

MEETING OF THE  
BOARD OF DIRECTORS OF THE  
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY  
Jointly with the  
**PUBLIC AFFAIRS AND LEGISLATION COMMITTEE**  
January 20, 2020, 8:30 a.m.  
Conference Room 101

**Committee:**

Director Yoo Schneider, Chair  
Director Barbre  
Director McVicker

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

Ex Officio Member: Director Tamaribuchi

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

**PUBLIC PARTICIPATION**

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

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

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

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

**DISCUSSION ITEMS**

1. LEGISLATIVE ACTIVITIES
  - a. Federal Legislative Report (Barker)
  - b. State Legislative Report (BBK)
  - c. County Legislative Report (Lewis)
  - d. Legal and Regulatory Report (Ackerman)
  - e. MWDOC Legislative Matrix
2. SOUTHERN CALIFORNIA WATER ISSUES CONGRESSIONAL DELEGATION BRIEFING LUNCHEON (DC)
3. 2019 SOCIAL MEDIA AUDIT

**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.)

4. FEBRUARY 12, 2020 WATER POLICY FORUM & DINNER
5. 2020 OC WATER SUMMIT
6. EDUCATION PROGRAMS UPDATE
7. PUBLIC AND GOVERNMENT AFFAIRS ACTIVITIES REPORT

**OTHER ITEMS**

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

**ADJOURNMENT**

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

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

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James C. Barker  
 Ryan Leavitt

*Municipal Water District of Orange County, California  
 Washington Update  
 January 14, 2020*

***Congress Passed a Massive Year-end Spending Bill with \$8.3 Million for  
 Doheny Desal Grant; and the House Passed a Messaging PFAS Bill***

**The Energy & Water Appropriations Bill:**

Just before adjourning for the holiday break, Congress passed, and the President signed into a law, a massive \$1.4 trillion-dollar spending bill. Funding for the Bureau of Reclamation and the Army Corp of Engineers saw a modest increase in the final Energy & Water Appropriations Bill (see chart below). MWDOC and the South Coast Water District slated a major victory with our hard-fought language for the \$8.3 million Doheny Beach Desal Grant remaining in the final appropriations bill signed into law.

<b>Program (billions of dollars)</b>	<b>FY19 Levels</b>	<b>President's FY20 Budget</b>	<b>FY20 House Mark</b>	<b>FY20 Senate Mark</b>	<b>Final FY20 Bill</b>
<b>Energy &amp; Water Appropriations Bill</b>	\$44.64	\$38.059	\$46.4	\$48.866	\$48.3
<b>Bureau of Reclamation</b>	\$1.565	\$1.120	\$1.65	\$1.75	\$1.68
<b>Army Corps of Engineers</b>	\$6.998	\$4.964	\$7.36	\$7.75	\$7.65

**Interior and Environment Appropriations Bill:**

<b>Program</b>	<b>FY19 Levels</b>	<b>President's FY20 Budget</b>	<b>FY20 House Mark</b>	<b>FY20 Senate Mark</b>	<b>Final FY20 Bill</b>
<b>Interior Appropriations</b>	\$35.55 billion	\$30.04 billion	\$37.28 billion	\$35.8 billion	\$35.9 billion
<b>Clean/Drinking Water State Revolving Funds</b>	\$2.76 billion	\$1.98 billion	\$3.11 billion	\$2.76 billion	\$2.77 billion
<b>WIFIA</b>	\$68 million	\$25 million	\$50 million	\$73 million	\$55 million

In the final Interior and Environment Appropriations Bill, funding for the Clean Water and the Drinking Water State Revolving Funds were kept at essentially at FY19 levels; however, funding for the WIFIA program was cut by 13 million. Initially, the President had requested a \$43 million dollar cut to WIFIA and the House passed an \$18 million dollar cut to the program. The Senate passed an \$5 million increase to WIFIA in their bill, but the compromise between the White House and both chambers was to cut WIFIA by the \$13 million reflected in the chart above.

**PFAS:****Year-end Efforts failed to Add PFAS to NDAA and Appropriations Bills**

Since our last report, Congress passed and the President signed into law both the National Defense Authorization Act (NDAA) and the Appropriations Bills for FY20. Efforts were made to attach provisions to both of these legislative vehicles related to PFAS removal. Most concerning was language written by Representative Debbie Dingell to require the EPA to designate all categories of PFAS as hazardous substances under the Superfund law, the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA), within a year. It also added PFAS to the toxic pollutants list under the Clean Water Act. These designations would have subjected water systems to the liability for the cleanup of PFAS in their systems. Fortunately, both efforts were unsuccessful.

**House Passed the PFAS Action Plan of 2019 (H.R. 535)**

In response, in late December, House Majority Leader Steny Hoyer promised to bring a package of 12 PFAS bills that been approved by the House Energy & Commerce Committee to the floor for a vote in January. As promised, on January 10, 2020, the House passed a comprehensive PFAS bill (H.R. 535, the *PFAS Action Plan of 2019*) today on a vote of 247-156. Nearly two dozen Republicans joined the Majority party in passing this package. The legislation included Rep. Debbie Dingell's legislation to designate PFAS a hazardous substance under CERCLA.

Leading up to the House vote, we contacted with all of the Orange County Members of Congress' offices regarding these issues and also shared with them a letter of opposition to H.R. 535 that was signed by the major water industry trade associations: American Water Works Association, Association of Metropolitan Water Agencies, National Association of Clean Water Agencies, National Association of Water Companies, National Water Resources Association, National Rural Water Association, and the Water Environment Federation. This letter is attached to this report. Their letter shares our concern about public water systems being held liable for PFAS cleanup under CERCLA in H.R. 535.

In the end, this vote became a partisan vote and all of Orange County's House Delegation voted in support of H.R. 535. The passage of H.R. 535 in the House is viewed as "purely messaging," because most believe there is very little chance the Senate will pass it. Senate Republican leaders, including Senate Environment and Public Works (EPW) Committee Chairman John Barrasso said that they have no intention of bringing it up for a vote and the White House also threatened a veto.

Although it appears it will be difficult to move a comprehensive CERCLA PFAS bill this legislative year, we fully anticipate that the bill's sponsors will be looking for other vehicles to attach PFAS provisions this Congress. We will be monitoring this and continue to keep you up to date on movements related to PFAS.

### ***The Trump Administration's National Environmental Policy Act (NEPA) Reform:***

On January 9, 2020, the White House Council on Environmental Quality (CEQ) announced a notice of rulemaking "to modernize and clarify regulations to facilitate a more efficient, effective, and timely NEPA review process." The goal of the rulemaking is to establish presumptive time limits of two years for completion of environmental impact statements (EISs) and one year for completion of environmental assessments (EAs). Additionally, among other things, the rulemaking aims to require joint schedules, a single EIS, and a single record of decision (ROD), where appropriate, for EISs involving multiple agencies.

CEQ is accepting public comments on this proposal through March 10, 2020.

### **Rep. Huffman Championing Bill to Increase funding for Water Storage and Recycling:**

As the Chairman of the House Natural Resources Subcommittee on Water, Oceans, and Wildlife, Rep. Jared Huffman is preparing to introduce legislation to increase funding for ground and surface water storage, while investing in innovative technologies such as desalination and recycling. The title of his draft bill is the "FUTURE Drought Resiliency Act." Rep. Huffman is welcoming public input on the proposal. We will be monitoring this legislation closely.

*JCB/RWL 1/14/20*



January 8, 2020

RE: Opposition to H.R. 535, the PFAS Action Act

Dear Representative:

The undersigned organizations representing the nation's drinking water and wastewater utilities are writing to express our opposition to H.R. 535, the PFAS Action Act of 2019. Unfortunately, the legislation fails to protect water system customers from liability for PFAS cleanup costs.

We believe that per- and polyfluoroalkyl substances (PFAS) should be kept out of our nation's water supplies, and that PFAS polluters should be held responsible. The fundamental mission of water and wastewater utilities is to protect public health and the environment, and in doing so they must also be mindful of affordability and the financial burden borne by their customers and the communities they serve. Utilities are tremendously concerned about what PFAS is doing in their communities and, as they have done with all previous public health and environmental challenges, are committed partners in finding a solution to this problem.

However, Congress must make a distinction between entities that introduced PFAS into the environment, and water and wastewater systems that are on the front lines of cleaning up the contamination. Utilities are not the *producers* of PFAS, but the *receivers* of PFAS. A water system that follows all applicable laws in its management of water treatment byproducts containing PFAS should not be held liable under the Comprehensive Environmental Response, Compensation, and Liability Act (CERCLA) for any *further* environmental cleanup costs related to these chemicals. Doing so would penalize customers twice: once when they make investments to remove PFAS from their waters, and again when they are forced to pay to cleanup PFAS contamination elsewhere.

Unfortunately, H.R. 535 would leave municipal water and wastewater systems customers subject to financial liability for PFAS cleanup under CERCLA – even in cases where the system followed all applicable laws and regulations related to PFAS disposal. This is in direct contrast to the objective of holding polluters responsible.

It is particularly disappointing that the manager's amendment proposed for H.R. 535 would offer a CERCLA liability shield to airports that are required to use firefighting foam containing PFAS, but fails to extend that same protection to water and wastewater systems who may be required to remove and dispose of PFAS. As receivers of PFAS, water utilities should be afforded the same liability protections that airports are being awarded in the legislation.

Again, we share the goal of keeping the nation's waters free of PFAS and holding accountable those entities that are responsible for environmental contamination. But because H.R. 535 would leave water system customers unprotected against liability for environmental cleanup of PFAS, we have no choice but to oppose the legislation in its current form.

Sincerely,

American Water Works Association  
Association of Metropolitan Water Agencies  
National Association of Clean Water Agencies  
National Association of Water Companies  
National Water Resources Association  
National Rural Water Association  
Water Environment Federation



## **Memorandum**

To: Municipal Water District of Orange County  
From: Syrus Devers, Best Best & Krieger  
Date: January 20, 2020  
Re: Monthly State Political Report

### **Legislative Report**

Welcome to 2020! The year is off to a slow start in the water policy arena, but legislators have until February 21st to introduce new bills. Perhaps the most significant legislation to discuss so far is SB 45 (Allen), the (take a deep breath) Wildfire Prevention, Safe Drinking Water, Drought Preparation, and Flood Protection Bond Act of 2020. The bill has not been heard in committee since last April, and has not been amended since the end of the last session, but there is a lot of talk in the halls about it now. The author has circulated a set of amendments that add almost \$200 million to sections dealing with the effects of climate change, including \$120 million to fisheries and wetlands protection that could have indirect positive impacts on water supply. The current version of the bill allocates \$500 million specifically for water recycling and \$190 million for safe drinking water and recycling, so it is already a good bill for water interests.

Besides SB 45 there appears to be little if any action on the remaining two-year bills. All but a few will likely drop off the Bill Matrix by the February PAL Committee meeting.

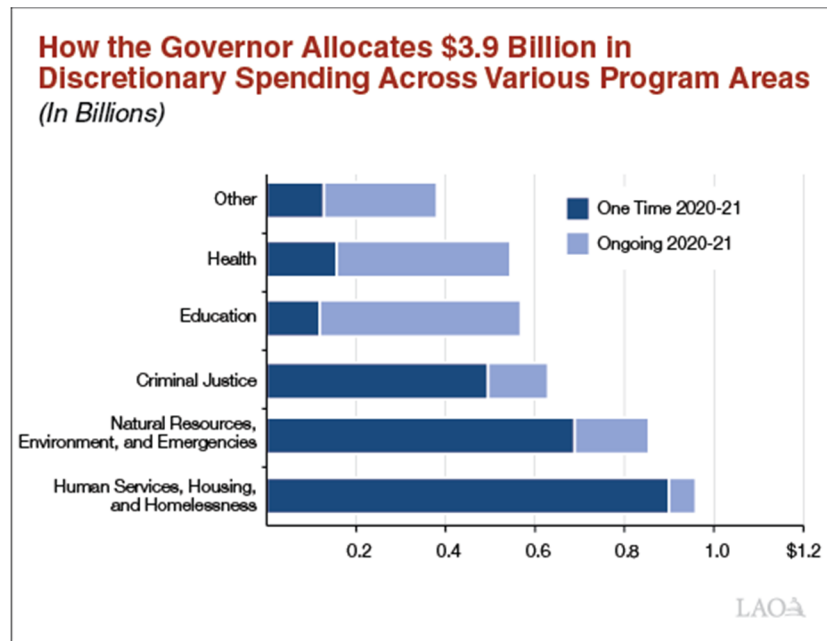
### **Administrative Report**

The big news of the week is the release of the Governor's Budget and there is a lot for water interests to consider. After some high-level general points are several specific provisions related to water. Keep in mind that assigning a dollar amount to an item is not always useful or informative. A budget item can cover a range of programs and budget control language, which is implemented through a Budget Trailer Bill, is needed to understand where the money is going. Other items, like the Safe and Affordable Drinking Water Fund (SB 200), are specific but guidelines are under development. Bottom line, the Budget is useful for seeing where the Governor's priorities are but remember it's just the first step of a long process.

To begin with, the proposed budget would spend \$153 billion from the General Fund as compared to \$148 billion from the budget signed in June of 2019. The budget receives generally passing remarks from the Legislative Analyst's Office (LAO) with the caution that the economic expansion is "mature" and the budget may not provide sufficient operating reserves if growth begins to slow. The Governor spreads the increase in spending primarily across reserves and one-time expenditures as in past budgets, but health and education are slated for significant program growth. The



following graph from the LAO shows the ratios of one time spending compared to programmatic growth across the broad budget categories.



Turning to water-related items, Newsom put a significant amount of new resources toward the Safe and Affordable Drinking Water Program (SB 200), including 48 new positions at the State Water Resources Control Board. Total new proposed new positions at the SWRCB went up by almost 290. (Note that total spending went down due to allocation of bond funds for the Safe and Affordable Drinking Water Fund.)

Much of the proposed spending falls under the new section for Climate Resiliency. As widely reported in the press, the Governor is proposing a \$4.75 billion bond for the November ballot with the following details<sup>1</sup>:

- \$1 billion for regional and inter-regional resilience
- \$360 million for safe drinking water
- \$140 million for enhanced stream flows and fish passage
- \$395 million for sustainable groundwater management

Also worth noting are: \$103 million one-time funding to support the draft Water Resilience Portfolio and an additional \$35 million to Department of Fish and Wildlife to align the Portfolio to its activities; \$66 million one-time spending for urban flood and fish, wildfire and habitat

<sup>1</sup> Thanks to MWD for summarizing this information.



protection; and, \$257 million in Proposition 68 to support strategic natural resources programs. The Budget noted that a single-tunnel conveyance project is undergoing environmental review, but provided no new significant details.

# The County of Orange Report

January 14, 2020  
by Lewis Consulting Group



• HAPPY NEW YEAR •

WISHES



ORANGE COUNTY

**LAFCO Update**

EST. 1963

## **LAFCO Re-elects Key Officers**

At the January 8, 2020 meeting of LAFCO, with a bare quorum in attendance, LAFCO members re-elected Cheryl Brothers and Doug Davert to serve as Chair and Vice Chair respectively. The sparsely attended meeting needed the attendance of two alternates to provide a quorum, but after the re-election motion was made by Commissioner Derek McGregor, the vote was unanimous.

Also at the meeting, the timetable for filling three LAFCO seats this year was released. The term of office for City Commissioners Allan Bernstein and alternate Wendy Buchman expires this year. Those positions will be decided by a vote of Orange County's 34 Mayors. Also, Special District Commissioner Jim Fisler, who was recently elected to fill out the remainder of an unexpired term will stand re-election for a term decided by Orange County's Special Districts.

<i>Appointment Process Schedule for OC LAFCO Regular Special District Seat Expiring June 30, 2020</i>	
DATE	EVENT
March 23, 2020	OC LAFCO Executive Officer emails notification letters with nomination forms and Declaration of Qualification to Vote to independent special district presiding officers and special district general managers.
April 24, 2020 (3 PM)	Deadline for submitting nominations and Declaration of Qualification to Vote for the Regular Special District member is due to OC LAFCO by 3:00p.m.*
May 4, 2020	Ballot is emailed to all special district presiding officers/designees.
June 8, 2020 (3 PM)	Ballot is due to OC LAFCO by 3:00 p.m.
June 15, 2020	OC LAFCO staff (or designee) tabulates ballots and announces results.
July 8, 2020	Oath of office administered (Commission Hearing).
<i>* Pursuant to Government Code Section 56332(c)(1), if only one candidate is nominated for a vacant seat, that candidate shall be deemed selected with no further proceedings.</i>	

The Commission also received their Mid-Year Work Plan update. Under the category of Applications, the report highlighted the completion of three applications so far. . .

- ◆ *17<sup>th</sup> Street - Tustin island Reorganization to the City of Santa Ana*
- ◆ *Cielo Vista Development Annexation to the City of Yorba Linda*
- ◆ *Irvine Ranch Water District/Orange County Sanitation District Annexation*

Also there are five pending applications

- ◆ *Costa Mesa Sanitary District/Newport Beach Annexation*
- ◆ *Laguna Woods/Laguna Hills Reorganization*
- ◆ *Orange County Sanitation District Annexation (Anaheim)*
- ◆ *Orange County Sanitation District Annexation (Yorba Linda)*
- ◆ *Sphere of Influence Update/Annexation of City of San Juan Capistrano and Wastewater utilities to Santa margarita Water District*

Also, the commission received an update on its 4<sup>th</sup> cycle of Sphere of Influence and Municipal Service reviews. The update highlights Development of a MSR Dashboard, enhancements to the Shared Services Web Program and the Preparation of five regional MSR's. Twenty-five Orange County Agencies have already responded to a survey and staff has begun review which should culminate in early summer of this year.

Regarding the unincorporated area plan, there are 26 unincorporated Orange County islands. The three that are currently being studied for annexation include 494 acres in southwest Anaheim, 39 acres in the Andora/Fairhope Island in Buena Park and 1,484 acres in the Bolsa Chica area under Huntington Beach's sphere of influence. In addition, the commission is continuing to proactively work with South Orange County communities to help determine future governance. These communities include:

<i>Table 2: South Orange County Unincorporated Communities</i>		
COMMUNITY	ACREAGE/POPULATION	CITY SPHERE
Coto de Caza	4,928 acres	Rancho Santa Margarita
	11,888 residents	
Ladera Ranch	2,368 acres	None
	22,980 residents	
Las Flores	1,280 acres	Rancho Santa Margarita
	5,971 residents	
Stonecliffe	64 acres	Rancho Santa Margarita
	515 residents	
Wagonwheel	219 acres	Rancho Santa Margarita
	2,463 residents	
Rancho Mission Viejo	23,000 acres (total)	None
	6,000 acres (to be developed)	
	38,000 residents (projected)	

Near the end of the meeting, Commissioner Davert urged a more watchful eye towards the legislative agenda of CAL-LAFCO, given their propensity to be less supportive of local control than Orange County values.

The December 2019 meeting for LAFCO was cancelled and an announcement was made that the February 2020 meeting will be skipped as well.



**- NOT JUST FOR BASKETBALL**

## **The California Primary and March 3<sup>rd</sup> Super Tuesday**

On March 3<sup>rd</sup>, California will be among those living in 14 states trekking to the polls to cast their ballots. Although a number of Orange County Legislative and Congressional contests will be narrowed down to the two top finishers. The Democrat Presidential Primary and election of the 3<sup>rd</sup> District Supervisor will be of particular interest.

### **The Tale of the Tape**

California Voter Registration as of October 1, 2019

Democrat	44%
Independent	27%
Republican	24%
Minor parties	5%

### **Orange County Voter Registration**

Total Voters	1,617,000
Democrat	565,000
Republican	548,000
Independent	424,000
Minor parties	80,000

In Orange County's 3<sup>rd</sup> Supervisor District, incumbent Don Wagner will try to hold off challenger Ashleigh Aitken. Although the Board is "non-partisan", both political parties will go all-out as a test whether or not democrats can make further inroads in our formerly deep red county. The 3<sup>rd</sup> District contest only has two candidates, so this election, unlike others, will be settled March 3<sup>rd</sup>.

The Democrat nominating process continues to become ever more muddled as no clear front runner has emerged. As we write this, it is entirely possible that three different Presidential candidates could win the early contests in Iowa, New Hampshire and South Carolina. This nightmare scenario for democrats coupled with future delegate allocations could lead to the first "brokered" political convention since 1952.

No state will send more delegates to the Democrat Convention than California's impressive 495 delegation. Of the 495, 272 are awarded election night by Congressional districts. Only candidates who achieve 15% of the vote are eligible for delegates. Later, another 144 delegates are apportioned to candidates who receive at least 15% of the statewide vote. Finally, 79 Democrat party leaders are California "Super Delegates", however, they are not allowed to vote in the convention's first ballot.

## The Latest California Presidential Poll

Capitol Weekly CA120 January Tracking Poll Results (N=1051 Weighted)			
	Respondents	Share	Change
Bernie Sanders	255	24%	5%
Elizabeth Warren	216	21%	-3%
Joe Biden	215	20%	1%
Peter Buttigieg	116	11%	-3%
Andrew Yang	76	7%	2%
Michael Bloomberg	62	6%	6%
Amy Klobuchar	49	5%	0%
Tulsi Gabbard	24	2%	-1.7%
Tom Steyer	18	2%	0.2%
Cory Booker	14	1%	-0.7%
Marianne Williamson	4	0%	-0.8%
Deval Patrick	2	0%	0.2%
John Delaney	1	0%	-0.1%

According to California's "top two" election primary only two candidates can proceed to the November ballot. This process effectively shuts out California's minor parties. The top two is also irrespective of party registration, so in some races, the run-off in November will be between two Democrats or two Republicans.

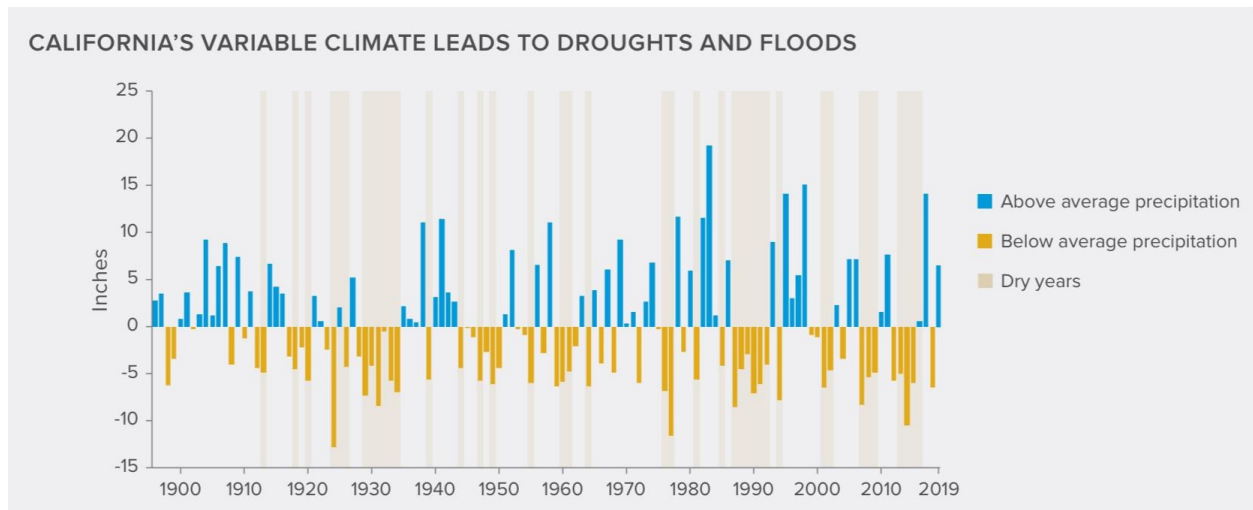


## PPIC Releases Another Report

The Public Policy Institute of California has been busy in recent months and this month they released their latest report titled *California's Future*.

The report highlights eleven of the state's most pressing long-term policy challenges including water. To review the full report go to:

[www.https://www.ppic.org/publication/californias-future](https://www.ppic.org/publication/californias-future)



After a more in depth exploration of key challenges to water policy in California, the report concludes with this. . .

### LOOKING AHEAD

California has the tools to secure a safe and reliable water supply, manage droughts, improve watershed health, and reduce flood risks. But population growth and climate change are intensifying the challenges. Policy reform, better planning, and new investments are essential to the state's future. Several issues require sustained attention.

**A climate-ready water grid.** Adapting to a more volatile, warming climate requires a more robust, integrated water grid to manage supplies and protect residents from floods. The state should assess weaknesses—including dam safety in light of bigger storms and conveyance to support underground storage—and launch a major upgrade.

**The Delta.** The state must decide whether to invest in new Delta conveyance—now a major bottleneck to moving water where it's needed. Though this project is costly and controversial, not making an investment will also be costly. California also needs a viable long-term plan for strengthening Delta levees.

**Safe drinking water.** The Safe and Affordable Drinking Water Fund is an important step toward ensuring safe water in poor communities. The State Water Board now needs a comprehensive plan to prioritize support for communities that regularly lack safe drinking water and identify at-risk areas that may also need help.

**Drought-resilient communities.** Urban drought plans should include “climate stress tests” that evaluate supply reliability in the context of longer droughts and warmer temperatures. Some cities still need to diversify supplies.

**Ecosystem stewardship.** Watershed-level planning that informs water supply and flood management decisions can help make ecosystems more drought resilient. Priorities include water acquisition, habitat restoration, and prioritizing conservation areas for greatest impact—including protecting strongholds that can support species during droughts.

**Sustainable groundwater.** The groundwater law is path breaking. But implementation will be challenging, especially in farming regions that rely on excessive pumping. As water users launch local sustainability plans, regional coordination will be key. The state should support strong water accounting and facilitate groundwater recharge and water trading.

**Funding.** New state and local fees and taxes are needed to provide ongoing funding for fiscal orphans. Minor changes to state water-pricing and -funding laws could align them more closely with modern water management.



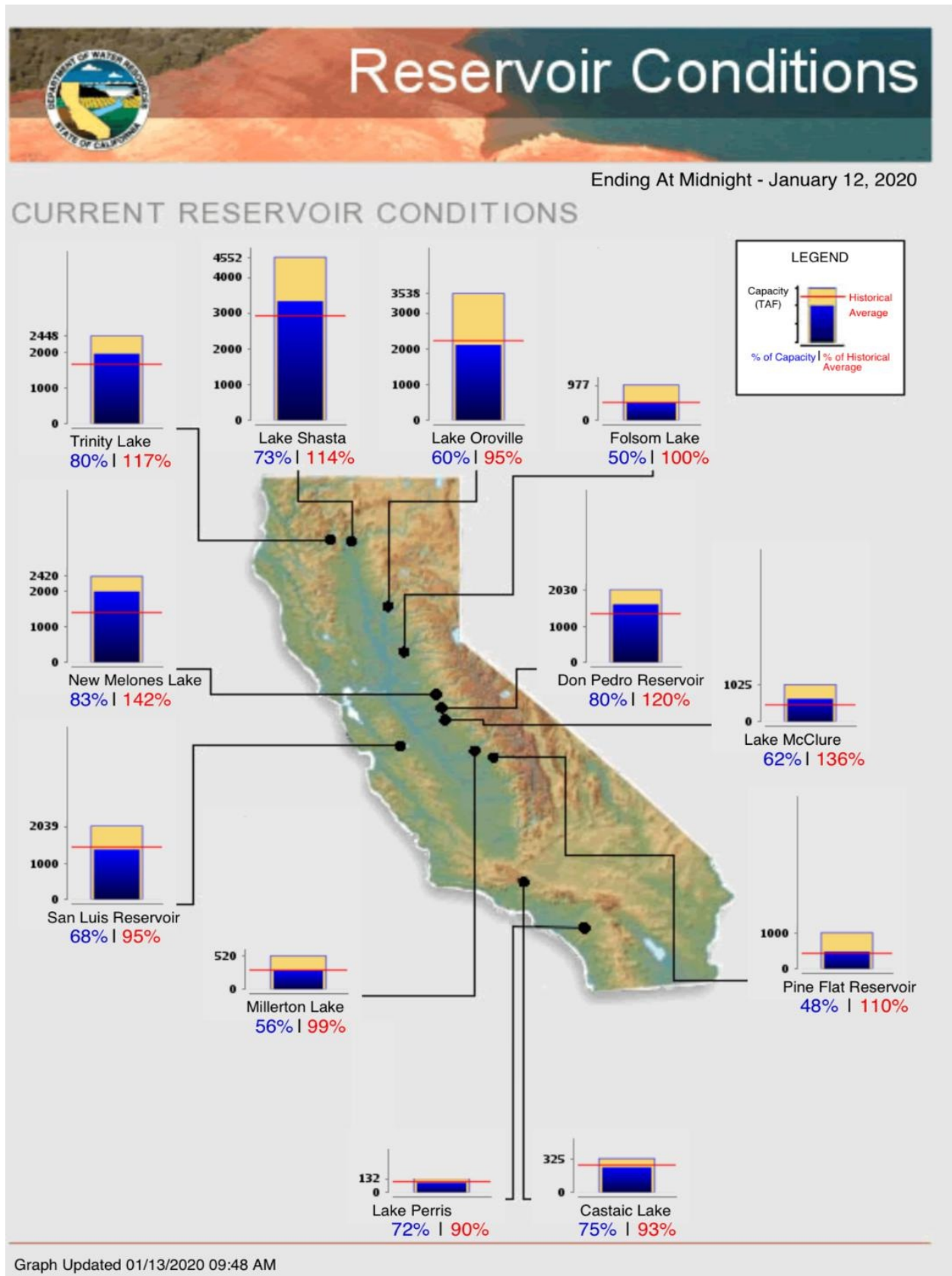
## **Board Selects New Leadership**

At the January 14<sup>th</sup> meeting of the Orange County Board of Supervisors the Board elected Michelle Steel to serve as Chair for 2020 and Andrew Do to serve as the Vice Chair.

In another matter, the Board approved Agenda Item 30 unanimously:

*Adopt a resolution authorizing the establishment and implementation of a Cooperative Services Agreement Program and authorize Director or designee to enter into agreement with local municipalities and special districts in the County of Orange (each agreement not to exceed \$1,500,000 for a period of three years); approve Cooperative Services Agreement Program template and authorize Director to make non-material changes as necessary with approval of County Counsel; authorize Director or designee to enter into contracts with local agencies to provide municipal services or functions pursuant to California Government Code Section 54981 and under certain conditions; authorize Director or designee to expend funds under certain conditions; approve Cooperative Services Agreement MA-080-20010760 with the City of Stanton effective upon execution for three year term with option to extend for one additional year (\$300,000) and authorize Director or designee to make changes under certain conditions; and make California Environmental Quality Acts and other findings - All Districts*

# California Reservoirs Still in Good Shape



# Snowpack Through January 13 Portends Well

## Estimated United States Snow Depth

[More Snow Maps](#)

[Current/Historic Snow Analysis](#)

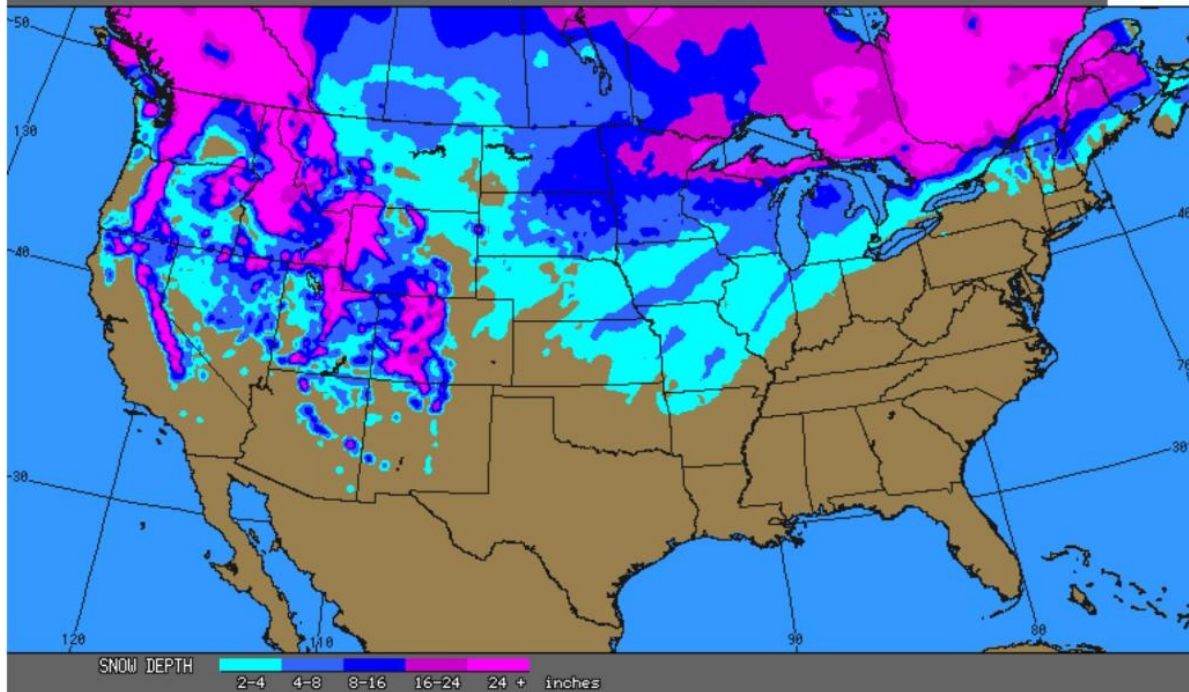
12:00 13-JAN-2020 GMT Copyright © 1998-2020 MSI Corporation <http://www.usi.com>

Observed Snow Depth

Valid 07:00 AM ET 13-Jan-20

Updated 10:19 AM ET Mon 13-Jan-2020

WSI®



# ACKERMAN CONSULTING

## Legal and Regulatory

January 20, 2020

1. **Plant Water Retention:** Crop failures on a worldwide basis are generally caused by drought. The second most cause is flooding. UC Riverside is developing a chemical to help plants retain water. This will help farmers deal with droughts and changing climate patterns. The chemical is Opabactin (OP) and acts like a natural hormone in plants that reacts to stress caused by drought. OP slows plant growth thus conserving water in the plant and it does not wilt. OP works quickly and is 10 times stronger than the natural hormone. This could truly be a game changer.
2. **Drought Kills Taller Trees:** Researchers have studied tree mortality from 2009-2016 for a almost 2 million tree sample. The study showed that the death of older, taller trees almost double the death rate of younger ones in drought conditions. The main reason is the straw effect, the taller the tree, the further water must travel from roots to leaves and branches at the top of the tree. This increases the stress on the tree system. The measurement tool for this study is lidar measurements which is similar to radar but uses a light pulse, not a sound pulse, to measure objects.
3. **Sonoma County Damage:** A forty year study of atmospheric rivers in the western states ranks Sonoma County number one for damage caused by the rivers, over \$5 billion. Next is a Oregon county with \$3 billion. Other California counties had more than \$1 billion, Marin, Napa, Monterey, Sacramento and LA. In addition to current storms, a 1995 and 1940 one caused severe flooding on the Russian River. Sonoma's geography is to blame due to large watershed which empties into the River's narrow channel. Atmospheric rivers have been getting much more attention lately particularly after what one did to the Oroville Dam in 2017.
4. **SGMA Cost:** More information continues to develop about the ramifications of the Sustainable Groundwater Management Act (SGMA). Anticipating severe cutbacks in groundwater pumping, farmers are starting to considers alternatives. They include: fallowing part or all of their land, selling their land, changing crop selections for less water use and/or higher value crops, suing, pushing for other water solutions (more storage). The cost of lost productivity, lost jobs, economic downgrading continues to grow. Banks are refusing to approve loans to farmers unless water sources are guaranteed. Values of land under SGMA are declining. Land

speculators are buying up property on the cheap hoping for changes in the future that will make the property valuable again.

5. **Salmon Food Supply:** A study done by UC Davis has shown how salmon can cope with changes in water temperature. Salmon can generally survive only when the water temperature stays between 53-57 degrees F. However this study has shown that when these same salmon have adequate food conditions, they can survive and grow in the higher temperature waters. Tests in the Shasta River basin have shown when food is available the salmon grow quicker and stronger. The problem in most areas is that the regulators spend more time trying to control the water temp with no regard to the availability of food. Having a more diverse habitat which includes nutrient rich conditions can help the salmon survive a broader range of temperature change.
6. **Coated Sand Soaks Toxins:** UC Berkeley has developed a coated sand that can absorb lead and cadmium (and other metals) from water. Sand particle coated with manganese oxide is the key. Manganese oxide naturally occurs in the soil and is non toxic. This is mainly designed for storm water operations as the toxic minerals result from runoff in urban conditions. The material can also be used in gardens and collection areas that capture runoff during storm conditions. It's use in filtration systems is being tested in LA and Sonoma Counties.
7. **CSUF Beats Weeds:** A common and recurring problem in water world is the use of weed killers and other products applied that may eventually adversely impact water quality. Cal State Fullerton in combination with the CSUF Arboretum is exploring ways to kill weeds without the use of chemicals. The purple nutsedge weed is a common weed that once is gets going is very hard to eradicate. This weed invaded the Arboretum a few years back when a donated plant came to them with "bad" soil. The nutsedge was in the soil and started to take over a portion of the area. Chemicals were not an option because of potential damage to other plants and animals. It got so bad that nothing would grow in the impact areas. Research was done in northern Mexico where sweet potatoes were used to fight the nutswedge. Sweet potatoes contain an alleotoxin that inhibits the weeds growth. Some types of sweet potatoes are more effective than others. Tests are being run to see which is the best. Currently, the Puerto Rico sweet potato is doing the best job. In any case, the use of natural plants to kill the weeds is a big step forward.
8. **Weeds Invade Mono Lake:** Mono Lake is having its own weed issue. The fivehorn smotherweed is a spider like waist high bush with sticky seeds. Mono Lake used to be a primary breeding ground for the California sea gull. However this weed is starting to take over the breeding areas. Again, weed killers are not an option because of the environmental issues in the area. Hand weeding is not successful due to the complexity of the plant. The gull nest count had been reduced to about 11,000 from a high of 32,000 over the last 30 years. A

controlled burn operation is being considered as the best alternative. Or maybe they should call Cal State Fullerton.

9. **Santa Rosa Runoff Control:** A Santa Rosa landscaping company, Community Soil, is trying to help the City keep toxins from the Kincadee fire from reaching the ground water. As we have discovered, fires create many toxins from plastics, electronics, construction materials and other products which are decomposed by fire. Usually after the fires, the rains come and wash a lot of this stuff in to gutters, channels and the like and end up in the groundwater. Community Soil is partnering with various groups and government to try to slow down this activity. Some solutions are simple, like covering a burn area with a tarp to keep the rain away from it. Other solutions may include creating new paths for runoff water around burn areas and other erosion control measures. They may also encourage planting of certain species around structures to combat runoff. This is mainly a volunteer operation but they are trying to raise awareness of the issue with governmental entities and FEMA.
10. **Plastic Eating Worms:** Stanford is experimenting with yellow mealworms that eat various forms of plastic. These worms can eat and digest Styrofoam and plastic bags. Their excrement is believed to be non toxic. Further, other animals, mainly shrimp, can eat the worms with no negative impact on the food chain. Microorganisms in the worms gut biodegrade the plastic. This shiny, yellow one inch long worm may have great potential. It is being considered for full employment in some poor countries to break down the plastics and then as a food source for local farms. So far tests have been very positive. How many worms would it take to take care of PFAS?? Stay tuned.
11. **Owens Lake Aquifer:** It turns out, Owens Lake sets on top of an underground aquifer (250,000 acre feet). LA DWP is currently studying a plan to store water in it. In summer months water would be pumped up to help dust control on the Lake. The stored water would not be put in the LA aqueduct but would remain in the aquifer. The infrastructure to accomplish this is not in place nor is the mechanism for obtaining the recharge water but it is believed that there is sufficient water from Sierra Nevada runoff to make the concept work.
12. **Presidential Water Politics:** Senator Elizabeth Warren, a Democratic Presidential candidate contender, has put forth a plan to protect our drinking water for all. She wants to eliminate any privatization of infrastructure for water treatment and delivery. She along with Senator Bernie Sanders wish to eliminate all private water suppliers and restore all water ownership and operation to public entities.
13. **New Treaty to Help Tijuana Sewage:** The new US-Canada-Mexico trade deal recently signed will replace the old North American Free Trade Agreement (NAFTA). San Diego folks including Mayor Kevin Faulconer are very enthusiastic about the new contract. While NAFTA did nothing

## Item 1d

to address the sewage clean up issue of the Tijuana River, the new deal does. Beaches from Imperial Beach to Coronado have been closed frequently as a result of the Tijuana situation. The new deal addressed the issue and actually provides some funding to fix it.

# MWDOC

## PAL Committee

Prepared by Best Best & Krieger LLP, January 14, 2020

### A. Priority Support/Oppose

Measure	Author	Topic	Status	Location	Brief Summary	Position	Priority	Notes 1
<a href="#">AB 292</a>	<a href="#">Quirk D</a>	Recycled water: raw water and groundwater augmentation.	9/15/2019- Failed Deadline pursuant to Rule 61(a)(15). (Last location was INACTIV E FILE on 8/30/2019) (May be acted upon Jan 2020)	9/15/2019- S. 2 YEAR	Current law requires the State Water Resources Control Board, on or before December 31, 2023, to adopt uniform water recycling criteria for direct potable reuse through raw water augmentation, as specified. Current law defines “direct potable reuse” and “indirect potable reuse for groundwater recharge” for these purposes. This bill would eliminate the definition of “direct potable reuse” and instead would substitute the term “groundwater augmentation” for “indirect potable reuse for groundwater recharge” in these definitions. The bill would revise the definition of “treated drinking water augmentation.”	Support	A. Priority Support/ Oppose	Because this bill is on the Floor of the second house, it remains viable until the end of session.
<a href="#">AB 402</a>	<a href="#">Quirk D</a>	State Water Resources Control Board: local primacy delegation: funding stabilization program.	8/30/2019- Failed Deadline pursuant to Rule 61(a)(12). (Last location was APPR. SUSPENS E FILE on 8/12/2019) (May be acted upon Jan 2020)	8/30/2019- S. 2 YEAR	The California Safe Drinking Water Act requires the State Water Resources Control Board to administer provisions relating to the regulation of drinking water to protect public health, including, but not limited to, conducting research, studies, and demonstration programs relating to the provision of a dependable, safe supply of drinking water, enforcing the federal Safe Drinking Water Act, adopting implementing regulations, and conducting studies and investigations to assess the quality of water in private domestic water supplies. This bill would authorize the state board to delegate partial responsibility for the act’s administration and enforcement by means of a local primacy delegation	Oppose unless amended	A. Priority Support/ Oppose	This bill must move out of Approps by August 14th.

					agreement. The bill would authorize the state board, for counties that have not been delegated primary responsibility as of January 1, 2020, to offer an opportunity for the county to apply for partial or primary responsibility if the state board determines that it needs assistance in performing administrative and enforcement activities, as specified.			
<a href="#">SB 45</a>	<a href="#">Allen</a> D	Wildfire Prevention, Safe Drinking Water, Drought Preparation, and Flood Protection Bond Act of 2020.	9/10/2019-Senate Rule 29.3(b) suspended. (Ayes 29. Noes 8.) From committee with author's amendments. Read second time and amended. Re-referred to Com. on APPR.	4/25/2019-S. APPR.	Would enact the Wildfire Prevention, Safe Drinking Water, Drought Preparation, and Flood Protection Bond Act of 2020, which, if approved by the voters, would authorize the issuance of bonds in the amount of \$4,189,000,000 pursuant to the State General Obligation Bond Law to finance projects for a wildfire prevention, safe drinking water, drought preparation, and flood protection program.	Out for Analysis	A. Priority Support/ Oppose	
<a href="#">SB 204</a>	<a href="#">Dodd</a> D	State Water Project: contracts.	7/10/2019-Failed Deadline pursuant to Rule 61(a)(10). (Last location was W.,P. & W. on 6/6/2019)( May be acted upon Jan 2020)	7/10/2019-A. 2 YEAR	Would require the Department of Water Resources to provide at least 10 days' notice to the Joint Legislative Budget Committee and relevant policy and fiscal committees of the Legislature before holding public sessions to negotiate any potential amendment of a long-term water supply contract that is of projectwide significance with substantially similar terms intended to be offered to all contractors. The bill would require the department, before the execution of a specified proposed amendment to a long-term water supply contract and at least 60 days before final approval of such an amendment, to submit to the Joint Legislative Budget Committee and relevant policy and fiscal committees	Watch	A. Priority Support/ Oppose	Amended to remove mandatory hearings

					of the Legislature certain information regarding the terms and conditions of a proposed amendment of a long-term water supply contract and to submit a copy of the long-term contract as it is proposed to be amended.			
<a href="#">SB 414</a>	<a href="#">Caballero D</a>	Small System Water Authority Act of 2019.	8/30/2019- Failed Deadline pursuant to Rule 61(a)(12). (Last location was APPR. SUSPENSE FILE on 8/21/2019) (May be acted upon Jan 2020)	8/30/2019- A. 2 YEAR	Would create the Small System Water Authority Act of 2019 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, 2020, 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, for the period from July 1, 2018, through December 31, 2019, with one or more state or federal primary drinking water standard maximum contaminant levels, as specified.		A. Priority Support/ Oppose	

## B. Watch

Measure	Author	Topic	Status	Location	Brief Summary	Position	Priority	Notes 1
<a href="#">AB 405</a>	<a href="#">Rubio, Blanca D</a>	Sales and use taxes: exemption: water treatment.	5/16/2019- Joint Rule 62(a), file notice suspended. In committee: Held under submission.	5/15/2019- A. APPR. SUSPENSE FILE	Would, on and after January 1, 2020, and before January 1, 2025, exempt from that Sales and Use Tax the gross receipts from the sale in this state of, and the storage, use, or other consumption in this state of, chemicals used by a city, county, public utility, and sanitation district to treat water, recycled water, or wastewater regardless of whether those chemicals or other agents become a component part thereof and regardless of whether the treatment takes place before or after the delivery to consumers.	Watch	B. Watch	
<a href="#">AB 441</a>	<a href="#">Eggman D</a>	Water: underground	5/17/2019- Failed	5/17/2019- A. 2	Under current law, the right to water or to the use of water is limited to	Watch	B. Watch	

		storage.	Deadline pursuant to Rule 61(a)(5). (Last location was APPR. SUSPENSE FILE on 4/24/2019) (May be acted upon Jan 2020)	YEAR	that amount of water that may be reasonably required for the beneficial use to be served. Current law provides for the reversion of water rights to which a person is entitled when the person fails to beneficially use the water for a period of 5 years. Current law declares that the storing of water underground, and related diversions for that purpose, constitute a beneficial use of water if the stored water is thereafter applied to the beneficial purposes for which the appropriation for storage was made. This bill would instead provide that any diversion of water to underground storage constitutes a diversion of water for beneficial use for which an appropriation may be made if the diverted water is put to beneficial use, as specified.			
<a href="#">AB 637</a>	<a href="#">Gray D</a>	State Water Resources Control Board: disadvantaged communities: drinking water.	5/17/2019- Failed Deadline pursuant to Rule 61(a)(5). (Last location was APPR. SUSPENSE FILE on 5/1/2019)( May be acted upon Jan 2020)	5/17/2019- A. 2 YEAR	Would require the State Water Resources Control Board, before taking an action that significantly impacts drinking water, to use existing information to identify impacted disadvantaged communities and to seek to reduce impacts to those communities to the greatest extent practicable. The bill would also require the board to ensure that disadvantaged communities are provided an opportunity to participate in the public process for a decision that significantly impacts drinking water by holding a public hearing in or near an impacted community.	Watch	B. Watch	
<a href="#">AB 638</a>	<a href="#">Gray D</a>	Department of Water Resources: water storage: climate change impacts.	10/13/2019- Vetoed by Governor.	10/13/2019- 9-A. VET OED	Current law requires the Department of Water Resources to gather and correlate information and data pertinent to an annual forecast of seasonal water crop, as specified. Current law also requires the department to update every 5 years the plan for the orderly and coordinated control, protection, conservation, development, and use of the water resources of the state, which is known as the California Water Plan. This bill would require the department, as part of the update to the California Water Plan every 5 years, to identify water storage facilities vulnerable to climate change impacts and the mitigation strategies for anticipated adverse impacts, as provided.	Watch	B. Watch	
<a href="#">AB 658</a>	<a href="#">Arambula</a>	Water rights:	10/9/2019-	10/9/2019-	Would authorize a groundwater	Watch	B. Watch	

	D	water management.	Approved by the Governor. Chaptered by Secretary of State - Chapter 678, Statutes of 2019.	A. CHAP TERED	sustainability agency or local agency to apply for, and the board to issue, a conditional temporary permit for diversion of surface water to underground storage for beneficial use that advances the sustainability goal of a groundwater basin, as specified.			
<a href="#">AB 841</a>	<a href="#">Ting D</a>	Drinking water: contaminants: perfluoroalkyl and polyfluoroalkyl substances.	7/10/2019- Failed Deadline pursuant to Rule 61(a)(10). (Last location was E.Q. on 5/29/2019) (May be acted upon Jan 2020)	7/10/2019- S. 2 YEAR	Would require the Office of Environmental Health Hazard Assessment to adopt and complete a work plan within prescribed timeframes to assess which substances in the class of perfluoroalkyl and polyfluoroalkyl substances should be identified as a potential risk to human health, as provided. The bill would require the office, as part of those assessments, to determine which of the substances are appropriate candidates for notification levels to be adopted by the state board. The bill would require the Office of Environmental Health Hazard Assessment, by January 1, 2022, to provide to the Legislature an update on the assessment.	Watch	B. Watch	
<a href="#">AB 955</a>	<a href="#">Gipson D</a>	Water replenishment districts: water system needs assessment program.	8/30/2019- Failed Deadline pursuant to Rule 61(a)(12). (Last location was APPR. SUSPENS E FILE on 8/12/2019) (May be acted upon Jan 2020)	8/30/2019- S. 2 YEAR	Would authorize a water replenishment district, pursuant to an agreement with the State Water Resources Control Board, to offer to conduct a needs assessment program for water systems serving disadvantaged communities within the district, as specified. The bill would make a water system's participation in the program voluntary. The bill would authorize the district, upon completion of the needs assessment, to develop and evaluate options to address the findings and recommendations in the needs assessment and prepare an implementation plan for recommendation to the water system.	Watch	B. Watch	
<b>Total Measures: 12</b>								
<b>Total Tracking Forms: 12</b>								



**DISCUSSION ITEM**

January 20, 2020

**TO: Public Affairs and Legislation Committee**  
(Directors Yoo Schneider, Barbre and McVicker)

**FROM: Robert Hunter, General Manager**

Staff Contact: Heather Baez

**SUBJECT: SOUTHERN CALIFORNIA WATER ISSUES CONGRESSIONAL  
DELEGATION BRIEFING LUNCHEON**

**STAFF RECOMMENDATION**

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

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**SUMMARY**

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As customary, MWDOC co-hosts the Southern California Water Issues Congressional Delegation Briefing luncheon during the ACWA conference in Washington D.C.; and has once again partnered with regional neighbors, Eastern Municipal Water District (EMWD), Inland Empire Utilities Agency (IEUA), and Western Municipal Water District (WMWD). The luncheon is scheduled for Wednesday, February 26<sup>th</sup> at noon in the Capitol Visitor Center, South Congressional Meeting Room, #217.

The ACWA Washington D.C. conference is scheduled for Tuesday, 02/25/2020 - Thursday, 02/27/2020 at the St. Regis Hotel. ACWA is accepting online registration for the conference through February 8, 2019. Details about the conference from their website:

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

### Why Should You Attend?

Learn firsthand about current priorities of Congress and the Trump administration. Get the latest on infrastructure legislation, 2020 budget and funding for your programs of interest. Meet and join fellow water agencies to show the importance of California water issues. Be in D.C. early to better develop your federal legislative and regulatory strategies.

### What Can You Expect?

Hear from White House and Congressional leaders, top officials at EPA, Army Corps and Bureau of Reclamation. Learn the 2020 agendas of members of the California Congressional Delegation. Hear from 'DC Insiders' about the state of play in our nation's capital.

### **UPDATE FROM LAST MONTH**

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On January 10, representatives from each of the partnering agencies met in Washington D.C. and discussed how each agency should work their individual representatives and their staffers to attend the luncheon. MWDOC's advocates, Barker Leavitt, will be providing the other agencies' lobbyists with the call sheets and the necessary information. As they did last year, Congressman Ken Calvert and Congressman Lou Correa have agreed to co-sign a "Dear Colleague" letter encouraging members from the Orange County and Inland Empire delegations to attend the luncheon along with their key staff members. It was agreed that due to the new luncheon location for this year, additional people will be needed on-site pointing invitees to the correct room in the Capitol Building. Also discussed was inviting some of the Senate Staff and Committee staff to the luncheon.

Staff from MWDOC and the partnering agencies continue to meet regularly to stay on schedule, work on details and identify any outstanding issues.



**DISCUSSION ITEM**

January 20, 2020

**TO: Public Affairs & Legislation Committee**  
(Directors Yoo Schneider, Barbre, McVicker)

**FROM: Robert Hunter, General Manager**

Staff Contact: Tiffany Baca

**SUBJECT: 2019 Social Media Audit**

**STAFF RECOMMENDATION**

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Staff recommends the Public Affairs & Legislation Committee:

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**SUMMARY**

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Conducting a social media audit is a critical, strategic step to ensuring an effective, successful social media presence that aligns with the Municipal Water District of Orange County's (MWDOC or District) brand, and Mission. At the request of MWDOC Public Affairs staff, MWDOC's Strategic Digital Communications contractors, HashtagPinpoint® (#P), conducted an audit of each of the 2019 MWDOC social media platforms. The purpose of the audit is to evaluate existing efforts, determine what strategies are working, and identify areas for improvement. #P has prepared a report that presents their findings, and includes their recommendations for the District's 2020 social media efforts (see attachment 1).

**DETAILED REPORT**

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**Background**

When \*Pew Research Center began tracking social media use in 2005, a mere 5% of American adults were using at least one social media platform. By 2011, that percentage

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

had risen to half of all Americans. Polling numbers received for 2019 indicate that today, **72% of the public uses some form of social media** either to connect with one another, receive news, share information, engage with brands, or be entertained.

As more people have embraced social media as a reliable, quick way to communicate and receive information, the social media user base has become more representative of the broader population. Initially, young adults dominated statistics across the board, however, social media usage by older adults continues to climb at a rapid rate. In fact, 2019 data shows that for the first time, Facebook is now used by a majority of adults in the 55+ age group, making up 53% of total users on the platform.

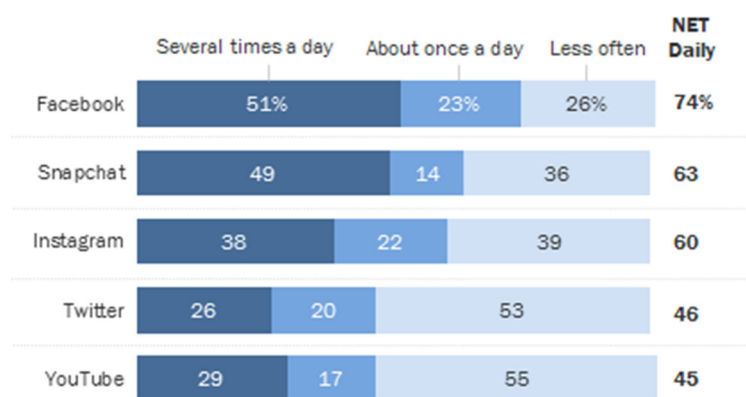
MWDOC has been actively engaged in social media since 2010. Since that time, the number of platforms used, followers gained, reach extended, and engagement earned has grown substantially. Because of the general growth of social media, and the MWDOC Public Affairs Department's commitment to develop and advance the communications tool, MWDOC has been able to establish a strong social media presence, consisting of followers who trust, use, share, and value the information provided.

### **Why MWDOC Should be Using Social Media as a Communications Strategy**

Over the years, social media has transformed from what many initially believed was a passing trend, into a prominent, powerhouse mechanism for connecting people to each other, to businesses, to common interest groups, and to news. **Social media hasn't exploded because it's popular, it is popular because it works.**

In addition to building and maintaining trust, credibility, and brand awareness, social media provides many important benefits to businesses. This form of communication works for a variety of reasons, including the fact that it is widely used by nearly every demographic; it allows organizations to target specific groups quickly with relevant messages and information; and, it can greatly improve the frequency, quality, and reach of marketing and outreach efforts. Because of this, social media is an easy, cost-effective way to promote events, provide incentives, and garner support for critical calls to action.

*Among U.S. adults who say they use \_\_\_, the % who use each site ...*



PEW RESEARCH CENTER

Social media also provides insight about the people who are visiting and engaging with company pages, allowing organizations to develop content, strategy, and direction that has purpose and value. An organization's social media followers who are engaged in online content, often visit other vital resources like the company website for more information, programs offered, and incentives.

And finally, social media is an important place to find critical information from trusted brands in the event of an emergency or disaster. In fact, due to the recent uptick in ransomware attacks on MWDOC member agencies, it quickly became evident that the normal email notification system the District has been using needed a backup plan. In some cases, member agency staff had been locked out of their organizational email systems and could not receive time-sensitive notifications from MWDOC's Water Emergency Response Organization of Orange County (WEROC). In response to this, WEROC turned to a more reliable, offsite notification system – private social media groups.

### **Purpose of the Audit**

Conducting a social media audit helps to ensure that the District's social media strategy and approach continues to be effective. The goals of the audit are to evaluate existing social media accounts for brand alignment, reach, and engagement to identify and examine what strategies are working, where new opportunities exist, and what areas need improvement.

### **Audit Results**

The audit breakdown shows that 2019 has been the best year yet for MWDOC social media. As with 2018, the top performing posts were all on Facebook, and were a mixture of static images and video content. Engagement rates continue to climb across the three (3) main platforms – Facebook, Instagram, and Twitter – with the Programs and Partners categories earning the majority of attention.

#### **FACEBOOK**

Numbers across this extremely popular platform are healthy, with a nice balance of static images and video content. The recommendation for 2020 is to continue with the same posting, ad spend, and brand awareness strategy that has been effectively working for over a year.

#### **INSTAGRAM**

In 2018 it was noted that Instagram was quickly catching up to Facebook as the District's most effective messaging platform. In 2019, this well-performing platform took a slight edge. Similar to Facebook, the top performing posts are a mixture of static image posts and video content. The recommendations for 2020 are to re-evaluate hashtags to further increase engagement and reach, and to continue to develop and grow the MWDOC IGTV channel and Instagram Stories features.

#### **TWITTER**

Compared to Facebook and Instagram, MWDOC's Twitter posts have seen the least amount of engagement – although, the District's engagement rate of 1.8%, is still sitting comfortably above the platform's average of .046%. Similar to Facebook and Instagram, the top performing posts are a mixture of static image posts and video content. The recommendations for 2020 are to create content specifically geared

towards quick ideas and headline news, and to continue a regular stream of content while monitoring engagement rate.

### **YOUTUBE**

YouTube has over two (2) billion users. In fact, 79% of internet users have their own YouTube account. Looking at the past 90 days, the MWDOC YouTube audience has viewed content for 2,676 minutes (over 44.6 hours). That number is up 165% from 2018, and should continue to climb as #P and MWDOC Public Affairs staff continue producing video content. The recommendation for 2020 is to continue creating high quality content, thus, increasing viewer watch and engagement. The more content produced, the more activity the District's channel will receive.

### **LINKEDIN OR TIKTOK**

Due to the decline in Twitter activity, it has been recommended that we take a closer look at two (2) additional platforms that are showing growth and promise. LinkedIn now has over 500 million members, and can enhance the District's reputation as an established organization with qualified, well-respected experts on staff. TikTok is a newer social media platform that has become wildly popular with Generation Z – the demographic succeeding Millennials. These users – with birth years starting in the mid-to late-1990's – have used digital technology since a young age, and have shown to be notoriously difficult to market to.

### **Conclusion**

In collaboration with #P, the MWDOC Public Affairs staff has built a solid, robust, *healthy* social media presence. Website traffic and program participation continues to increase, and with every post, we cement the MWDOC brand. Over the next year, #P and MWDOC Public Affairs staff will carry on monitoring and evaluating performance metrics, will conduct social listening to best identify what audience members care about and respond to, and will make strategic adjustments to the program as needed.

*\*[About Pew Research Center](#) – Pew Research Center is a nonpartisan fact tank that conducts public opinion polling, demographic research, media content analysis, and other empirical social science research.*

# 2019 Social Media Audit

## MUNICIPAL WATER DISTRICT OF ORANGE COUNTY

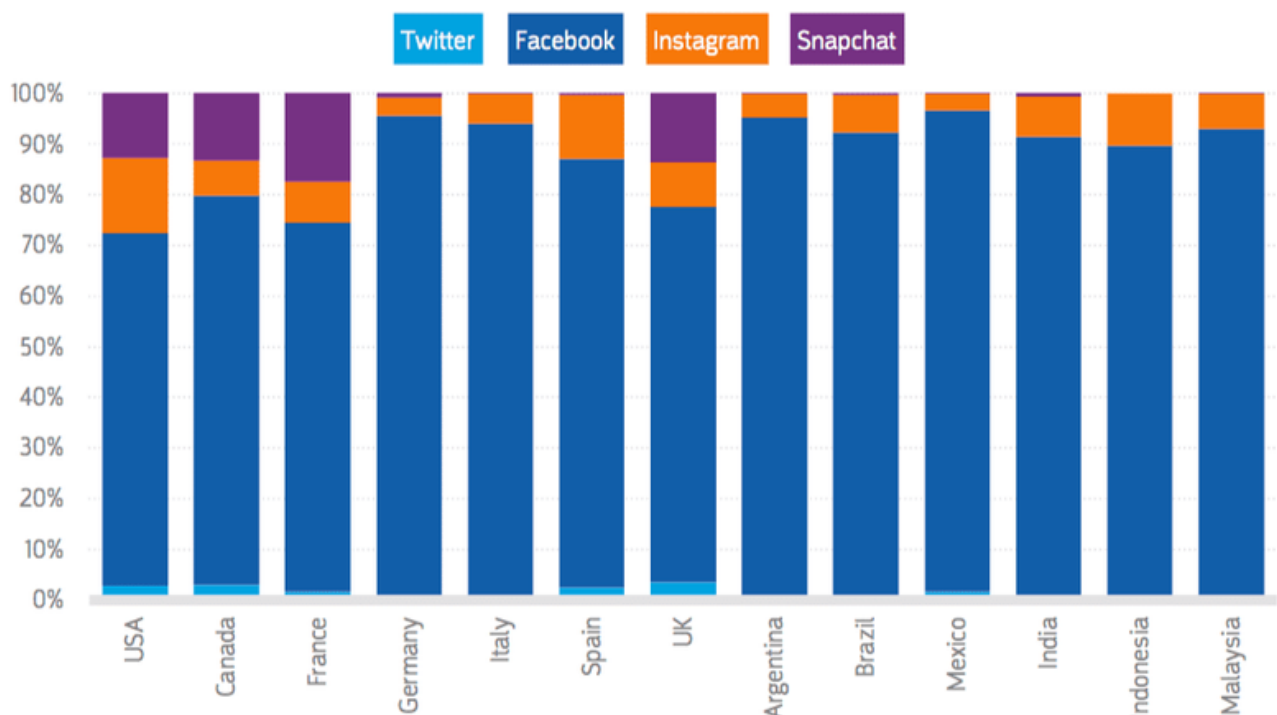


# Introduction - Why Social Media?

## Who is actively using Social Media?



## Of those users, which platform(s) are they using?



# Introduction - Why Social Media?

## 6 Compelling Reasons Why You Should Be Using Social Media

### 1. Social media helps you deliver better customer service

Leaving customer questions to go unanswered makes a business look unprofessional and like they just don't care, so it's crucial that you are visible on the social networks that your customers are using, and that you are regularly monitoring all of your channels for brand mentions and customer questions. Real-time communication helps to make happy customers, which in turn creates brand evangelists who drive positive brand sentiment.

### 2. Social media drives brand building & differentiation

Social media makes it easy to improve brand awareness and build your brand's identity. You can effectively establish your brand's personality and give your business a human voice that people can relate to. Connecting on an emotional level or showing some personality are both effective ways of helping your brand stand out.

### 3. Social media helps you to manage your reputation

Managing your reputation online is a critical part of any business or organization and social media provides you with a fast and effective way to do this. When dealt with swiftly and sensitively, comments and complaints can be dealt with effectively, this instant feedback demonstrates high levels of customer service, and can effectively diffuse negativity and resolve any issues that the customer may have. Negative sentiment can often be turned into positive in a very public way. Such a visible demonstration of strong customer service and problem resolution can have a very powerful effect.

### 4. Social media allows you to obtain real customer insights

Customer insights can drive the development of social media campaigns and shape strategic decisions, helping you to make your website content and product or service offerings more attractive and relevant to your customers. Social media makes it quick and easy for businesses or organizations to obtain feedback from customers, which will give you a clearer idea of brand sentiment and help you identify common pain points you can address.

### 5. Social media is a great way of promoting your content

Help increase awareness of each new program or event that you host, by shouting about them on social media. Social media when used in conjunction with high quality content creation is a highly effective way to attract customers to you and also helps you build authority in your area of expertise.

### 6. Social media will drive website traffic

Being active on social media will help you increase the amount of traffic that your website receives. Successful social media activities will always improve the amount of traffic referrals your website receives.

Social media as an SEO (Search Engine Optimization) ranking signal is increasing in importance. Being talked about and mentioned on social media is a positive signal that shows you are popular and have content worth sharing and talking about. This in turn drives Google to regard your website as being more authoritative, which is one of the many signals that helps your website rank better in organic SEO. The more web traffic, the less phone calls.

## Quick Trends - Social Media in 2019/2020

### Social Media Usage Up Slightly in 2019

Compared to the social media statistics from the 2018 version of *The Infinite Dial* (America's longest-running survey of digital media consumer behavior in America, tracked annually since 1998), social media usage overall is up from 77% of the 12+ population to 79% of the 12+ population in 2019. In terms of the actual number of social media users, social media usage in America grew from 216 million to 223 million people between 2018 and 2019.

### Twitter Usage Drops Again

Despite their own reports of a slight uptick in active users, the percentage of Americans using Twitter at all fell again in 2019. Fewer than 2 in 10 people ages 12+ use Twitter, putting the platform sixth in terms of usage. Even 6th place is perhaps a bit of an overstatement, as more people use Facebook Messenger than Twitter (Messenger was not broken out in this study), and the trend line suggests that Twitter will fall behind WhatsApp by next year.

### Facebook Usage Up Among Older Americans

When it comes to Americans 55+, Facebook is now — for the first time — used by a majority of this group. 53% of Americans 55+ use Facebook, compared to 49% in 2018.

### Video Content Will Dominate Heading into 2020

Video content is one of the most engaging forms of content, and will soon dominate social media as a clear winner over all other types of content. Whether it is short-form videos like those popular on TikTok or Stories or long-form content on YouTube, videos are the future of social media content.

According to a Cisco study, by 2022, 82% of all online content will be video content. This clearly shows how important it is to start utilizing video content to stay relevant in the social media domain.

### Increase in the Use of Social Media for Customer Service

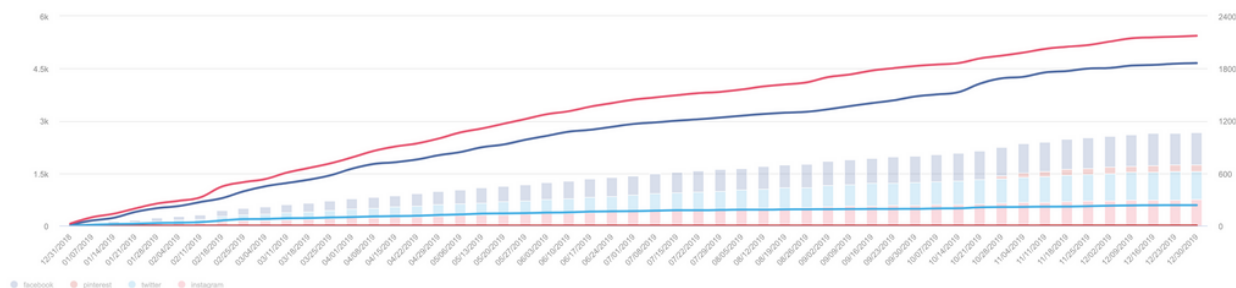
Social media has traditionally been a place for people to connect with their social networks and share photos and videos. However, those days are long gone and social media is now so much more than just that. It has become a retail platform, a product discovery platform, and now, even a customer service channel. A lot of brands have started recognizing social media networks as platforms for delivering customer service. This may be because of a lack of response on other channels or just because it was a more direct way to reach the brands.

# How Is MWDOC performing? - Engagement

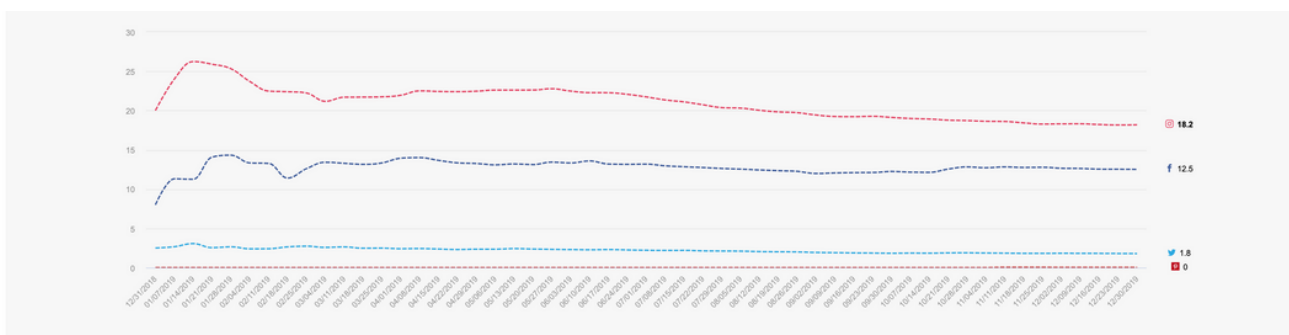
## Engagement Overview



## Engagement Growth



## Engagement Rate Roadmap



10%



.09%



1.60%



.048%

## The Engagement Rate

Every industry saw a dramatic decline in Facebook engagement rate this year, and for many, that meant less than half last year's engagement. The median last year was 0.16%, a number that no industry median reached this year.

It's worth noting that 2018 marked a change in Facebook's algorithm that promised to display more content from friends and family and less from brands in the News Feed. With this change, it's no surprise that Facebook engagement took a dip across all industries this year.

Percentages show MWDOC's 2019 average across **ALL 3 platforms versus the 12 top industries on each individual platform.**

Source: <https://www.rivaliq.com/blog/2019-social-media-benchmark-report/>

# How Is MWDOC performing? - Engagement

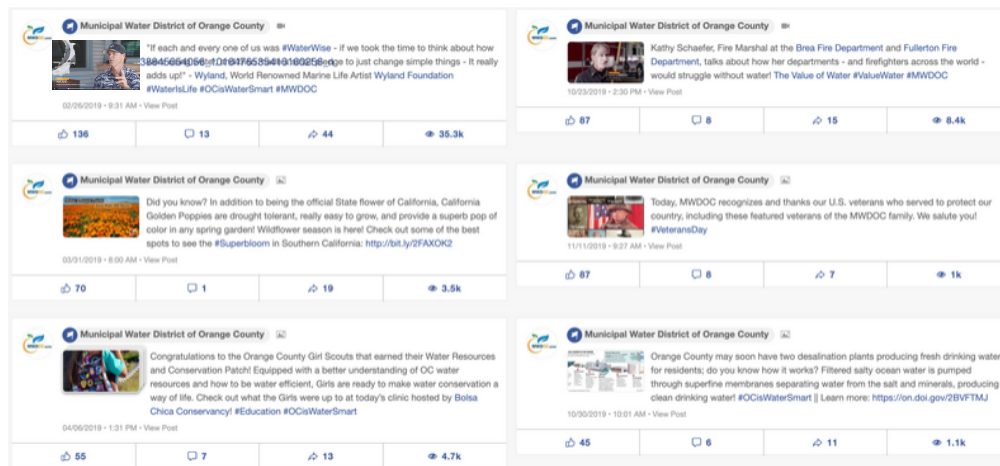
## Engagement By Interaction



## Account Performance



## Top Posts (All Platforms)



## A familiar trend...

As with 2018, our top performing posts of 2019 have all been on **Facebook** and have been a mixture of VIDEO and STATIC IMAGES. The key theme amongst these posts is 'MWDOC Programs/Partners'. We have seen great success with posts (across all platforms) when we post and tag our partners about MWDOC's community/outreach efforts.

## 2019 has been our best year yet! Here's an overview of the charts above....

When looking at the **3 main platforms** (Facebook, Instagram, Twitter) that we regularly worked with in 2019, we can see a steady climb of engagement. In the **Engagement Overview**, you'll notice we received a combined engagement rate of 10%, which is up from 2018's 9%. An engagement rate is a metric that measures the level of engagement that a piece of created content is receiving from an audience. It shows how much people interact with the content. Factors that influence engagement include users' comments, shares, likes, and more. As expected with a higher engagement rate, our total number of engagements are up from 2018.

The second chart, **Engagement Growth**, provides a "health check" on our social media promotion. We can review the number of messages we sent over the course of 2019, and see how they correlate with the number of engagements we received in 2019. As you see, as we increased the number of messages, we also increased the amount of engagement. **A sign of a healthy social strategy.**

Looking at the third chart, the **Engagement Rate Roadmap**, we see an average engagement rate of 10%. According to RivalIQ, an industry leader in social media analytics and insight, the average engagement rate of the top 12 industries (including industries such as: alcohol, fashion, food and beverage, health and beauty, higher education, and more) in 2019 was .579%. **This is another great sign for the effectiveness of MWDOC's current social strategy.**

One major takeaway of the engagement analysis is that although Twitter numbers are down as a whole (which is worldwide) our engagement numbers are still climbing. Please see page 13 for **HashtagPinpoint's** suggestions on Twitter strategy.

# Platform Breakdown (Facebook)

## Impressions

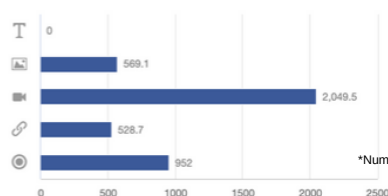
During the course of 2019, we reached over 400,000 impressions with video being our main driver behind those efforts. **Impressions** are the number of times a post from your page is displayed. For example, if someone sees a page update in their Facebook News Feed and then sees that same update when a friend shares it, that would count as 2 impressions.

**Impressions on Posts**  
Total number of impressions during date range.



- Organic
- Paid
- Viral
- Other

**Impressions Rate by Post Type**  
Posts Sent from 01/01/2019 - 12/31/2019



Total Impressions

T 0

117.2k

256.2k

3.7k

30.5k

\*Numbers based off of 1/1/19 through 12/31/19

## Quick Stats

### Best Day to Post

WEDNESDAY

### Best Time to Post

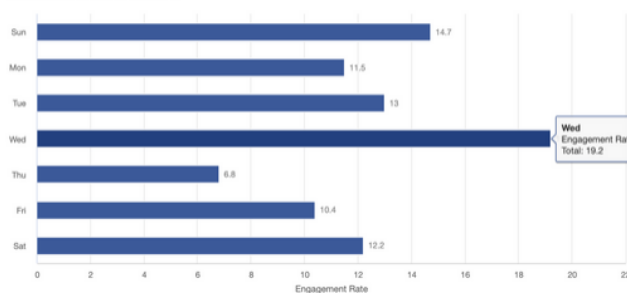
8a - 11a

### Best Message Type to Post

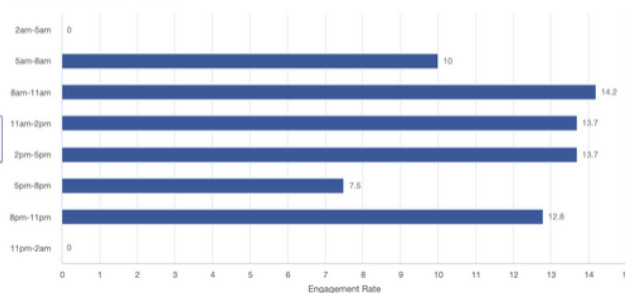
Image

## Ideal times to post...

**Engagement Rate by Day of Week**  
Posts Sent from 01/01/2019 - 12/31/2019



**Engagement Rate by Time of Day**  
Posts Sent from 01/01/2019 - 12/31/2019



## Platform Breakdown (Facebook)

### Recommendations

Numbers are looking great for Facebook. This platform, although slightly lower than Instagram, seems to still be our most effective in terms of messaging. We have dialed in a formula that is working, with a nice balance of static images and video. As we head into 2020, it is our recommendation that we continue our efforts **as is**. Our only suggestion would be to focus on nailing down posting times to more effectively deliver our message to our followers.

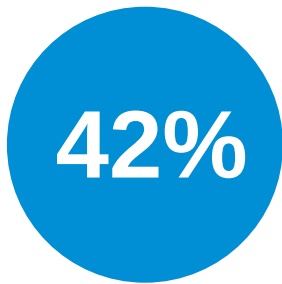
### Facebook Trends

- **Video Is Still King**
  - To date, video still ranks as the best among content types. Hence, pundits see videos to continuing to dominate Facebook marketing. The fact that different types of videos continue to emerge in recent years, allows companies to cater to different types of audiences. The popularity of videos as a marketing tool can also be traced to the fact that Facebook videos get 135% more organic reach than images. The popularity of Facebook videos shows no sign of waning, which is why 46% of marketers are mulling the addition of these videos to their digital marketing efforts in the immediate future.
- **Continue Paid Ad Spending to further reach and effectiveness**
  - Content marketers have been boosting investments in paid social advertising, with 93% of social media advertisers investing in Facebook ads. The social media platform has been raking in top dollar from advertisers, with ad revenue reaching \$9.16 billion during the second quarter of 2017. The increase in the popularity of Facebook ads continues because social ads are 74% effective.
- **Continue to Develop MWDOC's Voice**
  - Companies showcase their brand voice every time they update their websites, launch an ad, or publish a post on social media platforms. Brand voice has become a key marketing ingredient as it helps organizations to be easily recognized in the heap. And, social media is a great avenue for building your brand's voice. Facebook can contribute to MWDOC's brand voice strategy by allowing us to post engaging content that will appear in customers' feeds. However, making this work will be entirely up to how we create and manage our content.

## Platform Breakdown (Facebook)

### MWDOC Facebook Demographics - 2019

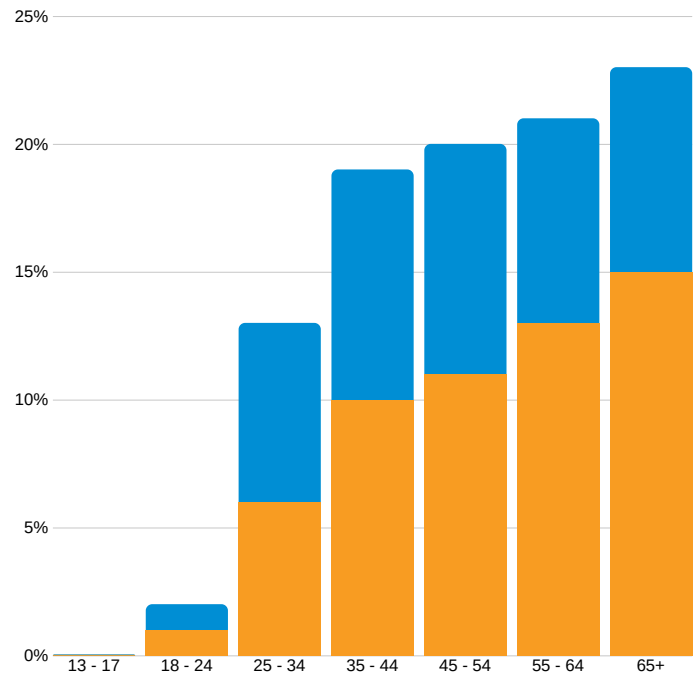
Men



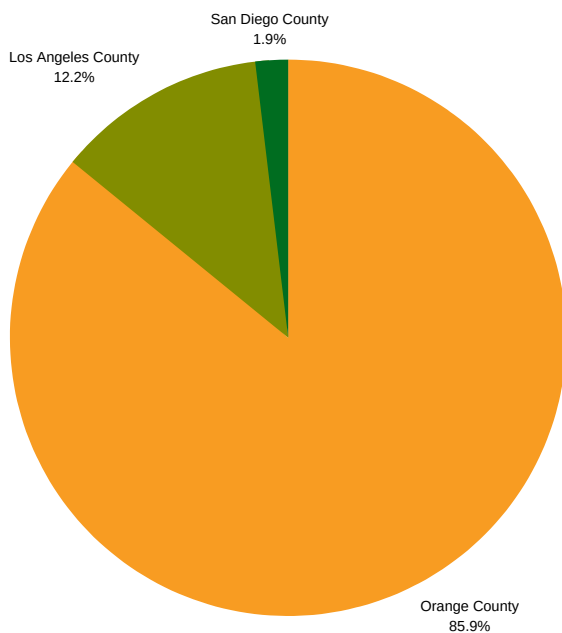
Women



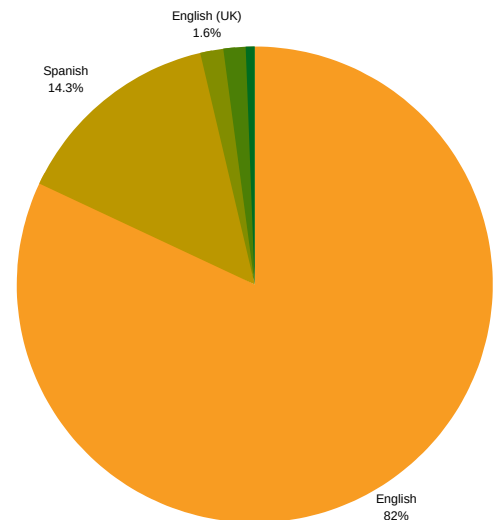
Age By Gender



Followers by County



Language (Top 5)



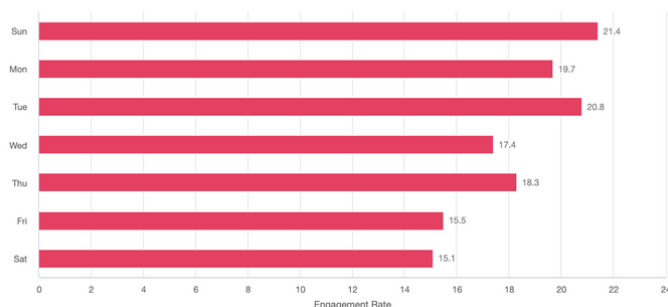
# Platform Breakdown (Instagram)

## Engagement

In 2018, we saw Instagram quickly catching up to Facebook as our most effective messaging platform. Now in 2019, we have seen it slightly take an edge. Our 2019 efforts, in comparison to 2018, have **all increased**. Looking at the charts below, we see an increase in engagement levels for both video and static posting. As we continue to build our audience, and target in on better, more engaging content, these number should continue to rise!

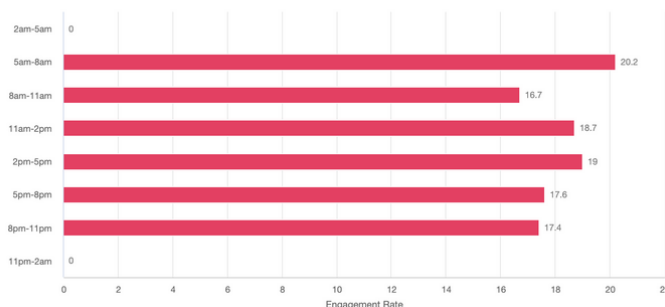
Engagement Rate by Day of Week

Posts Sent from 01/01/2019 - 12/31/2019



Engagement Rate by Time of Day

Posts Sent from 01/01/2019 - 12/31/2019



Post Type

Total Posts Sent

Total Engagements

 Image	189	3327 +299.9%
 Video	90	1602 +182.0%
 Other	19	467
<b>Total</b>	<b>298</b>	<b>5396 +285.4%</b>

\*Numbers based off of 1/1/19 through 12/31/19

## Quick Stats

Best Day to Post

**SUNDAY**

Best Time to Post

**5a - 8a**

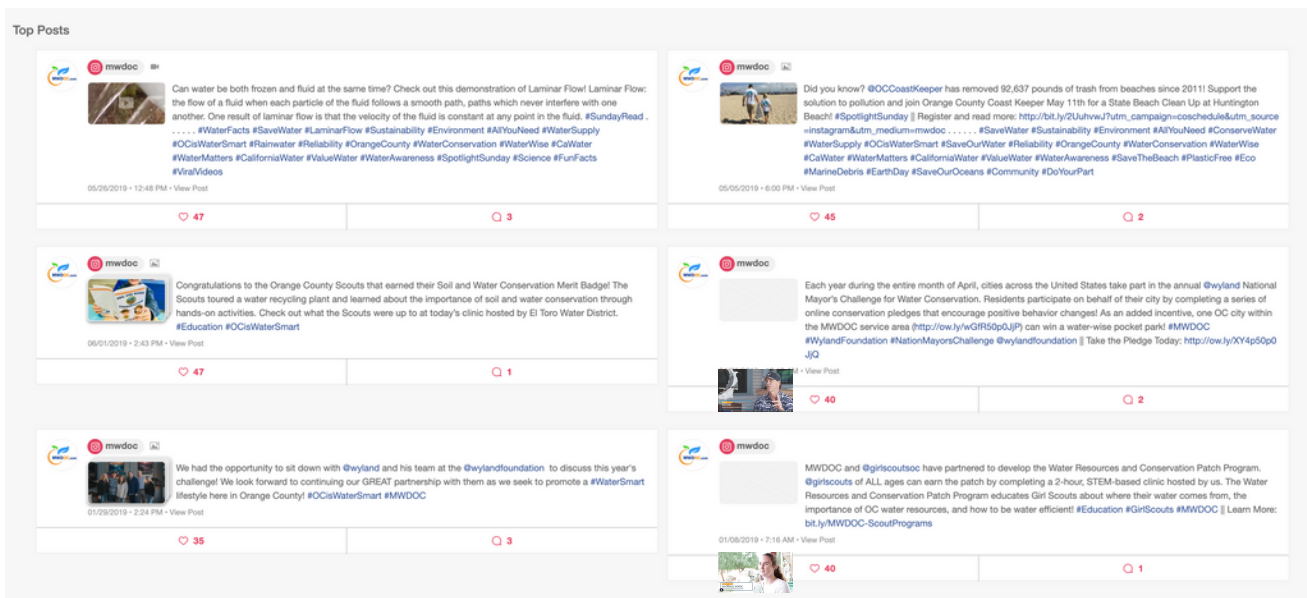
Best Message Type to Post

**VIDEO**

# Platform Breakdown (Instagram)

## Top Posts

The top Instagram posts over the year are a **mixture of video and static image posts**, which has been our focus since September 2018. Much like Facebook, we see great success with MWDOC's programs/partner-focused content. Instagram has also done very well with behind the scenes and "live event" content as well.



## Recommendations

According to the numbers, our efforts in Instagram have officially passed those in Facebook. As we head into 2020, our suggestion is to continue to dig deeper into Instagram. We will re-evaluate our hashtags to see if we can increase our engagement and reach even further.

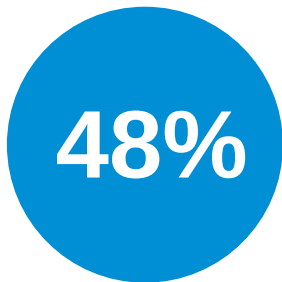
## Instagram Trends

- **IGTV takes center stage**
  - When IGTV first launched, it wasn't quite clear how it was performing or what it would bring to marketers' Instagram strategy. However, after a few changes and updates to the Instagram platform as a whole, IGTV is still alive and well, and will likely continue to rise in importance throughout 2020.
    - Ways to use IGTV: Share existing video content, including in landscape format, to reach a greater audience. Create vertical video content specifically for IGTV. Consider creating an IGTV series that your audience will love. Share previews of your IGTV videos to your feed to reach more viewers.
- **Instagram Stories aren't going away any time soon**
  - Since their creation in 2016, Instagram Stories have been fast growing, reaching 500 million daily active users by early 2019. And it doesn't look like it's going to stop. In fact, the company is only making it easier to share your stories with more and more people, adding in the option to share all of your Instagram Stories to Facebook automatically, so that your friends and followers can see them as well.
    - Ways to use Instagram Stories: Cross-promote your content to your Facebook Page. Take advantage of the tools inside Stories, like fonts, coloring tools, Boomerangs, stickers and more. Once you reach 10k followers, start linking to your website content regularly to boost traffic.
- **Make your Instagram content interactive**
  - Interactive content is huge right now for brands on many channels, not only trending on Instagram, but the platform does make it incredibly easy for you to jump on the bandwagon. Instagram Stories includes features like polls, quizzes, questions and more to give your audience the opportunity to interact directly with you and your content.
    - Ways to use interactivity: Create a countdown until the end of a giveaway. Add a poll or question sticker to get your audience's opinions. Test your audience's knowledge with a quiz. Allow your audience members to join a private Q&A chat.

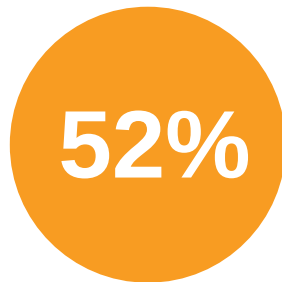
# Platform Breakdown (Instagram)

## MWDOC Instagram Demographics

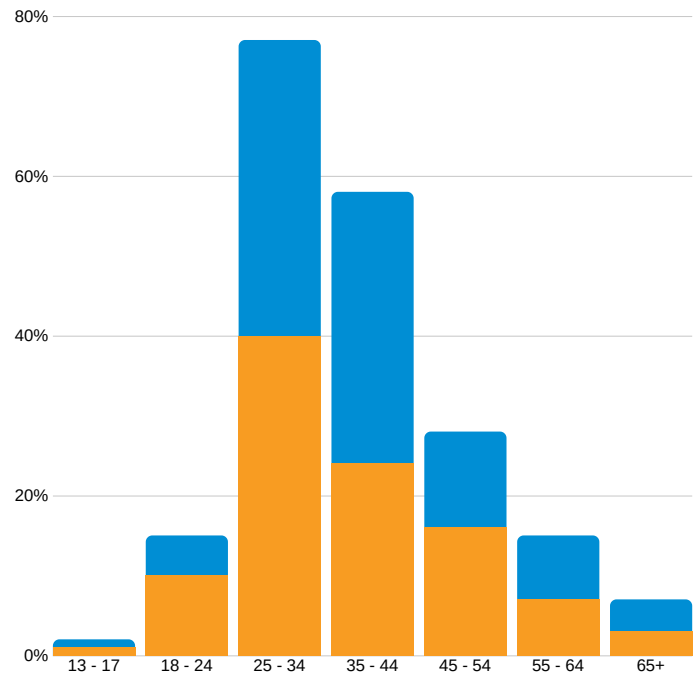
Men



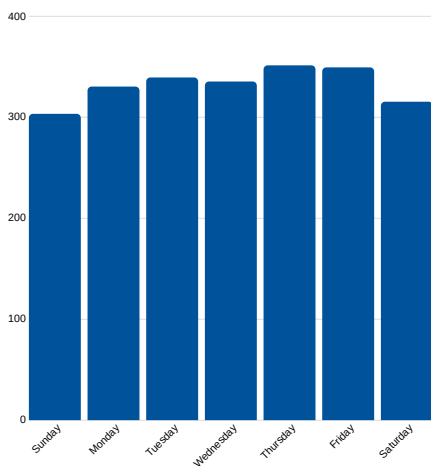
Women



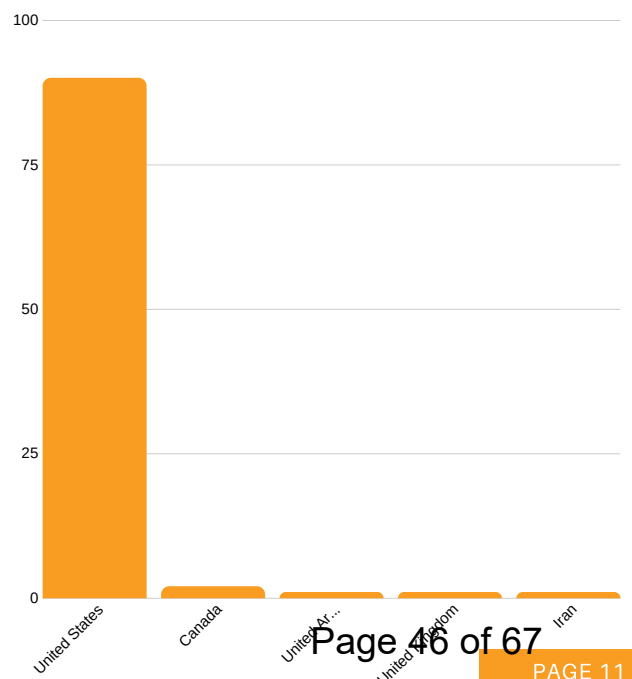
Age By Gender



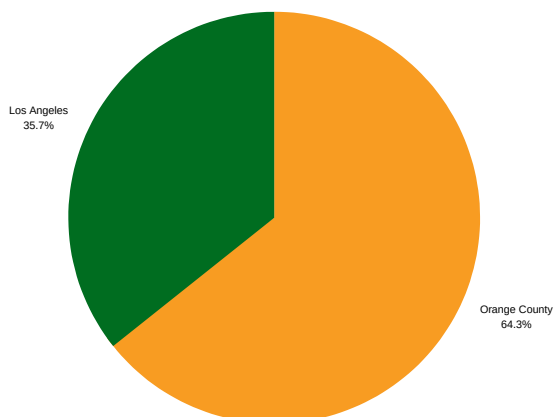
Activity by Followers (daily)



Country (Top 5 %)



Followers by County

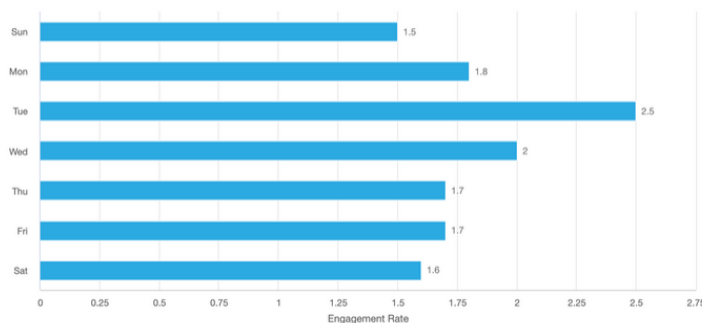


# Platform Breakdown (Twitter)

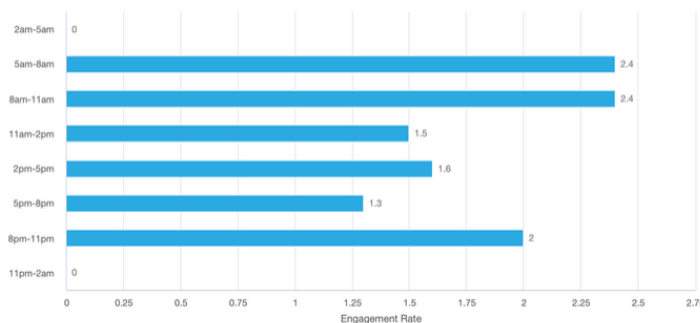
## Engagement

In comparison to Facebook and Instagram, MWDOC's Twitter efforts have seen the least amount of engagement - although - **MWDOC's engagement rate (1.8%) still sits comfortably above the platforms average of .046%.** As we face lower numbers in Twitter, we believe the reason is the content that is being put out. Twitter is a platform of quick ideas and conversation, which is unlike Facebook and Instagram's visual forward model. Although posting the same content from Facebook/Instagram to Twitter won't hurt, we'd like to explore creating additional content that is specifically designed for Twitter. We understand that Twitter numbers are down worldwide, but would like to explore a change in content before we make any further moves.

Engagement Rate by Day of Week  
Tweets Sent from 01/01/2019 - 12/31/2019



Engagement Rate by Time of Day  
Tweets Sent from 01/01/2019 - 12/31/2019



Tweet Type	Total Tweets Sent	Total Engagements
T Text	2	1 -66.7%
Image	207	343 +1.8%
★ Video	110	244 +216.9%
Link	8	5
Other	0	0 -
<b>Total</b>	<b>327</b>	<b>593 +40.5%</b>

\*Numbers based off 1/1/19 through 12/31/19

## Quick Stats

Best Day to Post

WEDNESDAY

Best Time to Post

8a - 11a

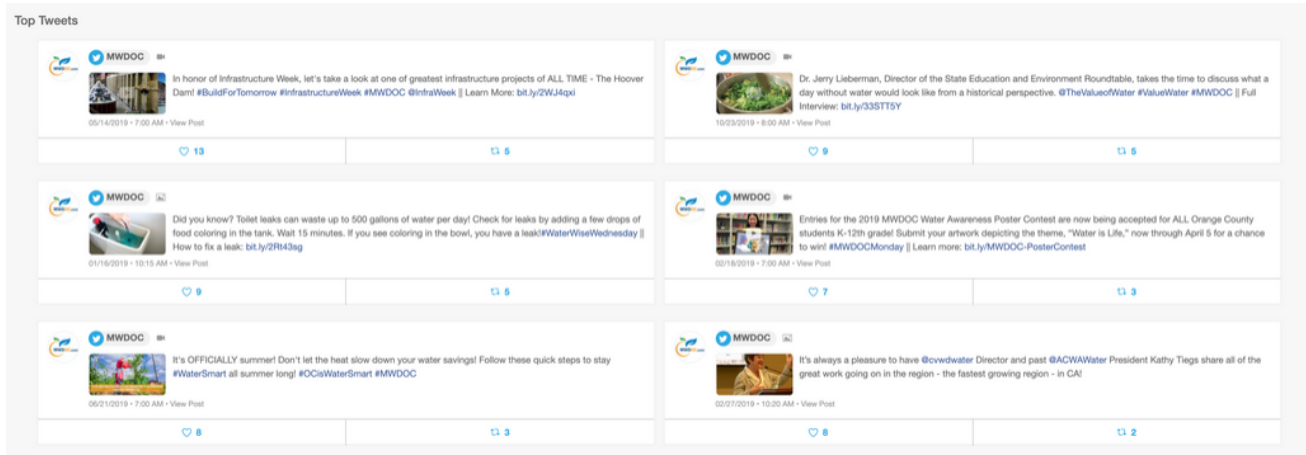
Best Message Type to Post

VIDEO

# Platform Breakdown (Twitter)

## Top Tweets

The top tweets over the past year are a **mixture of video and static image tweets**, which has been our focus since September 2018. Much like Instagram, we see great success with "live event" and "behind the scenes" content.



## Recommendations

Because of Twitter's slow engagement growth, we'd like to explore creating content specifically for Twitter. We don't believe these efforts need to be daily, but we'd like to test the effectiveness of them. The platform remains a top messaging platform, but serves best as a micro-blogging platform.

## Twitter Trends

- **Twitter will become a dominant site for news**

- A 2018 Pew Research Center study revealed some interesting insights. Nearly two-thirds or 68% of US adults get news from social media sites. And one-in-five gets news there often. 57% think news there is largely inaccurate. In contrast, 42% think the news on social sites is largely accurate. By the sheer number of its users, Facebook and YouTube are the top social sites that have become pathways to news. Twitter ranks third. But when it comes to sites with the most news-focused users, Reddit leads the pack followed by Twitter, Facebook, Youtube, and Instagram.
- By demographics, news consumers on Twitter are mostly in the 30-49 age group (42%), followed by those ages 18-29 (33%), and 50-64 (18%). Males (51%) slightly outnumber female (49%) Twitter news consumers, and most are college level or college graduates (41%).

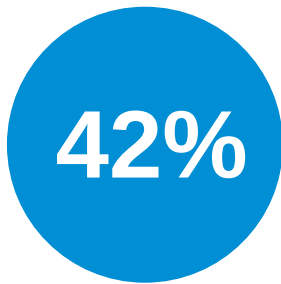
- **Twitter of tomorrow will be video-centric**

- A HubSpot 2017 Content Trends Survey found out that the majority of consumers prefer to see video content from a brand or business they support. Some 54% of consumers prefer video, while 46% prefer emails or newsletters and 41% prefer social images. Video has revolutionized how businesses promote their products and services. It has also transformed how marketers create and deliver content to reach consumers. In fact, it is estimated that 80% of the total worldwide internet traffic will be driven by video by the end 2020.
- Despite its lower popularity ranking as a video platform, studies have shown the effectiveness of using Twitter for videos. One study has shown that videos on Twitter are 2x as memorable as those on other premium platforms.

# Platform Breakdown (Twitter)

## MWDOC Twitter Demographics

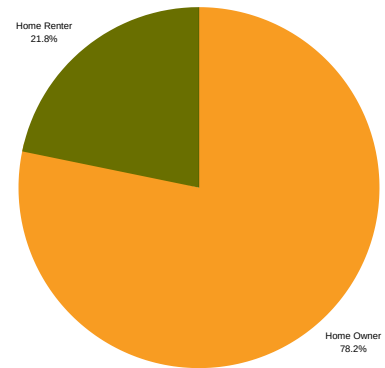
Men



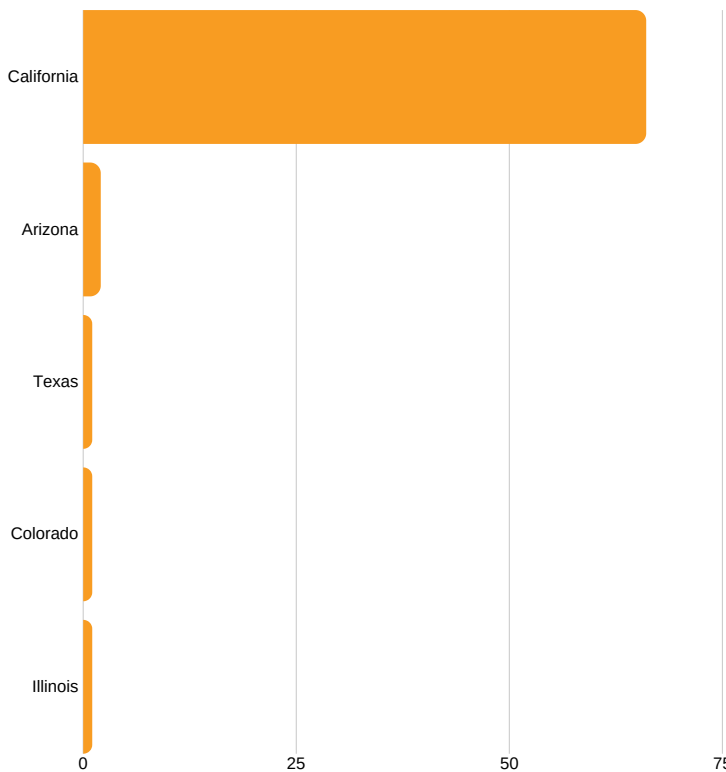
Women



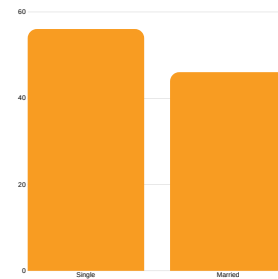
Home Ownership



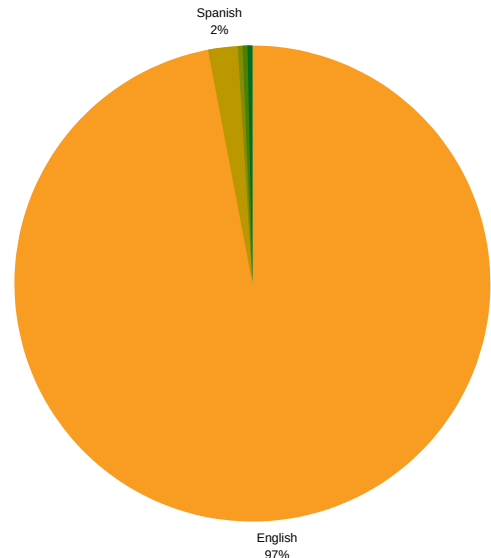
State (Top 5)



Marital Status (Top 5)



Language (Top 5)



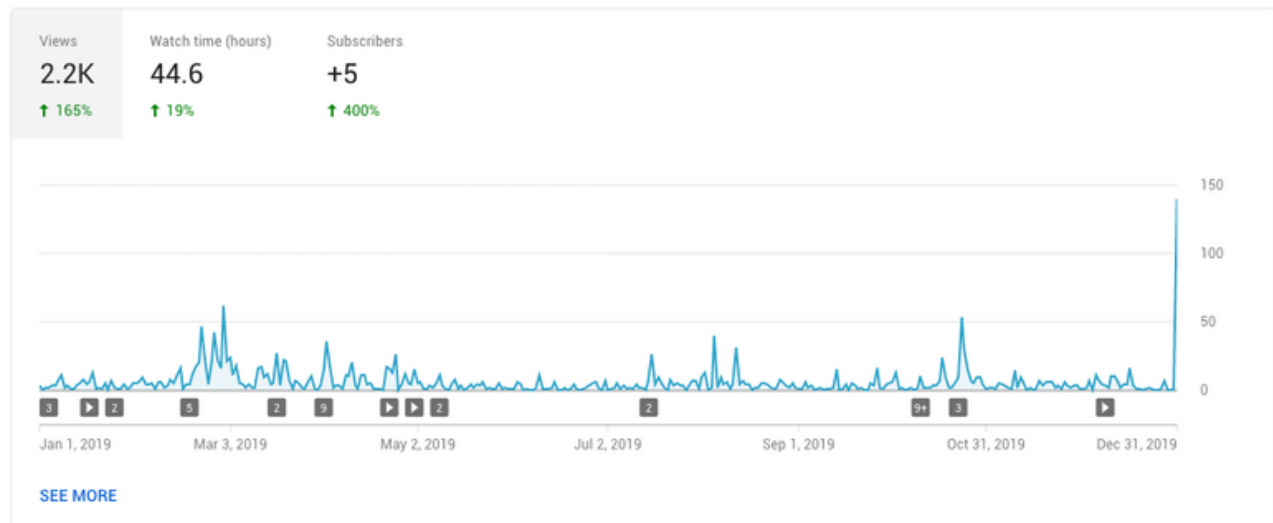
# Platform Breakdown (YouTube)

## Overview

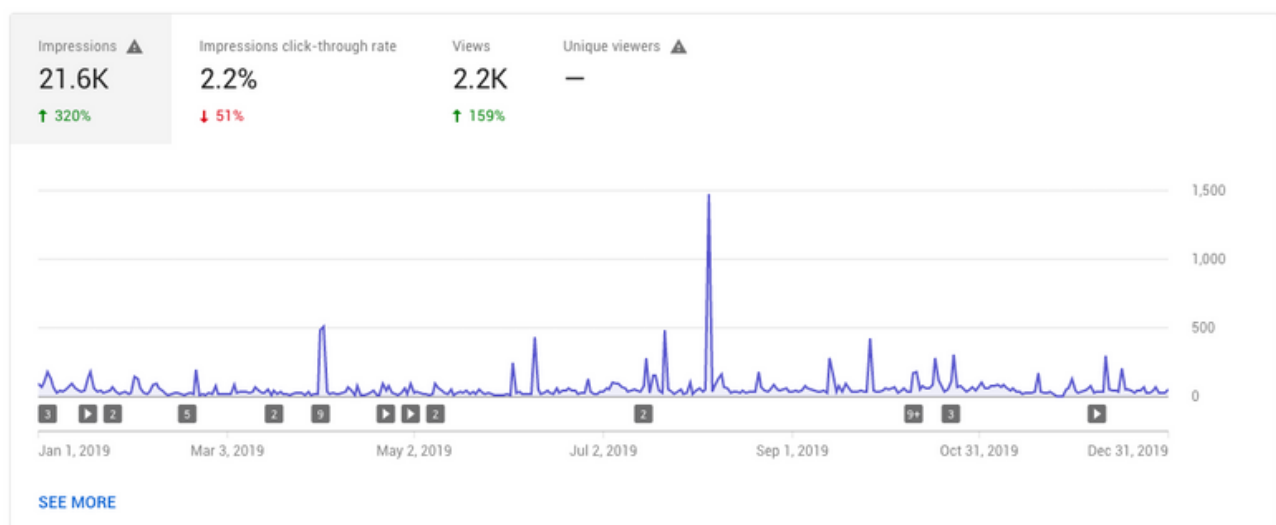
YouTube is a messaging tool that is still being developed for MWDOC. YouTube, as a platform, is unquestionably powerful. Video, both short and long form, has proven to be the most effective form of media.

## Watch Time & Views

Looking at the past 90 days, our audience has viewed content on MWDOC's YouTube channel for **2676 minutes** (44.6 hours). **That number is up 165% from 2018** and should continue to climb with our video driven approach.



Looking at the past year, **MWDOC's views are significantly higher (+159%) than in 2018**. Over time, monitoring views can help you spot high-performing videos, anticipate seasonal changes, and determine when to upload new videos.



## Platform Breakdown (YouTube)

### Why YouTube?

- Around three-quarters of U.S. adults (73%) say they use YouTube
- Almost **5 billion videos are watched on YouTube every single day** and growing
- **One billion hours watched daily**
- YouTube has **over a billion users** – almost one-third of all people on the Internet
- In an average month, **eight out of ten 18 - 49 year olds watch YouTube**
- YouTube on mobile alone **reaches more 18–49 year olds than any cable network in the U.S.**
- More than half of YouTube views come from **mobile devices**

### Recommendations

As a District, we look forward to continuing our efforts on YouTube with the Water Use Efficiency Team as we create a full series of how-to videos centralized around the idea of saving water. Our recommendation to MWDOC is to continue creating high quality content, as our current efforts seem to be increasing watch time and engagement. The more content we can produce, the more activity we will receive on our channel.

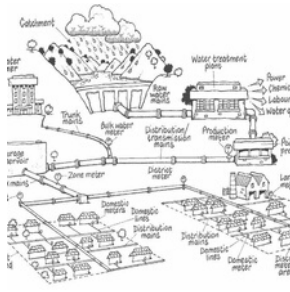
### Youtube Trends

- **Consider YouTube Live**
  - In fact, today, more people are likely to watch a live stream on YouTube than a regular video. The inclination of consumers towards live streaming is gradually eroding the consumption levels of regular videos. In fact, consumers spend 8 times longer watching live video than video on demand (Livestream.com).
- **How-to Tutorials**
  - Today, when you type a question on Google, you get two types of results. One is text-based results and second, is how-to video results. Given that video tutorials don't just talk extensively about the solution, they demonstrate how to solve it, more consumers are now gravitating towards these videos. 67% of millennials say that believe they can find a how-to video for **any** task they want to do. Brands should mine insights from their consumers, and use those insights to create how-to ad-driven campaigns. The idea is to broaden video content and remain as relevant as possible to the target audience.

# WHAT'S TRENDING FOR MWDOC

During 2019, it was clear that the most popular content was centralized around both MWDOC programs/partners and infrastructure. Our audience has a vested interest in these topics, and have shown that through a constant, high-level count of reactions and multiple shares per post. Based off of these metrics, we confidently encourage continuing related content. We believe there is great potential with creating content centered around MWDOC's infrastructure tours with our new approach as well as continuing to highlight our District's programs and partners.

## Popular Static Photo Content



## Popular Video Content



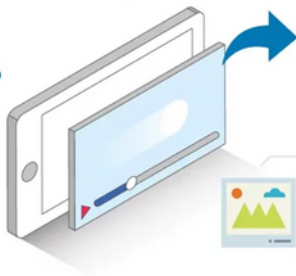
# WHERE WE'RE HEADING

With the decline in Twitter, we may want to explore placing additional efforts in another platform. LinkedIn or the new, TikTok platform are two to consider in 2020.

## LINKEDIN IN 2020

### ENGAGEMENT

**200%**  
Posts with a link  
receive 200%  
more  
engagement.



**59%**  
executives said they  
would choose to consume  
content via video.

**98%**  
Including photos in posts  
increases comment rate  
by 98%.

**50%**  
Posts ending with a  
question receive 50%  
more engagement.

**3M**  
users share content  
on a weekly basis.

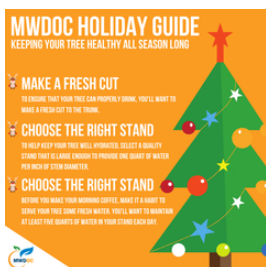
- LinkedIn now has over 500 million members
- 260 million LinkedIn users are logging in each month
- 40% of monthly active users use LinkedIn daily
- Of the 2 billion Millennials globally, 87 million of them are on LinkedIn
- There are 63 million unique mobile users monthly
- LinkedIn profiles with photos get 21x more views and 36x more messages
- Long-form content gets the most shares on LinkedIn

## WHY CONSIDER TIKTOK

TikTok is relatively new, especially to the business world, and, as such, is not nearly as saturated as Facebook, Instagram, and Twitter. It's also much cheaper to advertise on, because there isn't a strong influencer community yet; there are far fewer users competing for sponsorship and ad placements.

It also allows you to explore different aspects of your organization, such as what makes you fun and interesting, and TikTok provides a platform where those fun aspects will be welcomed. Furthermore, it helps you take the crucial first step into marketing to Gen Z, the notoriously difficult-to-market-to generational group, which is becoming more important as they gain a stronger foothold in the economy.

# 2019 CONTENT HIGHLIGHTS



# CONCLUSION



In collaboration with the Public Affairs team at MWDOC, we have built a robust social media presence, increased our website traffic substantially and cemented the MWDOC brand. MWDOC has asserted itself amongst the leading voices in CA Water - and beyond. Looking at the 2020 trends, we believe MWDOC's current social strategy is lined up for another successful year.

## 2020 Outlook Strategy

- 1. Engage new audience groups**
- 2. Continue creating more original video content**
  - a. Program/partner highlights
  - b. Infrastructure tour, behind the scenes
  - c. Industry Interviews
  - d. Community engagement, man on the street
- 3. Encourage staff participation**
  - a. Like/share/comment
  - b. Check in at office, company, and partner meetings and events



**INFORMATION ITEM**  
January 20, 2020

**TO:** **Public Affairs & Legislation Committee**  
(Directors Yoo Schneider, Barbre, McVicker)

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

Staff Contact: Damon Micalizzi

**SUBJECT:** **February 12, 2020 Water Policy Forum & Dinner**

**STAFF RECOMMENDATION**

---

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

**COMMITTEE RECOMMENDATION**

---

Committee recommends (To be determined at Committee Meeting)

**REPORT**

---

Registration is open for MWDOC's upcoming Water Policy Forum & Dinner, which will be held on Wednesday February 12, 2020, at the Avenue of the Arts Hotel in Costa Mesa. Metropolitan Water District of Southern California (Metropolitan) CEO and General Manager, Jeffrey Kightlinger will serve as the keynote speaker and will bring to a close the year's speakers series.

2019 was a transformative year for California water. The twin tunnels have been downsized by the Governor Newsom, meanwhile, many questions remain about changes in climate and new regulations are creating concerns about water quality and treatment. Mr. Kightlinger will reflect on the past year's developments with Delta Conveyance and discuss future projects that will enhance Southern California's water supplies and reliability in the face of contaminants of emerging concern appearing in some of the State's most venerable sources.

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



**INFORMATION ITEM**

January 20, 2020

**TO:** **Public Affairs & Legislation Committee**  
(Directors Yoo Schneider, Barbre, McVicker)

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

**SUBJECT:** **2020 OC Water Summit**

**STAFF RECOMMENDATION**

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

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**REPORT**

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Sponsorships are coming in for the 13<sup>th</sup> Annual OC Water Summit titled **20/20 Water: Breaking News**. Once again, Mesa Water has come in as a Luncheon Sponsor (\$7,500) and Irvine Ranch Water District has again elected to participate as a Program Sponsor (\$6,000). The Yorba Linda Water District has also agreed to be a Session Sponsor (\$2,500).

MWD OC is the lead agency for this year's event which will feature news stories facing the water industry and include sessions on Climate Change, the human and industrial effects on water quality, and necessary investments in critical infrastructure for future generations.

The 2020 OC Water Summit will be at the Disney Grand Californian Hotel on May 31, 2020.

The OC Water Summit Committee meeting dates are:

- Monday, January 27, 2020, 8:30 am
- Monday, February 24, 2020, 8:30 am
- Monday, April 27, 2020, 8:30 am

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



**INFORMATION ITEM**  
January 20, 2020

**TO:** **Public Affairs & Legislation Committee**  
(Directors Yoo Schneider, Barbre, McVicker)

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

Staff Contact: Sarah Wilson

**SUBJECT:** **Education Programs Update**

**STAFF RECOMMENDATION**

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

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**SUMMARY**

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Contractors for the Municipal Water District of Orange County's (MWDOC or District) Water Education School Programs—Shows That Teach, Discovery Cube Orange County, and Bolsa Chica Conservancy—continue to schedule school visits for the 2019/2020 school year. As visits are booked, MWDOC School Program contractors update the shared Google Calendar so that MWDOC Board of Directors and participating member agencies can view school program visits as soon as they are confirmed. For convenience, included in this report is a two (2) month preview of scheduled visits. Please note that the shared Google Calendar is updated frequently, and will always have the most accurate information. Visits are subject to change due to school and teacher availability.

<b>Budgeted (Y/N): Y</b>	Budgeted amount: \$437,561	Core	Choice X
<b>Action item amount:</b>		Line item: 63-7040	
<b>Fiscal Impact (explain if unbudgeted):</b>			

## DETAILED REPORT

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### SCHOOL PROGRAM GOALS AND OBJECTIVES

To administer a water-focused education program that offers Orange County students in grades K-12 an opportunity to connect with, and learn from, their local ecosystems. Program contractors for all grade levels will use a [Next Generation Science Standards \(NGSS\) three-dimensional learning model](#) to guide students to solve environmental problems affecting their local communities, and enhance their ability to become responsible environmental stewards. Students will also be able to identify California water supply sources, and will learn more about how to apply water efficient practices at home and at school.

- **Elementary School Program (K-2) Objective:** Students will understand the relationship between natural and human social systems and how humans affect, depend on, and benefit from natural resources, like water. Healthy ecosystems are critical to sustain all life.
- **Elementary School Program (3-6) Objective:** Students will understand the connection between humans and natural systems and how human activities and decisions can alter the water cycle, habitats, and the overall health of ecosystems. Healthy ecosystems are essential to all life.
- **Middle School Program (7-8) Objective:** Students will learn that the quality, quantity, and reliability of water is directly and indirectly influenced by human activity and the health of natural systems. Students will understand the challenges in delivering a safe and reliable source of drinking water to Orange County.
- **High School Program (9-12) Objective:** Students will understand that the health and care of natural systems are essential to all life and to the functioning of our economies and cultures. Students will learn how to make informed decisions that can affect and drive changes in opinions, policies, and laws as well as be introduced to career pathways in the water industry.

### SHOWS THAT TEACH – ELEMENTARY SCHOOL (K-2)

In December 2019, Shows That Teach completed four (4) school visits across the county reaching more than 785 students in grades K-2. For the 2019/20 school year, just over 5,175 students have participated in the MWDOC Elementary School Program (grades K-2), and more than 3,280 students have been booked to receive the program.

*“The assembly was very engaging and students had a great time learning about the water cycle. Students really enjoyed the music, actors, and hand motions.”* – 1<sup>st</sup>/2<sup>nd</sup> grade teacher, Roosevelt Elementary School

*“This was a great assembly! The kids were engaged, entertained, and learned a lot! This was so age appropriate and the presenters made it so fun!”* – K/1<sup>st</sup> grade teacher, Merton Hill Elementary School

*“This was such a fun and educational assembly...We asked our principal if we could have them back for another assembly. My 2<sup>nd</sup> grade students came back to class talking about how much fun it was. They asked me to post pictures from the assembly on my parent communication site, so they could talk about the show with their parents. My kids were also using the words aqueduct and aquifer! I*

*asked them to explain what they were and they knew! ” – 2<sup>nd</sup> grade teacher, Murdy Elementary School*

### **DISCOVERY CUBE OC – ELEMENTARY (3-6) AND MIDDLE SCHOOL (7-8)**

Through Discovery Cube Orange County (DCOC), the MWDOC Elementary School Program (grades 3-6) reached more than 1,100 students in December 2019 from five (5) elementary schools across the county. To date, more than 5,100 students have participated in the MWDOC Elementary School Program (grades 3-6), and just over 13,175 students have been booked to receive the program for the remainder of the 2019/2020 school year so far.

Through this program, students are tested on their water awareness with a keypad device before an assembly begins and at the conclusion of the assembly to measure concept understanding and retention. The following keypad response data demonstrates the average student understanding after attending the December 2019 Elementary School Program assemblies:

- **Third Grade:** Students are tested on local climate and the ability of plants and organisms to survive in a particular climate. Students demonstrated a **6.78%** average increase in understanding from the pre- to post-test. (**59.25%** scoring correctly on the pre-test and **66.03%** on the post-test).
- **Fourth Grade:** Students are tested on the local ecosystem, water sources, and water use efficiency. Students demonstrated a **30.38%** average increase in understanding from the pre- to post-test. (**34.43%** scoring correctly on the pre-test and **64.81%** on the post-test).
- **Fifth Grade:** Students are tested on how the water cycle cleans and recycles freshwater supply and water use efficiency. Students demonstrated a **32.78%** average increase in understanding from the pre- to post-test. (**38.16%** scoring correctly on the pre-test and **70.94%** on the post-test).
- **Sixth Grade:** Students are tested on the forces that drive the water cycle and factors that influence the growth of organisms in our local area. Students demonstrated a **-3.02%** average decrease in understanding from the pre- to post-test. (**59.98%** scoring correctly on the pre-test and **56.96%** on the post-test).

*“The program was well organized and effectively presented. The information was important and presented with relation to everyday living. Great program!” – 5<sup>th</sup> grade teacher, Star View Elementary School*

*“Great job at a difficult time to keep kids engaged (right before vacation)!” – 3rd grade teacher, Star View Elementary School*

*“Love that the children get to interact during the program.” – 3rd grade teacher, Pendleton Elementary School*

Currently, DCOC has booked close to 1,350 students to receive the MWDOC Middle School Program (grades 7-8) for the 2019/2020 school year. The participating middle schools are

located in the City of Brea, El Toro Water District, and City of Fountain Valley service areas. This is the first time since the school program's inception that MWDOC has offered a middle school program.

### **BOLSA CHICA CONSERVANCY – HIGH SCHOOL (9-12)**

In December 2019, the Bolsa Chica Conservancy completed all three (3) session of the MWDOC High School Program (grades 9-12) at El Toro High School. To date, all 3 sessions have been completed at Santa Ana High School, Mission Viejo High School, Edison High School, and El Toro High School. Additionally, Dana Hill High School has been booked to receive the program in January 2020, and San Clemente, San Juan Hills, Tesoro, Tustin, La Quinta, and Westminster high schools have all expressed interest in the program.

Through this multi-visit program, students in grades 9-12 are provided with hands-on, science-based learning stations and interactive activities covering topics such as water supply sources, water quality, and water use efficiency. Students are tested on their water awareness at the start of the first class session, and again at the end to measure concept understanding and retention. The following test results demonstrate the average increase in student understanding after attending the first session of the December 2019 High School Program at El Toro High School:

- Students demonstrated a **40.60%** average increase in understanding from the pre-to post-test. (**41.50%** scoring correctly on the pre-test and **82.10%** on the post-test).

For the third session, students demonstrated what they learned through the program with an in-class presentation to their peers. Presentation topics included water quality, recycled water, agricultural runoff, and careers in the water industry.



*"I liked it so much I asked them back next year. The watershed and water quality information is part of the AP Environmental Science curriculum and very helpful for the students."*

– AP Environmental Science teacher,  
El Toro High School

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
	3-6 HUNTINGTON 3-6 MESA WATER 3-6 MESA WATER	3-6 ANAHEIM 3-6 MNWD 9-12 SCWD Dana	3-6 SAN JUAN 3-6 SANTA ANA	3-6 MNWD 9-12 SCWD Dana	3-6 HUNTINGTON K-2 MNWD Oak K-2 SMWD Bathgate	
2	3	4	5	6	7	8
		3-6 TUSTIN Loma	3-6 ANAHEIM K-2 MNWD Avila	3-6 GARDEN GROVE 3-6 WESTMINSTER K-2 ANAHEIM Paul K-2 ORANGE Holy	3-6 FULLERTON 3-6 SANTA ANA	
9	10	11	12	13	14	15
	3-6 ETWD Del Cerro	3-6 BUENA PARK	K-2 MNWD			
16	17	18	19	20	21	22
		3-6 GARDEN GROVE	3-6 SCWD Dana (R.)	3-6 TUSTIN	3-6 ORANGE 3-6 SAN JUAN 3-6 WESTMINSTER	
23	24	25	26	27	28	29
		3-6 SANTA ANA	3-6 ANAHEIM Barton 3-6 FOUNTAIN	K-2 GARDEN GROVE		

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
	3-6 GARDEN GROVE	3-6 GARDEN GROVE	K-2 BREA Olinda			
8	9	10	11	12	13	14
	3-6 GARDEN GROVE	3-6 WESTMINSTER		3-6 ANAHEIM K-2 WESTMINSTER		
15	16	17	18	19	20	21
	3-6 GARDEN GROVE		3-6 GARDEN GROVE	3-6 ANAHEIM Olive	3-6 ANAHEIM Olive	
22	23	24	25	26	27	28
	3-6 MESA WATER 3-6 WESTMINSTER				3-6 TUSTIN Utt Elem 3-6 WESTMINSTER 3-6 YLWD Van Buren	
29	30	31	1	2	3	4
	3-6 YLWD Ruby			3-6 SANTA ANA Carr 7-8 BREA Brea	3-6 SANTA ANA Carr 7-8 BREA Brea 7-8 FOUNTAIN	

**Public & Governmental Affairs Activities Report  
December 11, 2019 – January 8, 2020**

<b>Member Agency Relations</b>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Prepared and updated Pressure Regulating Valve (PRV) door hangers and flyers for Mesa Water District</li> <li>• Placed a print order for PRV door hangers and flyers for Mesa Water District service area</li> </ul> <p>Governmental Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Circulated the draft Water Resiliency Portfolio</li> <li>• Hosted a legislative update meeting for MWDOC Member Agencies. Staff from the following agencies attended: Irvine Ranch Water District, Santa Margarita Water District, El Toro Water District, Yorba Linda Water District, Mesa Water District, South Coast Water District, East Orange County Water District and Moulton Niguel Water District</li> </ul>
<b>Community Relations</b>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Coordinated details for January 11 Girl Scouts Patch Program clinic with El Toro Water District, Girl Scouts of Orange County, and registered participants</li> <li>• Confirmed participation in the 2020 Water Awareness Festival hosted by Santa Margarita Water District</li> <li>• Confirmed participation in the 2020 OC Green Expo event hosted by Anaheim Public Utilities</li> </ul>
<b>Media Relations</b>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Developed and published December eCurrents newsletter</li> <li>• Prepared and distributed a news release announcing new MWDOC Board President</li> </ul>
<b>Education</b>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Participated in planning meeting for Next Generation Science Standards (NGSS) Orange County Rollout</li> <li>• Participated on a panel and at an information booth for the Next Generation Science Standards (NGSS) Statewide Rollout</li> <li>• Coordinated visit to John S. Malcom Elementary School for MWDOC K-2 Program</li> <li>• Provided school program survey to Mesa Water</li> <li>• Met with school program contractor Bolsa Chica Conservancy</li> <li>• Created and shared Water Filtration Lesson Plan to Huntington Beach Unified School District</li> </ul>

	<ul style="list-style-type: none"> <li>• Provided MWDOC High School Program cost breakdown to City of Westminster</li> <li>• Provided information regarding MWDOC High School Program to Fountain Valley High School teacher</li> <li>• Coordinated school program observation to El Toro High School with El Toro Water District and Bolsa Chica Conservancy</li> <li>• Provided MWDOC school program flyers to Moulton Niguel Water District for promotional use</li> <li>• Provided information, resources, and materials regarding MWDOC school program to Fullerton school district specialist</li> <li>• Provided information regarding MWDOC High School Program to South Coast Water District</li> <li>• Provided FY 18/19 school program data to City of Anaheim</li> <li>• Met with school program contractor Discovery Cube Orange County</li> <li>• Attended the Quarter 4 California Environmental Literacy Leadership Council meeting</li> <li>• Met with Inside the Outdoors (ITO) and State Education and Environment Roundtable to begin redesigning school program goals and objectives to support environmental literacy</li> <li>• Prepared a letter of support for the Orange County Department of Education for the Environmental Education Local Grant Program for Region 9</li> <li>• Participated on a conference call with Bay in Balance to discuss their education program</li> <li>• Prepared a support form for National Water Resources Institute participation in the 2020 Children's Water Festival through Metropolitan Water District of Southern California's Community Partnering Program</li> <li>• Completed flyer for the 2020 MWDOC Water Awareness Poster Contest and sent to Orange County school districts, teachers, MWDOC school program contractors, special education groups, Girl Scouts, and Boy Scouts</li> </ul>
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<b>Special Projects</b>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Initiated preparations and logistics for the February 12<sup>th</sup> Water Policy Forum and Dinner</li> <li>• Continue to secure speakers and sponsors for the OC Water Summit</li> <li>• Collaborated with strategic digital communications consultants to perform Audit of Social Media for 2019</li> <li>• Prepared recognitions for several retirements</li> <li>• Updated letterhead and business cards for new Board positions</li> <li>• Participated in OC Water Summit Committee Meeting</li> <li>• Participated in Mandatory Staff Training – Harassment, Civility, and District Policies</li> <li>• Debriefed with Marion MacKenzie Pyle on the <i>Maximize Your Yes: The Art and Craft of Persuasive Speaking</i> workshop provided to Public Affairs Workgroup meeting participants</li> <li>• Prepared and presented a 2019 Public Affairs Year in Review for the Board</li> <li>• Worked with website developer LA Design Studios to correct a glitch in the content management system for the 2020 New Year date rollover</li> <li>• Prepared and approved social media content</li> <li>• Completed the Public Relations Society Crisis Communications Certification Program</li> <li>• Met with the City of Westminster, the Wyland Foundation, and the Saddleback College design team to review the final Pocket Park design for Westminster City Council and City Planning approval</li> </ul> <p>Governmental Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Staffed the WACO Planning Committee meeting</li> <li>• Sent out the invitation for the ISDOC Quarterly Luncheon on 1/30/2020</li> <li>• Coordinated with staff at the OC ROV to speak at the ISDOC Quarterly Luncheon</li> <li>• Staffed the ISDOC Executive Committee Meeting</li> <li>• Solicited multiple request for quotes for hotel meeting space</li> </ul>
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<b>Legislative Affairs</b>	<p>Governmental Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Attended the Colorado River Board of California meeting</li> <li>• Attended the Colorado River Water Users Association Annual Conference</li> <li>• Reserved The Palm D.C. for the MWDOC hosted dinner with our member agencies on 2/26/2020</li> <li>• Attended a meeting at the Office of Assemblyman Tyler Diep with Director McVicker</li> <li>• Filled out and submitted the logistics questionnaire for the use of the room at the Capitol Visitor Center for the D.C. luncheon on 2/26/2020</li> <li>• Updated the D.C. luncheon invite</li> <li>• Participated, with Melissa Baum-Haley, in CMUA's "Constituents of Emerging Concern" Workgroup to discuss the MWD proposal language</li> <li>• Circulated MWD's coalition letter on AB 533 (Holden) – Income Tax Exclusion for WUE Rebates – for additional signatories</li> </ul>
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