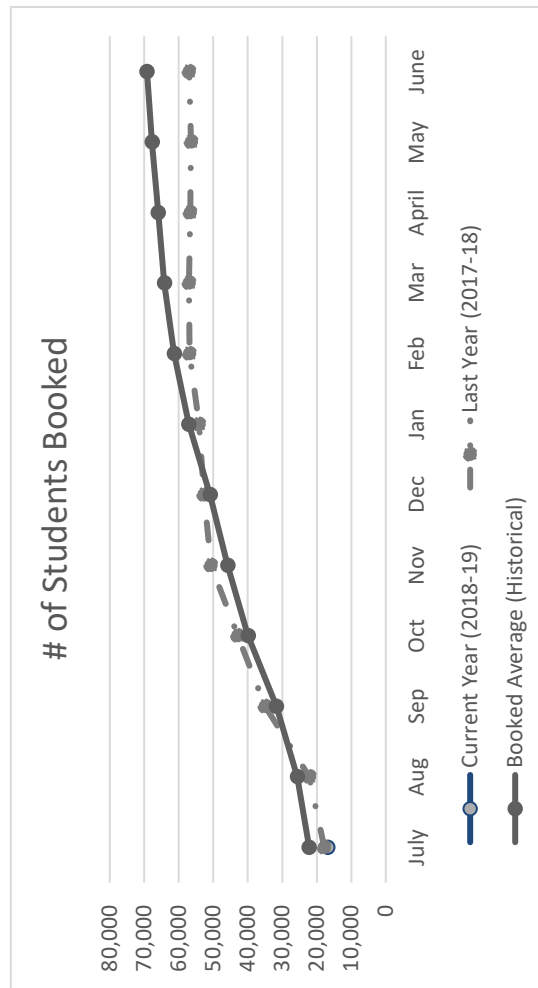
On July 21, SMWD hosted 91 Boy Scouts at their headquarters in Rancho Santa Margarita, and provided a tour of the Chiquita Wastewater Treatment Plant. 89 Merit Badges were awarded to Boy Scouts who attended. Two additional badges may be awarded once staff receives, reviews, and approves the essay **requirement** from the two Boy Scouts who did not complete this assignment at the clinic.

On July 14 and 20, the Conservancy provided guided tours of the ecological reserve and conducted hands-on water quality labs for 83 total Boy Scouts in attendance. 80 Soil and Water Conservation Merit Badges were awarded to Boy Scouts who participated in these two clinics. Three additional badges may be awarded once staff receives, reviews, and approves the essay **requirement** from the three Boy Scouts who did not complete this assignment at the clinic.

Additionally, the Girl Scouts of Orange County (GSOC) have approved the Water Resources and Conservation Patch Program and patch design developed by MWDOC Public Affairs Staff. Staff has received an overwhelming response from MWDOC Member Agencies offering to host upcoming clinics, and has already booked five clinics for the 18-19 fiscal year. To earn a Water Resources and Conservation Patch, Girl Scouts must participate in a two-hour clinic which includes a guided tour of an Orange County water source, water treatment facility, or ecological reserve, and complete a corresponding STEM-based lesson/activity determined by MWDOC and GSOC. GSOC will promote the new program at their Volunteer Conference – GSOC’s largest conference of the year – on August 11th.

2018-19 Water Education School Program

# of Students Booked		July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Target
Booked Average (Historical)		22,206	25,634	31,729	39,925	45,814	50,938	57,082	61,319	64,177	66,001	67,758	69,213	71,394
Last Year (2017-18)		17,823	22,162	34,981	42,926	50,696	52,682	54,111	56,887	57,056	56,720	56,445	56,994	62,035
Current Year (2018-19)		16,801												63,084
# of Students Taught		July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total
Monthly Average (Historical)		-	71	5,190	9,216	6,805	4,576	12,117	10,250	10,435	9,542	7,935	4,502	80,639
Last Year (2017-18)		0	77	3,144	9,149	5,033	4,305	7,634	11,242	6,771	3,840	3,296	2,453	56,944



INSPECTION TRIP SCHEDULE 2018 - 2019

PROJECT/EVENT	TOUR DATES FOR 2018-19 SEASON
CONFIRMATION RECEIVED	MAY 25, 2018 (REV. 6/18)

METROPOLITAN DIRECTOR

DIRECTOR LINDA ACKERMAN	STARTING	ENDING	NOTES	TOUR GUIDE	MWDOC STAFF
COLORADO RIVER AQUEDUCT	1.11.2019	1.12.2019		AL MENDEZ	HEATHER

DIRECTOR BRETT BARBRE	STARTING	ENDING	NOTES	TOUR GUIDE	MWDOC STAFF
STATE WATER PROJECT/AGRICULTURE	9.14.2018	9.16.2018	STATE WATER PROJECT/AGRICULTURE	AL MENDEZ	DAMON
COLORADO RIVER/HOOVER	9.28.2018	9.30.2018		AL MENDEZ	TIFFANY
INFRASTRUCTURE	10.12.2018	10.12.2018	WEYMOUTH/LAB/SHOP	AL MENDEZ	BRYCE/TRACI

DIRECTOR LARRY DICK	STARTING	ENDING	NOTES	TOUR GUIDE	MWDOC STAFF
STATE WATER PROJECT/AGRICULTURE	2.22.2019	2.23.2019	W/DIR. GALLEANO	JASON ROLLO	TIFFANY
COLORADO RIVER AQUEDUCT	4.26.2019	4.27.2019	W/CHAIRMAN RECORD	AL MENDEZ	SARAH

DIRECTOR LARRY MCKENNEY	STARTING	ENDING	NOTES	TOUR GUIDE	MWDOC STAFF
STATE WATER PROJECT/AGRICULTURE	9.7.2018	9.9.2018	W/DIR. FAESSEL	AL MENDEZ	SARAH
STATE WATER PROJECT/AGRICULTURE	11.9.2018	11.11.2018	W/DIR. BLOIS	AL MENDEZ	BRYCE
COLORADO RIVER AQUEDUCT	10.19.2018	10.20.2018		JASON ROLLO	BRYCE
DIAMOND VALLEY LAKE	2.8.2019	2.8.2019		AL MENDEZ	BRYCE/TRACI

JULY							AUGUST							SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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8	9	10	11	12	13	14	5	6	7	8	9	10	11	2	3	4	5	6	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8		
15	16	17	18	19	20	21	12	13	14	15	16	17	18	9	10	11	12	13	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15		
22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22		
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JANUARY							FEBRUARY							MARCH							APRIL							MAY							JUNE						
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13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15
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27	28	29	30	31			24	25	26	27	28			24	25	26	27	28	29	30	28	29	30				26	27	28	29	30	31		23	24	25	26	27	28	29	
														31																			30								
Holidays 2018:							Holidays 2019:							Conference Dates:																											
July 4 Independence Day	September 18-19 Yom Kippur	December 2-10 Hanukkah	January 1 New Year's Day	March 31 Cesar Chavez Day	May 12 Mothers' Day	October 22-25 CANV-AWWA Fall Conf.	May 7-10 ACWA Spring Conf.	September 3 Labor Day	November 12 Veterans Day	December 24-25 Christmas	January 21 MLK Jr. Day	April 19-21 Easter Weekend	May 27 Memorial Day	November 7-9 NWRA Annual Conf.	June 9-12 ACE19-AWWA Conf.	September 9-11 Rosh Hashanah	November 22-23 Thanksgiving	April 19-27 Passover	June 16 Fathers' Day	November 27-30 CO H2O Water Users Conf	January 2019 MWD Educators Trip																				

**Public Affairs Activities Report
July 11, 2018 – August 7, 2018**

<p>Member Agency Relations</p>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> • Helped staff from SCWD judge a PSA contest through 3CMA • Provided Mesa Water with information on MET 365 campaign and write-up regarding SB 606/AB 1668 • Supplied SMWD with contact information for OCSD regarding facility tour waivers • Provided PA update at monthly OCWUE workgroup meeting • Prepared speaking points in memoriam of OCWD Director Philip Anthony for President Barbre
<p>Community Relations</p>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> • Provided information on Inspection Trip interest to San Juan Capistrano Rotary Club • Attended Westminster Safety Day to share information on programs and water saving tips for the summer • Coordinated dates for speaking opportunity at San Juan Capistrano Rotary Club for Director Schneider <p>Heather and Melissa attended the ACC-OC Water Committee meeting.</p> <p>Heather and Melissa attended the Southern California Water Coalition (SCWC) Quarterly Luncheon featuring a panel discussing the Salton Sea and Colorado River.</p>

Education	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> • Met with Girl Scouts of Orange County to review Water Resources and Conservation Patch requirements and next steps • Provided Member Agencies the opportunity to customize a slide for inclusion in 18/19 school program presentations • Coordinated dates and locations with Member Agencies to host future Girl Scouts clinics • Provided Member Agencies with OC Water Supply Sources usage data • Drafted Memorandum of Understanding for Water Resources and Conservation Patch Program • Assisted Mesa Water with photo placement on education program slide • Provided ETWD with additional information on OC Water Supply Sources usage data for education program slide • Met with Discovery Science Center to review 18/19 program goals, objectives, and improvements • Met with Inside the Outdoors to review 18/19 program goals, objectives, and improvements • Provided SMWD with a write-up covering the 17/18 program overview and 18/19 program objectives • Partnered with Santa Margarita Water District to host 91 Boy Scouts at a Soil and Water Conservation Merit Badge Clinic • Partnered with Bolsa Chica Conservancy to host 83 Boy Scouts at two Soil and Water Conservation Merit Badge Clinics
Media Relations	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> • Met with a member of the Board of Directors of the Radio and Television News Association.
Special Projects	<p>Public Affairs Staff</p> <ul style="list-style-type: none"> • Applied for PRSA PROTOS Website Redevelopment Award • Participated in CAPIO Branding Initiatives webinar • Participated in CAPIO AP Style Writing webinar • Met with ACCOC to discuss materials for upcoming cycle • Are currently working on itineraries, trip logistics, guest and Director requirements for the following inspection trips: <ul style="list-style-type: none"> ○ September 7-9, 2018 Director McKenney, SWP/Ag ○ September 14-16, 2018 Director Barbre, SWP/Ag ○ September 28-30, 2018 Director Barbre, Hoover/CRA ○ October 12, 2018 Director Barbre, Infrastructure ○ October 19-20, 2018 Director McKenney, CRA

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	<p>Heather attended the OC LAFCO meeting and public draft review of the focused Municipal Service Review of the City of San Juan Capistrano's water and wastewater utility systems.</p> <p>Heather prepared the ISDOC "Call for Nominations" memo for the upcoming 2019/2020 ISDOC Executive Board election.</p> <p>Heather staffed the WACO Planning Dinner with speaker guest speaker Paul Parreira.</p> <p>Heather staffed the August WACO meeting featuring Paul Parreira from RPAC Almonds, who provided a farmer's perspective on water issues.</p>
Legislative Affairs	<p>Heather met with Peter DeMarco, Director of Legislative Affairs for the County of Orange.</p> <p>Heather and Melissa participated in the Metropolitan Legislative Coordinators calls.</p> <p>Heather participated in the SCWC Legislative Task Force conference call.</p> <p>Heather participated in ACWA's AB 401 Implementation Working Group in Sacramento.</p>
Water Summit	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> Participated in an After Action discussion of the 2018 Water Summit with Director Thomas and Director Schneider