



Item No.

INFORMATION ITEM
November 16, 2020

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

FROM: Robert Hunter, General Manager

Staff Contact: Tiffany Baca

SUBJECT: MWD OC-Wyland Exclusive Partnership and MyVolunteer Water Project

STAFF RECOMMENDATION

Staff recommends the Board of Directors receive and file the report.

COMMITTEE RECOMMENDATION

Committee recommends (To be determined at Committee Meeting)

DETAILED REPORT

The Municipal Water District of Orange County (MWD OC) and the Wyland Foundation (WYFO) have developed a Memorandum of Understanding (*see attachment 1*) for an exclusive, formal partnership that outlines mutual expectations, and delineates respective responsibilities as it relates to both party’s water-saving education programs, campaigns, and initiatives. There are several benefits for MWD OC as a result of this exclusive partnership including: 1. Secures the role of recognized, leading voice on Orange County water issues through both organization’s distinct audience groups; Wyland’s audience is national, 2. Enhanced credibility in the environmental community due to trusted endorsement, 3. Alleviate conflicting messages or promotions by offering one regional voice, 4. Benefit from the interest and excitement that celebrity brings to water-saving promotional videos, campaigns, Public Service Announcements, and more, 5. Exclusivity is key to providing distinct value.

An informal partnership was initiated in 2017 to support the efforts of the [Wyland National Mayor's Challenge for Water Conservation](#) campaign and boost Orange

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

County's water awareness through participation. Over the years, both parties have worked together on a variety of successful outreach efforts including producing a [MWDOC-branded Public Service Announcement \(PSA\)](#) as well as other promotional videos featuring world-renowned marine life artist Wyland; securing the [Clean Water Mobile Learning Center](#) for community events; and, connecting with other partners to enhance and increase audience reach such as the [WaterZone radio show and podcast](#), and more.

Since the partnership was formed, several of MWDOC's member agencies have approached WYFO to initiate partnerships of their own. Discussions have ranged from building pocket parks to developing K-12 water education programs. Due to highly successful outcomes from the informal partnership with MWDOC, as well as the relationships that have been built over the years, WYFO approached MWDOC Public Affairs to formalize the partnership. This comes at an opportune time for both organizations as WYFO has been working for the past two (2) years on a new initiative designed to assist Orange County individuals, school groups, and companies with volunteer-based home and community projects that support healthier waterways and more efficient water use. The program, [MyVolunteer Water Project](#), is free to everyone, and there are several ways to participate.

Individuals, or teams made up of friends, family, schoolmates, or coworkers are encouraged to take action by selecting hands-on, easy-to-do activities that can make a significant difference on the quality of life for our communities, wildlife, and neighbors downstream. As an added bonus, people who undertake a project will help accrue extra points for their city in the Wyland National Mayor's Challenge for Water Conservation, the annual national and regional campaign WYFO and MWDOC have been partnering together on for years.



Whether participating from the safety of home during the COVID-19 pandemic, or undertaking community projects as we begin to reopen the country, the MyVolunteer Water Project program is designed for year-round participation and includes measurable impacts and shareable reports that can be posted on social media, inspiring others to take action.

Here are a few examples of the types of projects ... with more to come.



- ◆ Plant a tree - Reduce stormwater runoff, promote better air quality, and reduce CO2 from our atmosphere. Plant a tree in your home or community.

- ◆ Litter removal – Participate as an individual or organize a group to pick up litter, keeping our

storm drains and waterways clean.

- 💧 Beach, lake, river, or wetland clean-ups – Participate as an individual or organize a group to clean up debris and trash preventing it from entering our most valuable and irreplaceable resources.
- 💧 Community gardens and smart water landscaping projects - Grab shovels, soil, and native plants, flowers, and grasses that require very little water and reduce pollution runoff.

There are plenty of ways to be water smart, and this project helps connect the dots between good intentions, and making real, measurable change. All activities are designed to fit into the Orange County lifestyle whether through water smart beautification projects, community projects, home repairs, and more, and the MyVolunteer Water Project has new digital tracking tools that provide information, inspiration, and a unique framework to reach individual or group water saving goals.



**MEMORANDUM OF UNDERSTANDING
BETWEEN
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY
AND
WYLAND FOUNDATION**



This Memorandum of Understanding is made on September 30, 2020, by and between the Municipal Water District of Orange County, hereinafter referred to as “MWD OC,” and Wyland Foundation, hereinafter referred to as “WYFO,” (collectively, the “Parties”) for the purpose of achieving mutual aims and objectives related to both Parties water-saving education programs, campaigns, and initiatives (the “Partnership”).

WHEREAS MWD OC and WYFO desire to enter into an agreement in which MWD OC and WYFO will work together to achieve mutual goals specified through the Partnership;

AND WHEREAS MWD OC and WYFO are desirous to enter into a Memorandum of Understanding (the “Memorandum”) between them, setting out the working arrangements that each of the Parties agree are necessary for the success and fulfilment of the Partnership.

THEREFORE IT IS MUTUALLY AGREED THAT:

I. PURPOSE

The purpose of this Memorandum is to formally create an agreement for collaboration between MWD OC and WYFO, outline mutual expectations, and delineate respective responsibilities as it relates to the Partnership.

II. RESPONSIBILITIES

The activities and services for the Partnership shall include, but not be limited to:

1. Services to be rendered by MWD OC:
 - a. As the wholesale water provider, resource planning agency, clean water advocate, and water conservation and education leader for Orange County, California’s 3.2 million residents, MWD OC will assume the role of Orange County water representative, utilizing materials, talent, and connections to support the goals of the Partnership.
 - b. Specific to the Wyland National Mayor’s Challenge and My Volunteer Water Project:
 - i. Lead campaigns from a water-centric perspective, creating opportunities for other Orange County retail water providers to contribute, promote, and participate within their service areas under a shared vision and message.
 - ii. Design and distribute co-branded media/tool kits to identified Orange County target audiences that include water industry and community-based organizations, educators, cities, media, and other appropriate and compatible MWD OC partners.
 - iii. Promote campaigns on MWD OC.com website, social media pages and networks, e-Currents newsletter, and other related media opportunities.

- iv. Provide campaign updates at MWDOC meetings and other external organization meetings where appropriate or requested.
 - v. Develop co-branded Grab-and-Go water activities that support lesson plans, and that can be shared with Orange County K-12 students, teachers, and across education networks as an individual or classroom project.
 - c. Plan, produce, edit, and distribute promotional videos specific to the Partnership.
 - 2. Services to be rendered by WYFO include:
 - a. As a leading 501(c)(3) non-profit organization founded by renowned environmental artist Wyland, dedicated to promoting, protecting, and preserving the world's water, assume the leadership role and voice of sound environmental stewardship, utilizing materials, talent, and connections to support the goals of the Partnership.
 - b. Specific to the Wyland National Mayor's Challenge and My Volunteer Water Project:
 - i. From an environmental stewardship perspective, support and help identify opportunities for other Orange County retail water providers through MWDOC to contribute, promote, and participate in campaigns within their service areas under a shared vision and message.
 - ii. Distribute and promote co-branded media/tool kits to identified Orange County target audiences that include other non-profit and community-based organizations, city officials and staff, media, and other appropriate and compatible WYFO partners.
 - iii. Promote Partnership on wylandfoundation.org/about/partners and wylandfoundation.org/programs/mayors webpages, social media pages and networks, and other related media opportunities.
 - iv. Provide campaign updates at WYFO meetings and other external organization meetings where appropriate or requested.
 - v. Provide campaign content and rules, and help promote and distribute co-branded Grab-and-Go water activities created by MWDOC that can be shared across education networks as an individual or classroom project for Orange County K-12 students and teachers.
 - c. Provide content and talent for promotional videos specific to the Partnership, and distribute videos across WYFO outreach channels where appropriate.

III. TERMS AND CONDITIONS

It is mutually agreed upon and understood by and among the Parties of this Memorandum that:

- a. Each Party will work together towards the success and fulfillment of the Partnership goals.
- b. MWDOC shall maintain full right, title, and interest in any intellectual property right in any work product developed by MWDOC in furtherance of the objectives of this Memorandum.

VI. EFFECTIVE DATE AND ADMINISTRATION

The arrangements made by the Parties of the Memorandum shall remain in place from September 30, 2020, until September 30, 2022, and can only be extended by written agreement of the Parties. The

Memorandum may be terminated at any time by either Party upon issuance of a written notice to the other Party. The Parties will review annually the provision of this Memorandum and its implementation.

VII. SIGNATORIES

This Memorandum shall be effective as of the date written above and upon signature by both Parties.

MUNICIPAL WATER DISTRICT OF ORANGE COUNTY:

Robert Hunter
General Manager, MWDOC

Date

Joseph Byrne
General Counsel

Date

Wyland Foundation:

Steve Creech
President, WYFO

Date