

Appendix A

DWR Submittal Tables

Submittal Table 8-1: Water Shortage Contingency Plan Levels

Submittal Table 8-2: Demand Reduction Actions

Submittal Table 8-3: Supply Augmentation Actions

DWR Submittal Table 8-1
Water Shortage Contingency Plan Levels

Shortage Level	Percent Shortage Range	Shortage Response Actions <i>(Narrative description)</i>
0	0% (Normal)	A Level 0 Water Supply Shortage –Condition exists when MWDOC notifies its water users that no supply reductions are anticipated in this year. MWDOC proceeds with planned water efficiency best practices to support consumer demand reduction in line with state mandated requirements and local MWDOC goals for water supply reliability.
1	Up to 10%	A Level 1 Water Supply Shortage – Condition exists when no supply reductions are anticipated, a consumer imported demand reduction of up to 10% is recommended to make more efficient use of water and respond to existing water conditions. Upon the declaration of a Water Aware condition, MWDOC shall implement the mandatory Level 1 conservation measures identified in this WSCP. The type of event that may prompt MWDOC to declare a Level 1 Water Supply Shortage may include, among other factors, a finding that its wholesale water provider (MET) calls for extraordinary water conservation efforts.
2	Up to 20%	A Level 2 Water Supply Shortage – Condition exists when MWDOC notifies its member agencies that due to drought or other supply reductions, a consumer imported demand reduction of up to 20% is necessary to make more efficient use of water and respond to existing water conditions. Upon declaration of a Level 2 Water Supply Shortage condition, MWDOC shall implement the mandatory Level 2 conservation measures identified in this WSCP.
3	Up to 30%	A Level 3 Water Supply Shortage – Condition exists when MWDOC declares a water shortage emergency condition pursuant to California Water Code section 350 and notifies its member agencies that up to 30% consumer imported demand reduction is required to ensure sufficient supplies for human consumption, sanitation and fire protection. MWDOC must declare a Water Supply Shortage Emergency in the manner and on the grounds provided in California Water Code section 350.
4	Up to 40%	A Level 4 Water Supply Shortage - Condition exists when MWDOC declares a water shortage emergency condition pursuant to California Water Code section 350 and notifies its member agencies that up to 40% consumer imported demand reduction is required to ensure sufficient supplies for human consumption, sanitation and fire protection. MWDOC must declare a Water Supply Shortage Emergency in the manner and on the grounds provided in California Water Code section 350.
5	Up to 50%	A Level 5 Water Supply Shortage - Condition exists when MWDOC declares a water shortage emergency condition pursuant to California Water Code section 350 and notifies its member agencies that up to 50% or more consumer imported demand reduction is required to ensure sufficient supplies for human consumption, sanitation and fire protection. MWDOC must declare a Water Supply Shortage Emergency in the manner and on the grounds provided in California Water Code section 350.

DWR Submittal Table 8-1
Water Shortage Contingency Plan Levels

6	>50%	A Level 6 Water Supply Shortage – Condition exists when MWDOC declares a water shortage emergency condition pursuant to California Water Code section 350 and notifies its member agencies that greater than 50% or more consumer imported demand reduction is required to ensure sufficient supplies for human consumption, sanitation and fire protection. MWDOC must declare a Water Supply Shortage Emergency in the manner and on the grounds provided in California Water Code section 350.
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NOTES:

DWR Submittal Table 8-2: Demand Reduction Actions				
Shortage Level	Demand Reduction Actions <i>Drop down list</i> <i>These are the only categories that will be accepted by the WUEdata online submittal tool. Select those that apply.</i>	How much is this going to reduce the shortage gap? <i>Include units used (volume type or percentage)</i>	Additional Explanation or Reference <i>(optional)</i>	Penalty, Charge, or Other Enforcement? <i>For Retail Suppliers Only</i> <i>Drop Down List</i>
0	Provide Rebates for Landscape Irrigation Efficiency	On-going Long Term-Conservation Savings Measure. Not applicable to Water Shortage Contingency Plan quantifiable savings.	Base level of support to retail agencies and their customers through Landscape Irrigation Efficiency rebates.	No
0	Provide Rebates on Plumbing Fixtures and Devices	On-going Long Term-Conservation Savings Measure. Not applicable to Water Shortage Contingency Plan quantifiable savings.	Base level of support to retail agencies and their customers through water saving device rebates.	No
0	Provide Rebates for Turf Replacement	On-going Long Term-Conservation Savings Measure. Not applicable to Water Shortage Contingency Plan quantifiable savings.	Base level of support to retail agencies and their customers through MWDOC's Turf Removal Program.	No
0	Reduce System Water Loss	On-going Long Term-Conservation Savings Measure. Not applicable to Water Shortage Contingency Plan quantifiable savings.	Base level of programatic support to retail agencies through MWDOC's Water Loss Program.	No
1	Expand Public Information Campaign	0 to 5% of total imported water use met by voluntary Demand Reduction	Expand Public Awareness to encourage residents and industries to reduce their usage of water.	No
1	Other	0 to 10% of total imported water use met by voluntary Demand Reduction	Implement Voluntary Demand Reduction	No
1	Other	0 to 10% of total imported base demand met by WSAP supply allocation	Implement Water Supply Allocation Plan	Yes
2	Expand Public Information Campaign	0 to 20% of total imported water use met by voluntary Demand Reduction	Increase Public Awareness efforts to encourage residents and industries to reduce their usage of water.	No
2	Other	0 to 20% of total imported water use met by voluntary Demand Reduction	Implement Voluntary Recommended Demand Reduction	No
2	Other	0 to 20% of total imported base demand met by WSAP supply allocation	Implement Water Supply Allocation Plan	Yes
3	Expand Public Information Campaign	0 to 30% of total imported water use met by voluntary Demand Reduction	Pursue an aggressive Public Awareness Campaign to encourage residents and industries to reduce their usage of	No
3	Other	0 to 30% of total imported water use met by voluntary Demand Reduction	Work with retail agencies to review and update as needed water waste prohibitions and ordinances to discourage unnecessary water usage.	No
3	Other	0 to 30% of total imported water use met by voluntary Demand Reduction	Implement Voluntary Demand Reduction	No
3	Other	0 to 30% of total base demand met by WSAP supply allocation	Implement Water Supply Allocation Plan	Yes
4	Expand Public Information Campaign	0 to 40% of total imported water use met by voluntary Demand Reduction	Pursue an aggressive Public Awareness Campaign to encourage residents and industries to reduce their usage of water.	No
4	Other	0 to 40% of total imported water use met by voluntary Demand Reduction	Implement Voluntary Demand Reduction	No
4	Other	0 to 40% of total base demand met by WSAP supply allocation	Implement Water Supply Allocation Plan	Yes

DWR Submittal Table 8-2: Demand Reduction Actions				
Shortage Level	Demand Reduction Actions <i>Drop down list</i> <i>These are the only categories that will be accepted by the WUEdata online submittal tool. Select those that apply.</i>	How much is this going to reduce the shortage gap? <i>Include units used (volume type or percentage)</i>	Additional Explanation or Reference <i>(optional)</i>	Penalty, Charge, or Other Enforcement? <i>For Retail Suppliers Only</i> <i>Drop Down List</i>
5	Expand Public Information Campaign	0 to 50% of total imported water use met by voluntary Demand Reduction	Pursue an aggressive Public Awareness Campaign to encourage residents and industries to reduce their usage of water.	No
5	Other	0 to 50% of total imported water use met by voluntary Demand Reduction	Implement Voluntary Demand Reduction	No
5	Other	0 to 50% of total base demand met by WSAP supply allocation	Implement Water Supply Allocation Plan	Yes
6	Other	0 to 50% of total imported water use met by voluntary Demand Reduction	Implement Voluntary Demand Reduction	No
6	Other	>50% of total base demand met by WSAP supply allocation	Implement Water Supply Allocation Plan	Yes
NOTES: Coordination with WEROC is anticipated to begin at Level 4 or greater. In the event of a short or long-term emergency MWDOC will utilize the WEROC Emergency Operations Plan and follow the detailed steps and process as specified.				

DWR Submittal Table 8-3: Supply Augmentation and Other Actions			
Shortage Level	Supply Augmentation Methods and Other Actions by Water Supplier <i>Drop down list</i> <i>These are the only categories that will be accepted by the WUEdata online submittal tool</i>	How much is this going to reduce the shortage gap? <i>Include units used (volume type or percentage)</i>	Additional Explanation or Reference <i>(optional)</i>
0 through 6	Other Actions (describe)	TBD	MWDOC will work in close coordination with MET on their supply augmentation projects during this time to ensure reliability for the service area.
NOTES:			

Appendix B

MWDOC Water Supply Allocation Plan

Municipal Water District of Orange County



Water Supply Allocation Plan

DRAFT
Revised 2016

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Section 1: Introduction

The Municipal Water District of Orange County (MWDOC) is dedicated to ensuring water reliability for the communities we serve. Hundreds of thousands of Orange County residents have taken advantage of our water conservation rebates to install water saving toilets, clothes washers, and other water saving devices. We continue to partner with our client agencies to develop new local supplies such as recycled water, brackish water desalting, ocean water desalination, and the Groundwater Replenishment System.

However, a combination of water supply challenges have brought about the possibility that MWDOC may not have access to the imported supplies necessary to meet the demands of its client agencies in the coming years. The following factors have dramatically impacted water supply conditions not only in Orange County, but all of Southern California:

- In CY 2013 many areas of California experienced the driest year on record. California received record low snowpack in FY 2014-15. On January 17, 2014, Governor Brown proclaimed a statewide drought emergency. On May 5, 2015, the State Water Resources Control Board adopted an emergency conservation regulations in accordance with the Governor's directive. The provisions of the emergency regulations went into effect on May 18, 2015. On February 2, 2016, the SWRCB will consider a resolution to extend the existing May 2015 Emergency Regulation as directed in the November 2015 executive order.
- The Colorado River is recovering from a long-term drought. Reservoirs along the river are less than half full. In the summer of 2015, Lake Mead water levels reached record lows. Supplies from this source have been reduced since 2003 and will continue to be limited.

To meet the imported water demands of its member agencies, the Metropolitan Water District of Southern California (MET) is quickly withdrawing supplies from surface and groundwater storage. Over the past three years, MET has drawn down 67% of its available reserves.

The recent dry conditions and the uncertainty about future supplies from the State Water Project have raised the possibility that MET will not have access to the supplies necessary to meet the imported water demands of its member agencies. As a result, MET has developed a Water Supply Allocation Plan that allocates wholesale imported water supplies among its 26 member agencies throughout Southern California.

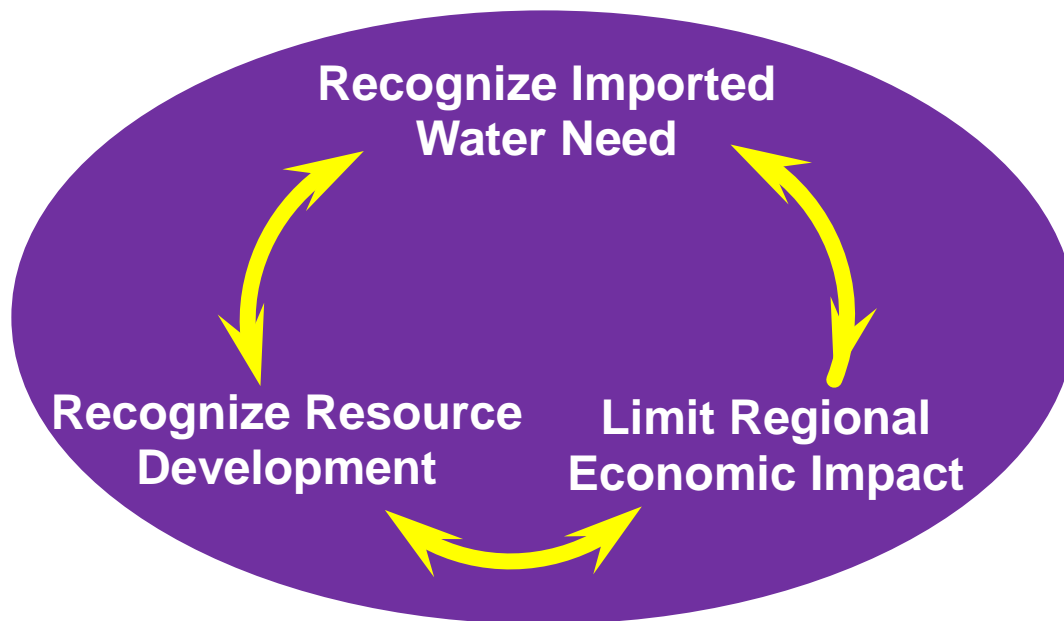
To prepare for the possibility of an allocation of imported water supplies from MET, MWDOC has worked in collaboration with its 28 client agencies to develop this Water Supply Allocation Plan to allocate imported water supplies at the retail level. This document lays out the essential components of how MWDOC plans to determine and implement each agency's allocation during a time of shortage.

Section 2: Metropolitan Water District's Water Supply Allocation Plan

In February 2008, MET approved a Water Supply Allocation Plan (WSAP) designed to allocate imported water to all of its member agencies during a shortage. In June 2014 MET convened a member agency working group to revisit the WSAP. The purpose of the working group was to collaborate with member agencies to identify potential revisions to the WSAP in preparation for mandatory supply allocations in 2015. There were eight working group meetings and three discussions at the monthly Member Agency Managers' Meetings. The WSAP follows the principles and considerations identified in MET's Water Surplus and Drought Management Plan, which calls upon the allocation of water in a fair and equitable manner to all of MET's member agencies. To the extent possible, this means developing a plan that minimizes regional hardship during times of shortage.

The MET WSAP seeks to balance the impacts of a shortage at the retail level while maintaining equity on the wholesale level. To achieve this, it takes into account:

- The impact to retail customers and the economy
- Allowance for population and growth
- Change and/or loss of local supply
- Reclamation/Recycling
- Conservation
- Investments in local resources
- Investments in MET's facilities



The WSAP states that MET staff will go before the Board with a recommendation in April, from which the Board of Directors will make a determination on the level of the Regional Shortage. If the Board determines allocations are necessary, they will go into effect in July and remain for a twelve-month period. *Note: This schedule is at the discretion of the MET Board, and is subject to change.*

The recommendation to declare a regional shortage will be based upon water supply availability from the State Water Project, the Colorado River Aqueduct, and the amount of surface and groundwater storage remaining in MET's reserves. It will also take into account the implementation of MET's water management actions i.e. Five Year Water Supply Plan, extraordinary conservation efforts, the acceleration of local resource projects, and the purchases of water transfers.

A full copy of MET's Water Supply Allocation Plan as revised in December 2014 is available in Appendix B.

Section 3: Development Process

In preparation for possible allocation of imported water supplies from MET, MWDOC's Board first adopted the following policy principles to help guide staff and the client agency technical workgroup to develop a plan that is fair and equitable for everyone within its service area:

- **Seek best allocation available from MET**
- **Develop MWDOC Plan in collaboration with client agencies**
- **When reasonable, use similar method/approach as MET**
- **When MET's method would produce significant unintended result, use an alternative approach**
- **Develop accurate data on local supply, conservation, recycling, rate structures, growth and other relevant adjustment factors**
- **Seek opportunities within MWDOC service area to provide mutually beneficial shortage mitigation**

Client Agency Input

Between the months of September and January of 2014-15, MWDOC staff worked cooperatively with the client agencies through a series of technical workgroups to develop a formula and implementation plan to allocate imported supplies in the event that MET declares a regional shortage. These workgroups provided an arena for in-depth discussion of the objectives, mechanics, and policy aspects of the different parts of the Plan. MWDOC staff also met individually with a number of client agencies for detailed discussions on elements of the Plan. The discussions, suggestions, and comments expressed by the client agencies during this process played a key part in the development of this Plan.

The following MWDOC client agencies participated in the Technical Workgroup:

- **City of Buena Park**
- **City of Fountain Valley**
- **City of Garden Grove**
- **City of Huntington Beach**
- **City of Newport Beach**
- **City of Orange**
- **City of San Clemente**
- **City of San Juan Capistrano**
- **City of Tustin**
- **City of Westminster**
- **East Orange County Water District**
- **El Toro Water District**
- **Golden State Water Co.**
- **Irvine Ranch Water District**
- **Laguna Beach County Water District**

- **Mesa Water District**
- **Moulton Niguel Water District**
- **Orange County Water District**
- **Serrano Water District**
- **Santa Margarita Water District**
- **South Coast Water District**
- **Trabuco Canyon Water District**
- **Yorba Linda Water District**

In addition to the workshops, individual meetings were held between MWDOC staff and the following MWDOC client agencies to address more specific and agency-related questions.

These individual meetings provided MWDOC staff with a great deal of insight on exactly how a retail agency would implement allocations at the customer level. Such information was extremely valuable in our regional discussion at MET and in the development of this Plan.

Board of Directors Input

Throughout the Plan's development process, the MWDOC Board of Directors was provided with regular progress reports on the status of the Plan and the technical workgroup discussions. During the months the Plan was being developed, the Board Planning and Operations Committee was kept apprised of key issues regarding MET's and MWDOC's allocation plan. Moreover, the Committee played an integral part in the development of key implementation issues such as the appeal process and the surcharge rate structure.

Section 4: Water Supply Allocation Formula

The MWDOC Water Supply Allocation Model follows five (5) basic steps to determine an agency's imported supply allocation:

- Step 1: Determine Baseline Information
- Step 2: Establish Allocation Year Information
- Step 3: Assess the Shortage Reduction Stage (Based on MET's Declared Shortage Level)
- Step 4: Apply Allocation Adjustments and Credits in the areas of retail impacts, conservation, groundwater recharge.
- Step 5: Sum total allocations and determine retail reliability

A description of how the calculation is used in each step is described below:

Step 1 – Determine Baseline Information

In order to determine a client agency's retail demands and imported supply needs in the allocation year, the model needs to establish a historical base period for water supply and delivery data. The base period for each of the different categories of demands and supplies is calculated using data from fiscal years (July through June) ending 2013 and 2014.

The following is a description of the base period calculations:

Base Period Local Supplies: Local supplies for the base period are calculated using a two-year average (from fiscal years ending 2013 and 2014) of groundwater production, groundwater recovery, surface water production, and other non-imported supplies.

Base Period Wholesale ("Imported") Firm Demands: Firm demands on MWDOC for the base period are calculated using a two-year average (from fiscal years ending 2013 and 2014) of full-service, and surface storage operating agreement demands.

Base Period In-lieu Deliveries: Base period in-lieu deliveries to client agencies are calculated using a two year average (from fiscal years ending 2013 and 2014) of In-lieu deliveries to long-term groundwater replenishment, conjunctive use, cyclic, and supplemental storage programs. In-lieu deliveries are not calculated as imported supplies from MET. They are calculated as local supplies to account for the corresponding reduction in base year local production that was required to take In-lieu deliveries.

Base Period Retail Demands: Total retail municipal and industrial demands for the base period are calculated by adding the Base Period Local Supplies, Base Period Wholesale Imported Firm Demands, and Base Period In-Lieu Deliveries.

Step 2 – Establish Allocation Year Information

In this step, the model adjusts for each member agency's water need in the allocation year. To do so, it adjusts the base period estimates for population growth and changes in local supplies.

The following is a description of how the allocation year information is established:

Allocation Year Retail Demands: Total retail M&I demands for the allocation year are calculated by adjusting the Base Period Retail Demands for growth. The method in which MWDOC determines each client agency's growth is through population increases for the fiscal years ending 2013 to 2014¹. Based on the data received from California State University of Fullerton, Center for Demographic Research, MWDOC prorates each agency's population increase share to MWDOC's growth adjustment received from MET², as shown in Appendix C.

Growth Adjustment: The growth adjustment is calculated by taking the average percent of growth from fiscal years ending 2013 and 2014, as generated by the Center for Demographic Research at California State University, Fullerton.

Allocation Year Local Supplies: Allocation year local supplies include groundwater production, groundwater recovery, surface water production, and other imported supplies not from MET. In-lieu deliveries are considered as local supplies to account for the corresponding reduction in base year local production that was required to take in-lieu deliveries. Allocation year local supplies reflect a more accurate estimate of actual supplies in the allocation year, and in turn more accurately estimates an agency's demand for imported supplies.

Extraordinary Increased Production Adjustment: This adjustment accounts for extraordinary increases in local supplies above the base period. Extraordinary increases in production include such efforts as purchasing water transfers. In order not to discourage such extraordinary efforts, a percentage of the yield from these supplies is added back to Allocation Year Local Supplies in shortage levels as shown below. This has the effect of "setting aside" the majority of the yield for the agency who procured the supply. The percentage of the extraordinary increases in local supply corresponds according to the regional shortage level, as shown in Table 4.1.

¹ Although many options were discussed in the technical workgroup sessions, this option was chosen to best reflect the increase in water demand due to population growth as intended by MET's allocation formula for each client agency in the MWDOC service area.

² MET's growth adjustment is calculated by using the average of the last two year County-wide population growth rates, which include not only MWDOC's service area but also the cities of Fullerton, Anaheim, and Santa Ana.

**Table 4.1
Extraordinary Increased
Production Adjustment**

Regional Shortage Level	Regional Shortage Percentage	Extraordinary Increase Percentage
1	5%	5%
2	10%	10%
3	15%	15%
4	20%	20%
5	25%	25%
6	30%	30%
7	35%	35%
8	40%	40%
9	45%	45%
10	50%	50%

Step 3 – Calculate Initial Minimum Allocation Based on Declared Shortage Level

This step sets the initial allocation. After a regional shortage level is established, MWDOC will calculate the initial allocation as a percentage of adjusted Demand for Firm MET Supplies within the model for each client agency.

Regional Shortage Levels: The model allocates shortages of supplies over ten levels: from 5 to 50 percent, in 5 percent increments.

Initial (Wholesale Minimum) Allocation: The Wholesale Minimum Allocation is established to ensure a minimum level of imported supplies. The Wholesale Minimum Allocation ensures that client agencies will not experience shortages on the wholesale level that are greater than one-and-a-half times the percentage shortage of MET's regional water supplies. As illustrated in Table 4.2, the Wholesale Minimum Allocation percentage is equal to 100 minus one-and-a-half times the shortage level. The allocation is based on each agency's demand of firm MET water.

Table 4.2
Wholesale (“Imported”)
Supply Minimum Allocation

Regional Shortage Level		Wholesale Minimum Allocation
1		92.5%
2		85.0%
3		77.5%
4		70.0%
5		62.5%
6		55.0%
7		47.5%
8		40.0%
9		32.5%
10		25.0%

Step 4 – Assign Allocation Adjustments and Conservation Credit

In this step, the model assigns additional water to address disparate impacts at the retail level caused by an across-the-board cut of imported supplies. It also applies a conservation credit given to those agencies that have achieved additional water savings at the retail level as a result of successful implementation of water conservation devices, programs and rate structures.

Retail Impact Adjustment: The Retail Impact Adjustment is the factor used to address major differences in retail level shortages associated with across-the-board cuts. The purpose of this adjustment is to ensure that agencies with a high level of dependence on MET do not experience highly disparate shortages compared to other agencies when faced with a reduction in imported supplies. The Retail Impact Adjustment is calculated as the difference between the Regional Shortage Percentage and the Wholesale Imported Minimum Allocation. The amount of the adjustment each client agency receives is prorated on a linear scale, based on its dependence on imported water at the retail level. The prorated amount of allocation is referred to as the Retail Impact Adjustment Allocation. Table 4.3 below illustrates the maximum adjustment an agency may receive according to the regional shortage level.

Table 4.3
Retail Impact Adjustment

Regional Shortage Level	Regional Shortage Percentage	Retail Impact Adjustment Maximum
1	5%	2.5%
2	10%	5.0%
3	15%	7.5%
4	20%	10.0%
5	25%	12.5%
6	30%	15.0%
7	35%	17.5%
8	40%	20.0%
9	45%	22.5%
10	50%	25.0%

Unfortunately, the Retail Impact Adjustment MWDOC receives from MET may be less than the aggregate retail impact adjustment for its client agencies. To mitigate this difference, MWDOC decreases each client agency's retail impact adjustment according to their prorated share.

Conservation Demand Hardening Credit: The Conservation Demand Hardening Credit addresses the increased difficulty in achieving additional water savings at the retail level that comes as a result of successful implementation of water conserving devices and conservation savings programs. To estimate conservation savings, each member agency has a historical baseline Gallons Per Person Per Day (GPCD) calculated by the maximum usage from fiscal year ending 2004 to fiscal year ending 2014. Reductions from the baseline GPCD to the Allocation Year are used to calculate the equivalent conservation savings in acre-feet. The Conservation Demand Hardening Credit is based on an initial 10 percent of the GPCD-based Conservation savings plus an additional 5 percent for each level of Regional Shortage set by the Board during implementation of the WSAP. The credit will also be adjusted for:

- The overall percentage reduction in retail water demand
- The member agency's dependence on Metropolitan

The credit is calculated using the following formula:

$$\text{Conservation Demand Hardening Credit} = \text{Conservation Savings} \times (10\% + \text{Regional Shortage Level Percentage}) \times (1 + ((\text{Baseline GPCD} - \text{Allocation Year GPCD}) / \text{Baseline GPCD})) \times \text{Dependence on MWD Percentage}.$$

Minimum Per-Capita Water Use Credit: This adjustment creates a minimum daily gallons per capita (GPCD) water use threshold. Member agencies' retail-level water use is

compared to a total water use of 100 GPCD. Agencies that fall below this threshold receive additional allocation to bring them up to the minimum GPCD water use level³.

Step 5 – Sum Total Allocations and Calculate Retail Reliability

This is the final step in calculating an agency's total allocation for imported supplies. The model sums an agency's total imported allocation with all of the adjustments and credits and then calculates each agency's retail reliability compared to its Allocation Year Retail Demand.

Final Metropolitan Allocation: The final allocation of imported supplies to an agency for its retail demand is the sum of the Wholesale Imported Minimum Allocation, their Retail Impact Adjustment, their Conservation Demand Hardening Credit, and Per-Capita Adjustment Allocation (if applicable).

Total Metropolitan Supply Allocations: In addition to the WSAP Allocation described above, agencies may also receive separate allocations of supplies for seawater barrier and groundwater replenishment demands. Allocations of supplies to meet seawater barrier demands are to be determined by the MET Board of Directors independently, but in conjunction with the WSAP. Separating the seawater barrier allocation from the WSAP allocation allows the MET Board to consider actual barrier requirements in the Allocation Year and address the demand hardening issues associated with cutting seawater barrier deliveries. According to the principles outlined for allocating seawater barrier demands, allocations should be no deeper than the WSAP Wholesale Minimum Percentage implemented at that time. The WSAP also provides a limited allocation for drought-impacted groundwater basins based on the following framework:

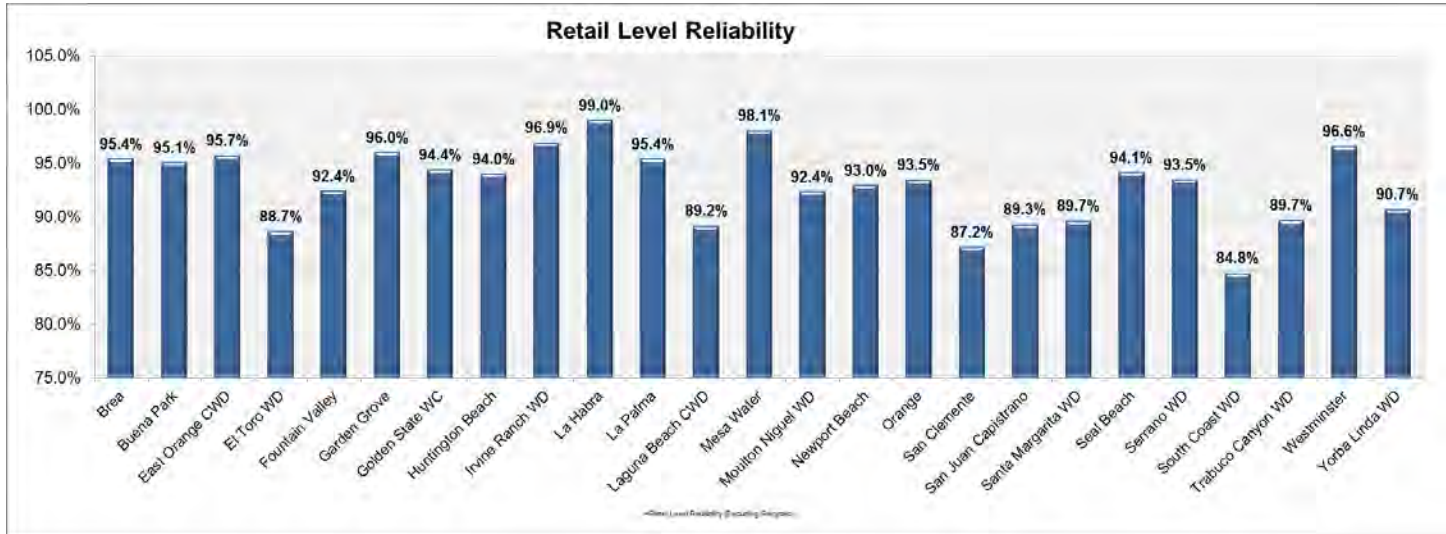
1. Metropolitan staff will hold a consultation with the requesting member agency and the appropriate groundwater basin manager to document whether the basin is in one of the following conditions:
 - a. Groundwater basin overdraft conditions that will result in water levels being outside normal operating ranges during the WSAP allocation period; or
 - b. Violations of groundwater basin water quality and/or regulatory parameters that would occur without imported deliveries.
2. An allocation is provided based on the verified need for groundwater replenishment. The allocation would start with a member agency's ten-year average purchases of imported groundwater replenishment supplies (excluding years in which deliveries were curtailed). The amount would then be reduced by the declared WSAP Regional Shortage Level.

Agency's Retail Reliability: This calculates an agency's total MET allocation versus their allocation year retail demands to determine their overall reliability percentage (supplies

³ Per capita water used based on Total Retail-Level Use and population data received from California State University of Fullerton, Center for Demographic Research

as a percentage of retail demand) under a regional shortage level. This percentage excludes recycled water supplies from an agency's total water supply. Figure 4.1 illustrates the MWDOC client agencies' reliability percentages under a stage 3 regional shortage level (15%).

Figure 4.1
MWDOC's Water Supply Allocation Plan
Stage 3 with a Regional Shortage of 15%*



Source: MWDOC Allocation Model Version 3.1 and assumes a BPP of 75%.

[*] These are estimated reliability percentages for MWDOC client agencies under a regional shortage stage 3 (15%) based on initial local supply data received from the client agencies and OCWD's projected BPP for 2015/16.

Section 5: Plan Implementation

This section covers implementation issues which include: the appeal process, penalties rate structure and billing, tracking and reporting water usage, timeline and option to revisit the plan.

Allocation Appeals Process

The purpose of the appeals process is to provide client agencies the opportunity to request a change to their allocation based on new or corrected information. The grounds for appeal can include but are not limited to:

- Adjusting errors in historical data used in the Base period calculations
- Adjusting for unforeseen losses or gains in local supplies
- Adjusting for extraordinary increases in local supplies
- Adjusting for population growth rates
- Adjusting for credits with the Conservation base data, including Conservation Rate Structure

MWDOC anticipates that under most circumstances, a client agency's appeal will be the basis for an appeal to MET by MWDOC. MWDOC staff will work with client agencies to ensure that such an appeal is a complete and accurate reflection of the client agency's allocation and is properly reviewed by MET. To accomplish this, MWDOC will require the following information from the client agency submitting an appeal:

- Written letter (in the form of a letter or e-mail) from the client agency requesting an appeal
- Brief description of the type of appeal e.g. incorrect base data, loss/gain in local supply, extraordinary increase in local supply, adjustment in agency's conservation base data, or other
- Rationale for the appeal
- Quantity in acre-feet in question
- Verifiable documentation that supports the rationale i.e. billing statements, invoices for conservation device installations, Groundwater reports

To provide clarity of the process and ensure your appeal is properly handled, the following steps will occur:

Step 1 – Submit Appeal – Client agency will submit the necessary information, described above, to MWDOC.

Step 2 – Notification of Response and Appeal Meeting – Once MWDOC staff receives the appeal information, MWDOC will send a response and schedule a meeting with MWDOC staff and the client agency, within two weeks of receiving the information, to discuss the appeal in further detail.

Step 3 – Submittal to MET & MWDOC Board Notification – Using the information received from the client agency, MWDOC will prepare and submit the appeal to MET no later than one month of receiving the information. In addition, MWDOC staff will notify its Board of the submittal to MET.

Step 4 – MET Appeal Process - MWDOC will follow the terms of MET’s appeal process, as described in Appendix B. Client agencies will also be invited, as deemed appropriate, by MWDOC to attend any meetings with MET on their appeal.

Step 5 –Client Agency Notification of MET’s Decision – Once MET has made a determination of the appeal, MWDOC staff will notify the client agency of the decision and determine if additional actions are needed i.e. Appeal to MET Board.

In the event that MET denies the appeal, MWDOC staff will continue to work with the appealing agency to resolve their issue(s). Any action that will result in adjustments to client agency’s allocation will be submitted to the Board for review and approval.

Allocation Surcharge Rates & Billing

MET’s Surcharge Rates

MET will enforce its allocations through a tiered surcharge rate structure. MET will assess surcharge rates to a member agency that exceeds its total annual allocation at the end of the twelve-month allocation period, according to the rate structure below:

**Table 5.1: Metropolitan Water District
Allocation Surcharge Rate Structure
(FY2015/16 Rates)***

Water Use up to:	(1) Base Rate	(2) Surcharge Rate**	(1)+(2) = Total Rate
100% Allocation	Tier 1 (\$942/AF)	-	\$942/AF
100% < = 115%	Tier 1 (\$942/AF)	Tier 1 + (1,480/AF)***	\$2,422/AF
Use > 115%	Tier 1 (\$942/AF)	Tier 1 + (2,960/AF)***	\$3,902/AF

[*] The base rate shall be the applicable water rate for the water being purchased (Model shows CY 2016 rate).

[**] If MWDOC exceeds its allocation limit but is within its equivalent preferential right amount, MET will decrease the surcharge rate by one level.

[***] Surcharge rate is applied to water use in excess of an agency's WSAP allocation.

These surcharge rates will be assessed according to MET water rates in effect at the time of billing. Any surcharge funds collected by MET will be invested back to the MET member agency through conservation and local resource development.

MWDOC Surcharge Rates

As a water wholesaler, MWDOC has the opportunity to assess penalties in many different ways. A number of options were discussed and analyzed with the client

agencies and Board Committee members. The key components that helped guide development of a surcharge structure included:

- A financial incentive to discourage water usage above a client agency's allocation
- A surcharge rate structure that is administratively easy to understand and implement
- Surcharge rates that are fair and appropriate during a shortage

From these components and input received from both the MWDOC Board and the client agencies, a melded surcharge rate structure was recommended. This was mainly due to its "region-wide" style approach and similar structure to other MWDOC rates and charges.

MWDOC Surcharge Rate Structure – At the end of the allocation year, MWDOC would charge a surcharge to each client agency that exceeded their allocation. This surcharge would be assessed according to the client agency's prorated share (acre-feet over usage) of MWDOC surcharge amount with MET. Below is an example of how this surcharge rate structure would apply:



Under the melded surcharge rate structure, client agencies will only be assessed penalties if MWDOC exceeds its total allocation and is required to pay a surcharge to MET.

MWDOC Billing

During the allocation period, MWDOC billing will remain the same. Only at the end of the twelve-month allocation period will MWDOC calculate each member agency's total potable water use based on the local supply certification and MWDOC allocation model and determine which agencies exceeded their annual allocation. From those agencies that exceeded their allocation, MWDOC will assess surcharge rates according to the melded surcharge rate structure on their next water invoice.

Understanding that the penalties can be significant to a retail agency, MET and MWDOC will allow payment of these penalties to be spread over three monthly billing periods. Therefore, a third of the penalties will be applied each month to the agency's water invoice over a three-month period

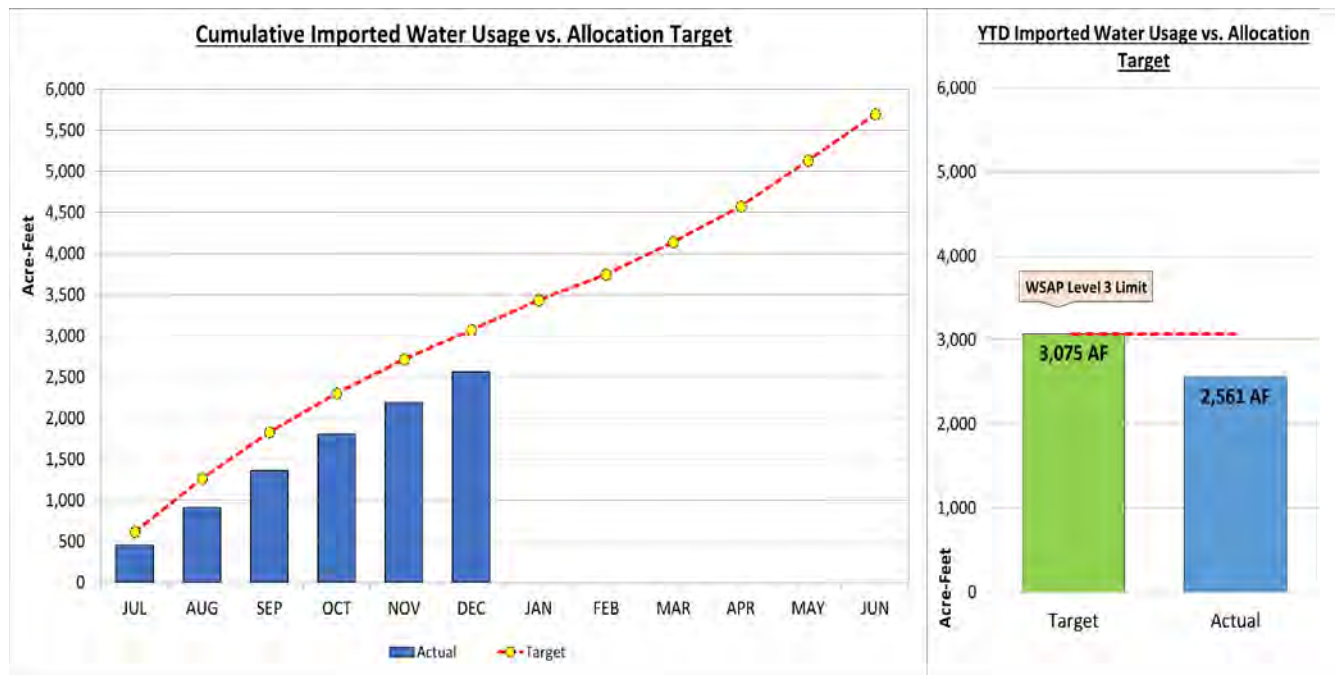
Tracking and Reporting

In preparing for allocations, it is important to track the amount of water the region and each client agency is using monthly. This data is important to help MWDOC and client agencies project their annual usage, evaluate their current demands, and avoid any over usage that will result in allocation penalties. MWDOC will provide water use monthly reports upon request or when necessary that will compare each client agency's current cumulative imported usage to their allocation target (Based off historical monthly percentages of imported usage). In addition, MWDOC will provide quarterly reports on its cumulative retail usage compared to its allocation baseline.

To develop these reports, MWDOC will need to work closely with each client agency to get their local supply data on a monthly basis. This data will not only be used by MWDOC to track monthly usage, but also by MET to assess MWDOC's total projected water demands.

Below in Figure 5.2 is an example of the type of monthly report MWDOC will provide to each client agency during the allocation period.

Figure 5.2
Example of a Client Agency's Monthly Usage Report



Key Dates for Implementation

If a regional shortage is declared, the allocation period will cover twelve consecutive months, e.g. July 1st of a given year through June 30. Barring unforeseen large-scale circumstances, the Regional Shortage Level will be set for the entire allocation period, which will provide the client agencies an established water supply shortage allocation amount. Figure 5.3 Illustrates the Metropolitan timeline for allocations during a two year period.

**Figure 5.3: Metropolitan Water District
Adopted Allocation Timeline**

Year	Month	Year 1 Board Allocation Decision	Year 1 Allocation Year	Year 2 Board Allocation Decision	Year 2 Allocation Year	
YEAR 1	January					
	February					
	March					
	April					
	May	Declaration	Effective Period Continuous Tracking of Member Agency Local Supply and Imported Water Use			
	June					
	July					
	August					
	September					
	October					
	November					
	December					
YEAR 2	January				Declaration	
	February					
	March					
	April					
	May					
	June					
	July					
	August					
	September					
	October					
	November					
	December					
YEAR 3	January				Effective Period Continuous Tracking of Member Agency Local Supply and Imported Water Use	
	February					
	March					
	April					
	May					
	June					

It is important to note that MWDOC does not anticipate calling for allocation unless the MET Board declares a shortage through its WSAP; and no later than 30 days from MET's declaration will MWDOC announce allocation to its client agencies.

Revisiting the Plan

Calculating the amount of imported water each client agency receives during a water shortage is not an easy task. The key objective in developing this allocation plan is to ensure that a proper and fair distribution of water is given to each client agency. However, due to the complexity of this issue and the potential for unforeseen circumstances that may occur during an allocation year, MWDOC offers the opportunity to review and refine components of this plan where deemed necessary.

The MWDOC staff and client agencies have the opportunity to revisit the plan and offer any recommendations to the MWDOC Board that will improve the method, calculation, and approach of this plan.

MET has a similar process which will allow opportunity to review their plan when deemed necessary.

Appendix A

List of Acronyms:

AF- Acre-feet
M&I- Municipal and Industrial
MET-Metropolitan Water District of Southern California
SWRCB-State Water Resources Control Board
WSAP-Water Supply Allocation Plan

Definitions:

Extraordinary Increases in Production: water production efforts that increase local supplies during an allocation year such as purchasing water transfers.

Groundwater Recovery: The extraction and treatment of groundwater making it usable for a variety of applications by removing high levels of chemicals and/or salts.

In-lieu deliveries: MET-supplied water bought to replace water that would otherwise be pumped from the groundwater basin.

Overproducing groundwater yield: Withdrawal (removal) of groundwater over a period of time that exceeds the recharge rate of the supply aquifer. Also referred to as overdraft or mining the aquifer.

Seawater Barrier: The injection of water into wells along the coast to protect the groundwater basin from seawater intrusion. The injected water acts like a wall, blocking seawater that would otherwise migrate into groundwater basins as a result of pumping inland.

Appendix B

Metropolitan's Draft Water Supply Allocation Plan



MET Final Water
Supply Allocation Pl

Appendix C

MWDOC Growth Adjustment Table per Client Agency

Population of MWDOC Retail Water Agencies

Water Agency	Jan-13	Jan-14	Avg of 2013 & 2014
Brea	41,129	42,181	41,655
Buena Park	82,053	82,364	82,209
East Orange CWD Retail Zone	3,233	3,247	3,240
El Toro WD	48,453	48,628	48,541
Fountain Valley	57,129	57,590	57,360
Garden Grove	175,096	175,873	175,485
Golden State Water Company	167,779	168,561	168,170
Huntington Beach	193,873	196,041	194,957
Irvine Ranch WD	357,781	369,724	363,753
La Habra	60,989	61,455	61,222
La Palma	15,890	15,946	15,918
Laguna Beach CWD includ. Emerald Bay Service District	20,130	20,204	20,167
Mesa Water	105,779	106,152	105,966
Moulton Niguel WD	168,301	169,405	168,853
Newport Beach	65,404	65,551	65,478
Orange	137,814	138,182	137,998
San Clemente	50,757	50,960	50,859
San Juan Capistrano	37,943	38,491	38,217
Santa Margarita WD	152,245	153,358	152,802
Seal Beach	23,543	23,618	23,581
Serrano WD	6,408	6,437	6,423
South Coast WD	34,672	34,816	34,744
Trabuco Canyon WD	12,588	12,640	12,614
Tustin	67,445	67,700	67,573
Westminster	92,939	93,322	93,131
Yorba Linda WD	73,378	73,990	73,684
Total of MWDOC Agencies	2,252,751	2,276,436	2,264,594

Source: Center for Demographic Research, CSU Fullerton, December 2014. CDR's estimates were based on the 2010 Census. Water agency counts were made for the actual area served, which may be different than the political boundary. Numbers are tied to the State Dept. of Finance numbers for total population of Orange County.

Water Agency	Growth % from 2012 to 2013	Growth % from 2013 to 2014	Avg Growth % 2013 to 2014
Brea	1.13%	2.56%	1.84%
Buena Park	0.62%	0.38%	0.50%
East Orange CWD Retail Zone	0.56%	0.43%	0.50%
El Toro WD	0.56%	0.36%	0.46%
Fountain Valley	0.71%	0.81%	0.76%
Garden Grove	0.19%	0.44%	0.32%
Golden State Water Company	0.87%	0.47%	0.67%
Huntington Beach	0.61%	1.12%	0.87%
Irvine Ranch WD	2.68%	3.34%	3.01%
La Habra	0.53%	0.76%	0.65%
La Palma	0.75%	0.35%	0.55%
Laguna Beach CWD includ.			
Emerald Bay Service District	0.60%	0.37%	0.48%
Mesa Water	0.58%	0.35%	0.47%
Moulton Niguel WD	0.78%	0.66%	0.72%
Newport Beach	0.51%	0.22%	0.37%
Orange	0.59%	0.27%	0.43%
San Clemente	0.55%	0.40%	0.48%
San Juan Capistrano	0.89%	1.44%	1.17%
Santa Margarita WD	0.55%	0.73%	0.64%
Seal Beach	0.59%	0.32%	0.45%
Serrano WD	0.60%	0.45%	0.52%
South Coast WD	0.61%	0.42%	0.51%
Trabuco Canyon WD	0.55%	0.41%	0.48%
Tustin	0.63%	0.38%	0.50%
Westminster	0.64%	0.41%	0.53%
Yorba Linda WD	1.11%	0.83%	0.97%
Total of MWDOC Agencies	0.95%	1.05%	1.00%

Appendix D

MWDOC Conservation Hardening Credit Table per Client Agency

Member Agency	GPCD Baseline	GPCD for 2014	Change in GPCD	AF Savings
Brea	288.58	246.61	41.97	1,983
Buena Park	199.59	165.57	34.02	3,138
East Orange CWD includ. Tustin	196.19	170.20	25.99	2,065
El Toro WD	214.96	185.54	29.42	1,748
Fountain Valley	192.48	184.64	7.84	506
Garden Grove	166.11	133.16	32.95	6,491
Golden State Water Company	175.11	146.27	28.84	5,445
Huntington Beach	163.73	141.79	21.94	4,818
Irvine Ranch WD	304.13	244.30	59.83	24,778
La Habra	160.60	150.19	10.41	717
La Palma	154.88	123.75	31.13	556
Laguna Beach CWD includ. EBSD	203.74	173.46	30.28	685
Mesa WD	191.25	166.35	24.90	2,961
Moulton Niguel WD	236.66	194.91	41.75	7,922
Newport Beach	258.85	239.36	19.49	1,431
Orange	231.08	210.84	20.24	3,134
San Clemente	198.09	178.51	19.58	1,118
San Juan Capistrano	236.93	206.65	30.28	1,306
Santa Margarita WD	235.06	201.77	33.29	5,719
Seal Beach	157.34	147.07	10.27	272
Serrano WD	485.61	468.88	16.73	121
South Coast WD	205.86	196.91	8.95	349
Trabuco Canyon WD	314.13	270.88	43.25	612
Tustin	191.31	164.21	27.10	2,055
Westminster	145.76	120.75	25.01	2,614
Yorba Linda WD	299.73	272.75	26.98	2,236

[*] The "GPCD Baseline" is the highest Ten-year average from 2004 to present, and includes Recycled water in order to normalize the conservation savings

Source: MWDOC 20% by 2020 OC Regional Alliance Model updated in 2014



WSAP GPCD.pdf

Appendix C

MWDOC Strategic Communications Program and Plan

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



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INTRODUCTION

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

~ James Humes, Author & President Reagan's Speechwriter

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

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

MWDOC presently develops, coordinates, and delivers a substantial number of programs and services aimed at elevating stakeholders' awareness about water policy, efficient water use, and the District's role in advocating for sound policy and water reliability investments that are in the best interest of Orange County. As water is a necessary resource to all life, these efforts encourage and benefit all Orange County residents and businesses, across all demographics.

Over the past decade, there has been a significant shift in the way people receive information. The media market is overcrowded and constantly evolving. The public is bombarded minute by minute with news from their phones, televisions, computers and tablets. Traditional media has been on the decline and at the same time, digital media continues to explode. Water providers must prove themselves to be relatable, trustworthy, and essential. This is accomplished by communicating more frequently and more effectively using a wider array of tools and channels to meet the needs and interests of an extremely diverse demographic. It is important to recognize that no single communications tool or channel can fulfill all of the District's identified goals and objectives. Instead, a holistic approach should be taken, utilizing all the tools in the toolbox to create a compounding and inclusive impact.

Historically, and typical for the industry, MWDOC has maintained a modest public profile, however, the District's influence continues to grow, and MWDOC has quickly become a leading regional voice for water in the State. MWDOC's very vocal support for the Delta Conveyance Project (DCP), investments in quality water education, water use efficiency, and emergency management, as well as increased participation in state water regulations and policy has elevated the District's profile in the water industry. It has become necessary to expand communications efforts to reach people where they spend the most time - on social media and through other firmly established electronic channels.

Strategic communication is an ongoing activity where the purpose, audience, message, tools, and channels may change at any given moment, however, for the most part, the overarching goals remain the same. As a result of this, MWDOC's Strategic Communications Program and Plan must remain a living document in order to implement effective, relevant communication with timeliness and accuracy. This document serves as a blueprint, establishing a baseline understanding for how MWDOC's programs will provide information and value to its various stakeholders, partners, and employees; enhance the District's image; and, support MWDOC's mission, goals and objectives to secure long term water reliability for the region.

COMMUNICATIONS GOALS & OBJECTIVES

“The two words ‘Information’ and ‘Communication’ are often used interchangeably but they signify quite different things. ‘Information’ is getting out; ‘Communication’ is getting through.”

~ Sydney J. Harris, American Journalist

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

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

GOALS & OBJECTIVES

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

GOAL #1: SECURE LONG TERM WATER RELIABILITY FOR ORANGE COUNTY AND THE REGION.

- **OBJECTIVE 1.1:** Provide recognized, effective leadership and sound representation across all MWDOC organizational roles, including at the District level, at Metropolitan Water District of Southern California (Metropolitan), as well as at the County, State, and Federal levels.
- **OBJECTIVE 1.2:** Provide leadership, water education, and outreach support towards the successful advancement and completion of the **Delta Conveyance Project (DCP)**.
- **OBJECTIVE 1.3:** Provide unwavering advocacy on behalf of the region to invest in, improve, and expand Orange County’s water supply portfolio by continuing to study, evaluate, and recommend opportunities identified in the **Orange County Water Reliability Study**.

GOAL #2: EXAMINE, DEVELOP, AND IMPLEMENT SOUND POLICIES AND PROGRAMS THAT SUPPORT ORANGE COUNTY WATER INVESTMENTS, AND PROVIDE RECOGNIZED VALUE TO THE REGION.

- **OBJECTIVE 2.1:** Provide unbiased analysis of water reliability programs, projects, and accompanying policies that affect Orange County, and to identify and ensure implementation of cost efficient solutions for the region.
- **OBJECTIVE 2.2:** Be the trusted, leading voice for the region on water reliability, water policy, efficient water use, water education, and emergency preparedness and response.

- **OBJECTIVE 2.3:** Educate, inform, and involve Orange County stakeholders and California civic, business, education, and community leaders of today and tomorrow.

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

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

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

TARGET AUDIENCES

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

~ Tony Robbins, Author & Entrepreneur

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

Accordingly, the Department has identified several key audience groups (See Appendix A). This by no means is a complete list since our business is water, and every person on the planet needs, and uses it. Water is an essential resource for all life, and for the success and sustainability for all societies regardless of how identified audience groups are categorized.

SAMPLE PERSONAS FOR TARGET AUDIENCES



Water Industry Professional

Authority, Steward, Knowledgeable, Focused, Forward-thinking

Goals & Objectives

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

Activities & Partnerships

- Water-saving programs & incentives
- MWDOC Member Agencies
- Boy/Girl Scouts Organization
- Surveys
- Annual campaigns
- SWRCB
- AWWA
- UWI
- ACWA
- So Cal Water Committee

Messages

- Message #1
- Message #3-#5
- Message #8-#19

Channels

- Trainings and Workgroup Meetings
- Print media
- Electronic media
- CCRs
- Virtual platforms
- Community events
- District Programs
- Conferences and Meetings

TARGET AUDIENCES



Student K-6th Grade

Curious, Impressionable, Enthusiastic, Imaginative, Adaptive

Goals & Objectives

- Goal #2

Activities & Partnerships

- Boy/Girl Scouts Organization
- Educators
- OCDE
- OC STEM
- CAELI
- Wyland Foundation
- MWDOC Water Awareness Poster Contest

Messages

- Message #1-#5
- Message #8-#10
- Message #17-#19

Channels

- Ricky Raindrop
- Community events
- Boy/Girl Scouts Program
- Choice School Programs



OC Elected Official

Ambitious, Engaged, Traditional, Invested, Informed

Goals & Objectives

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

Activities & Partnerships

- Elected Officials Forum
- ACC-OC
- Metropolitan & Member Agencies
- OCBC
- SoCal Water Committee
- SWRCB
- UWI
- AMWA
- ACWA
- AWWA

Messages

- Message #1-#5
- Message #8-#9
- Message #11-#14
- Message #17

Channels

- Introduction to Water Booklet
- Briefing papers
- Written correspondence
- Virtual platforms
- Inspection Trips
- D.C. Luncheon
- Water Policy Forum
- O.C. Water Summit
- Speaker presentations

MESSAGING AND TACTICS

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

~ Robert K. Greenleaf, Author

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

Messaging guidelines:

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

Messages also must be consistent in order to effectively engage audience groups in the District’s programs and activities. Important messages become more memorable through repetition. Consistency should be practiced across all District organizational roles as it is vital to the effectiveness of MWDOC’s communications efforts and can prevent confusion or misunderstanding.

MESSAGES:

1. Nearly half of all Orange County water is imported from hundreds of miles away AND local water supply sources meet only about half of what Orange County needs.
 - a. Protecting our water supply is everyone’s responsibility.
 - b. Using water more efficiently is everyone’s responsibility.
 - c. We can all do our part to protect and secure Orange County’s water supply for generations to come.
2. Your tap water is clean, safe, and reliable.
3. Providing a healthy, dependable supply of water is our highest priority.
4. Water is our most precious natural resource.
5. Water is life.
6. Less water, more savings.
7. MWDOC can help you save WATER, TIME, and MONEY.
8. Orange County IS Water Smart / OC IS Water Smart (Hook / Lead: Did You Know? / Hashtag: #OCisWaterSmart).
9. We’re in this together.
10. Save together.
11. Orange County’s primary water source from Northern California is at risk.
12. California (Orange County) needs the **Delta Conveyance Project (DCP)** - the most sound, economical, and environmentally sustainable solution for the region.
13. Climate change, droughts, and other natural disasters will happen. Californians need to invest in a variety of reliable water sources.

14. MWDOC's **Orange County Water Reliability Study** identifies the best water infrastructure projects available to the region based on reliability and value. Through MWDOC's water use efficiency programs and incentives, Orange County saves more than 17.1 billion gallons of water each year.
15. MWDOC has been educating Orange County students about the importance and value of water for nearly five decades through the MWDOC Choice School Programs.
16. Through strong leadership and sound representation, MWDOC works diligently to secure a dependable water future for all of Orange County.
17. Water industry jobs provide steady, long-term careers that ultimately contribute to the welfare of workers, their families, and to the health of the state's economy.
18. MWDOC is committed to educating and encouraging water leaders of today and tomorrow.

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

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

OBJECTIVE 1.1 Tactics:

- Maintain a steady, clear, accurate voice throughout the organization by ensuring that all outreach materials both traditional and digital are reviewed and updated frequently.
- Participate in one-on-one and group conversations or meetings with decision makers and partners, and provide informational materials and guidance whenever appropriate.
- Engage stakeholders, partners, and member agency representatives across all MWDOC organizational roles in order to ensure the District is providing needed and necessary support and advocacy.
- Discover common ground and identify opportunities to partner with other organizations to advance the District's goals, objectives, and initiatives.

OBJECTIVE 1.2 Tactics:

- Identify opportunities to keep **DCP** at the forefront of messaging, such as earned media, social media, print media, and other effective forms of communication.
- Identify leading voices in **DCP** as MWDOC Water Policy Forum & Dinner and OC Water Summit speakers.
- Invite speakers from both sides of the **DCP** to participate as Inspection Trip presenters.
- Provide briefing papers, hands-on activities, and presentations to educator groups, teachers, and students to integrate water supply sources and **DCP** into classroom lessons where appropriate.

OBJECTIVE 1.3 Tactics:

- Work with member agencies and partners to educate and advocate for the completion of local projects deemed most valuable by the **Orange County Water Reliability Study**.
- Produce collateral and content such as briefing papers, media kits, and videos highlighting the **Orange County Water Reliability Study** for stakeholders including elected officials, member agencies, as well as traditional and social media audiences.

OBJECTIVE 2.1 Tactics:

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

OBJECTIVE 2.2 Tactics:

- Present a MWDOC Water Policy Forum & Dinner ***Speakers Series*** each fiscal year and secure top-level expert speakers to discuss timely, relevant water related topics with Orange County stakeholders and leaders.
- Develop messaging that amplifies MWDOC's opposition to any potential legislation that imposes a "public goods charge" "water user fee", or "water tax" on public water agencies or their ratepayers.
- Assume leadership roles where possible at the local, County, and State levels in all areas of expertise and District focus.
- Provide comprehensive tool kits to stakeholders, partners, and member agencies that support and promote water-centric programs, activities, and campaigns, offering direction for implementation and ensuring a unified message.
- Provide hands-on water education activities to Orange County K-12 teachers that enhance and extend classroom lessons.
- Administer the Water Energy Education Alliance that strengthens career pathways and builds and bolsters technical training programs for Southern California students.
- Administer a water-centric K-12 MWDOC Choice School Program for Orange County students that enhance their ability to become responsible environmental stewards
- Support and advance environmental literacy, giving students the knowledge and understanding they need to create ecologically sound, economically prosperous, and equitable communities.

OBJECTIVE 3.1 Tactics:

- Provide stakeholders with valuable resources such as the OC Water 101 Booklet (volume 1) and other MWDOC collateral (briefing papers).
- Integrate District partners and their target audiences (i.e. ACCOC, OCBC, and others) into Inspection Trips and Policy Dinners.
- Provide briefing papers, hands-on activities, and focused presentations where appropriate.
- Utilize all communications tools and channels to engage and inform identified audience groups.

OBJECTIVE 3.2 Tactics:

- Cultivate relationships with traditional media (Newspaper Editorial Boards, Radio and Television News outlets) to maintain a steady voice on water issues, and utilize Social Media to maximize the reach of earned media opportunities and events.
- Evaluate and amend where necessary all current communications platforms and tools to ensure the District is utilizing the most effective and contemporary systems.

OBJECTIVE 3.3 Tactics:

- Apply approved Logo and Brand Identity Guidelines to all MWDOC outreach materials and platforms, activities, programs, and events.
- Promote districtwide buy-in by implementing the MWDOC Logo and Brand Identity Guide.

COMMUNICATIONS TOOLS AND CHANNELS

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

~ Winston Churchill, British Politician, Army Officer & Author

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

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

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

- **Partnerships** - Successful partnerships are developed through an understanding of each other’s specific needs to reach identified goals and objectives. Partners typically see a reward involved with coming together and are able to offer each other a choice of tools, services, and solutions to meet those needs. Exceptional partnerships act as a catalyst for those involved to grow and prosper.

MWDOC’s RECOGNIZED PARTNERS*:

- MWDOC member agencies
- Metropolitan and its member agencies
- Department of Water Resources (DWR)
- State Water Resources Control Board (SWRCB)
- Media
- Technical Consultants
- School Program Contractors
- Educators
- Boy Scouts/Girl Scouts Organizations
- Association of California Cities – Orange County (ACC-OC)
- Orange County Business Council (OCBC)
- Association of California Water Agencies (ACWA)
- American Water Works Association (AWWA)
- Association of Metropolitan Water Agencies (AMWA)
- Council for Environmental and Economic Balance (CEEB)
- Urban Water Institute (UWI)
- So Cal Water Committee
- Wyland Foundation

- Bolsa Chica Conservancy
- Orange County Coastkeepers
- UCCE Master Gardeners
- Orange County Department of Education (OCDE)
- OC STEM
- California Environmental Literacy Initiative (CAELI)
- California Environmental Education Foundation (CEEF)
- Orange County and Pacific West Association of Realtors (OCAR) and (PWR)
- Other Contractors

*This is by no means an exhaustive list, but gives an indication of the many partners of the District.

- **Activities-** An activity is a planned course of action taken in order to achieve a specific aim. Activities have a distinct beginning and end and usually contain several tasks within them that once completed, conclude the activity. Examples of District activities:
 - Annual Campaigns
 - MWDOC Water Awareness Poster Contest
 - Fix-a-Leak Week
 - Irrigation Week
 - Smart Irrigation Month
 - Wyland National Mayor's Challenge for Water Conservation
 - Imagine A Day Without Water
 - Emergency Preparedness Month
 - Garden Smart campaign, and more
 - Workgroup Meetings
 - D.C. Luncheon
 - Water Energy Education Alliance (WEEA) Leadership Roundtable meetings
 - Surveys
 - Water saving programs and incentives
- **A Communications Channel** is the medium through which a message is sent to its intended receiver. The basic channels are visual, written, spoken, or electronic. Examples of District communications channels:
 - **Word of mouth**
 - **Speaker presentations**
 - **Trainings**
 - **Conferences/Meetings**
 - Elected Officials Forum
 - Water Policy Forum
 - Orange County Water Summit
 - **Community Events**
 - **Print media**
 - News stories/News Releases

- Newsletters
- Briefing papers/Talking points
- Media kits
- Written correspondence
- Introduction to Water booklet (Volumes)
- Flyers/Signage/Brochures
- Promotional giveaways
- Door hangers/Bill inserts
- Consumer Confidence Reports (CCRs)
- **Electronic media**
 - Social Media
 - Email blasts
 - Radio
 - Television
- **District Programs**
 - Choice School Programs
 - Scouts Programs
 - WEEA
 - Inspection Trip Program
 - WEROC
- **Ricky Raindrop**

IMPLEMENTATION, ASSIGNMENTS, AND SCHEDULES

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

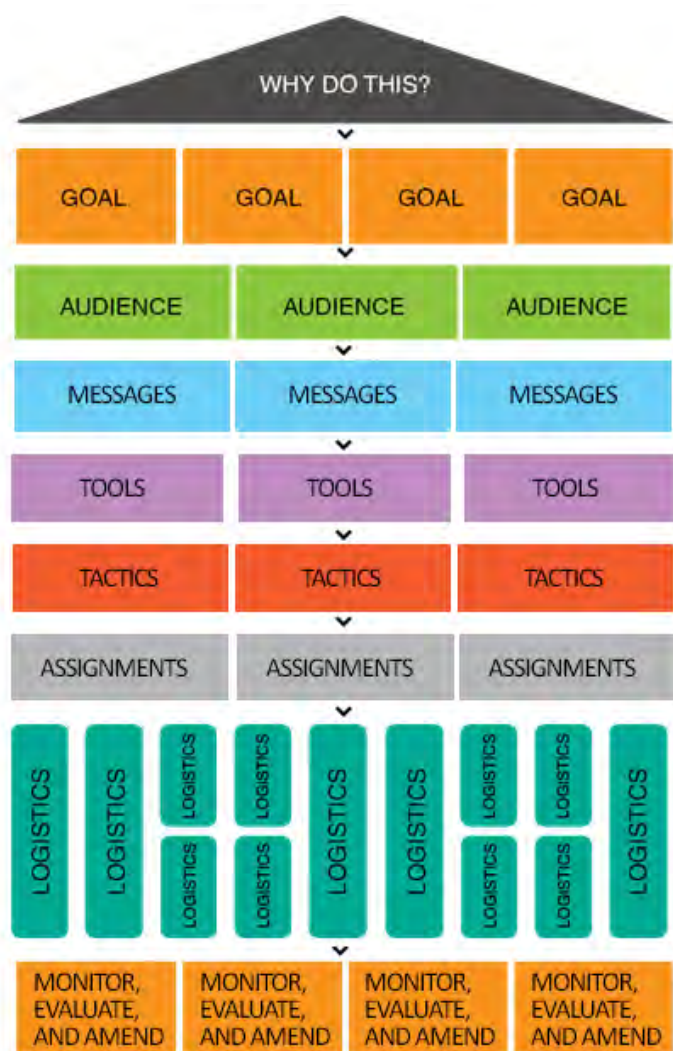
~ Vince Lombardi, American Football Player & Coach

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

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

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

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



IMPLEMENTATION, ASSIGNMENTS, AND SCHEDULES

	Federal or State Elected Officials	Orange County Legislative Staffers	Business Community Leaders	Environmental Organization Leaders	Community Organization Leaders	Water Industry Professionals	Landscape Contractor	Media	Students K – 6 th	Students 7 th -12 th	College Students	Orange County Residents	Emergency Manager	Human Resources
GOALS														
Goal #1	X	X	X		X		X		X	X				
Goal #2	X	X	X	X	X	X	X		X	X	X	X	X	X
Goal #3	X		X	X	X	X	X	X	X	X		X	X	X
MESSAGES														
Message #1	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Message #2	X	X	X	X	X	X			X	X	X	X	X	X
Message #3	X	X	X	X	X	X	X		X	X	X	X	X	X
Message #4	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Message #5	X		X	X	X	X	X		X	X	X	X	X	
Message #6				X				X				X	X	
Message #7				X		X		X				X	X	
Message #8	X		X	X	X	X	X	X		X	X	X	X	X
Message #9	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Message #10	X			X	X	X	X	X		X	X	X	X	
Message #11	X	X	X	X	X		X		X	X		X	X	X
Message #12	X	X	X	X	X		X		X	X		X	X	X
Message #13	X	X	X	X	X		X		X	X		X	X	X
Message #14		X	X		X		X		X	X		X	X	X
Message #15				X	X	X	X	X	X	X		X	X	
Message #16							X		X				X	
Message #17	X	X	X	X	X	X	X		X	X	X	X	X	X
Message #18		X		X		X	X		X	X	X	X	X	X
Message #19	X	X		X	X	X	X		X	X	X	X	X	X
COMMUNICATIONS TOOLS AND CHANNELS														
Partnerships	X	X	X	X	X	X	X	X		X	X	X	X	X
Annual Campaigns	X	X	X	X	X	X	X		X	X	X	X	X	
Surveys	X	X	X	X	X		X	X		X			X	X
Word of Mouth	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Speaker Presentations	X	X	X	X	X	X	X		X	X	X	X		X
Trainings							X	X		X			X	X
Conferences/Meetings	X	X	X	X	X	X	X		X	X			X	X
Community Events	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Print Media	X	X	X	X	X	X	X	X	X	X	X	X	X	
Electronic Media	X	X	X	X	X	X	X	X	X	X	X	X	X	X
District Programs	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Ricky Raindrop									X	X	X	X	X	
Virtual Platforms	X	X	X	X	X	X	X	X	X	X		X	X	X

MONITOR, EVALUATE, AND AMEND

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

~ Albert Einstein, Theoretical Physicist

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

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

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

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

MWDOC BRAND

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

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

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

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

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

- **Extends range of influence** – Consistent branding is a powerful tool that has the potential to reach a large amount of people across a wide variety of channels including online, offline, mobile, and niche markets.
- **Motivates employees** – To build a strong brand, it is essential to have brand ambassadors – individuals, both internal and external, who are engaged, connected, and committed to the organization’s activities and priorities. One of the most powerful, and more frequently overlooked brand assets is an organization’s workforce. Employees spend a great deal of time at work, and as a result, form solid opinions about their employer. A contemporary, clean, consistent, and well-respected brand can institute a sense of pride, and can help inspire strong, internal brand ambassadors.

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



Federal or State Elected Official

Ambassador, Busy, Engaged, Educated, Driven

Goals & Objectives

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

Activities & Partnerships

- ACWA
- OCBC
- SoCal Water Committee
- SWRCB
- Metropolitan & Member Agencies
- Media
- D.C. Luncheon

Messages

- Message #1-5
- Message #8-13
- Message #17
- Message #19

Channels

- Introduction to Water Booklet
- Briefing papers
- Written correspondence
- Virtual platforms
- Water Policy Forum
- O.C. Water Summit
- Elected Officials Forum
- Inspection Trips



Legislative Staffer

Political Emphasis, Educated, Involved, Ambitious, Adaptable

Goals & Objectives

- Goal #1
- Goal #2

Activities & Partnerships

- MWD OC Member Agencies
- ACC-OC
- Surveys
- D.C. Luncheon

Messages

- Message #1-4
- Message #9
- Message #11-14
- Message #17-19

Channels

- Introduction to Water Booklet
- Briefing papers
- Social media
- Virtual platforms
- Inspection Trips
- Water Policy Forum
- O.C. Water Summit
- Elected Officials Forum



OC Elected Official

Ambitious, Engaged, Traditional, Invested, Informed

Goals & Objectives

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

Activities & Partnerships

- Elected Officials Forum
- ACC-OC
- Metropolitan & Member Agencies
- OCBC
- SoCal Water Committee
- SWRCB
- UWI
- AMWA
- ACWA
- AWWA

Messages

- Message #1-#5
- Message #8-#9
- Message #11-#14
- Message #17

Channels

- Introduction to Water Booklet
- Briefing papers
- Written correspondence
- Virtual platforms
- Inspection Trips
- D.C. Luncheon
- Water Policy Forum
- O.C. Water Summit
- Speaker presentations



Water Industry Professional

Authority, Steward, Knowledgeable, Focused, Forward-thinking

Goals & Objectives

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

Activities & Partnerships

- Water-saving programs & incentives
- MWD OC Member Agencies
- Boy/Girl Scouts Organization
- Surveys
- Annual campaigns
- SWRCB
- AWWA
- UWI
- ACWA
- So Cal Water Committee

Messages

- Message #1
- Message #3-#5
- Message #8-#19

Channels

- Trainings and Workgroup Meetings
- Print media
- Electronic media
- CCRs
- Virtual platforms
- Community events
- District Programs
- Conferences and Meetings



Media

Persistent, Proactive, Inquisitive, Adventurous, Resilient

Goals & Objectives

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

Activities & Partnerships

- Annual campaigns
- All identified partners if newsworthy

Messages

- Message #1-#4
- Message #9
- Message #11-#15
- Message #17

Channels

- Print media
- Electronic media
- Word of mouth
- Virtual platforms
- Water Policy Forum
- O.C. Water Summit
- Inspection Trips
- Ricky Raindrop



Business Community Leader

Influential, Resourceful, Accomplished, Motivated, Active

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- OCAR
- OCBC
- ACC-OC
- Imagine a Day Without Water
- Garden Smart campaign

Messages

- Messages #1-13
- Messages #15
- Messages #17-19

Channels

- Social media
- Flyers/Signage/Brochures
- Speaker presentations
- Door Hangers/Bill Inserts
- Surveys
- Word of mouth
- Virtual platforms
- WEEA
- Inspection Trips
- O.C. Water Summit
- Water Policy Forum



Community Organization Leader

Purposeful, Dynamic, Trustworthy, Dedicated, Economical

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- Boy/Girl Scouts Organizations
- Inspection Trips
- OCAR
- Water-saving programs & incentives
- Orange County Coastkeeper
- CAELI
- UCCE Master Gardeners
- Imagine a Day Without Water
- Garden Smart campaign
- Wyland National Mayor's Challenge for Water Conservation

Messages

- Message #1-5
- Message #7-10
- Message #15
- Message #17-19

Channels

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



Environmental Community Leader

Service-oriented, Passionate, Invested, Motivated, Aware

Goals & Objectives

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

Activities & Partnerships

- Orange County Coastkeeper
- Bolsa Chica Conservancy
- CAELI
- Imagine a Day Without Water
- Wyland National Mayor's Challenge for Water Conservation

Messages

- Message #1-5
- Message #8-15
- Message #17
- Message #19

Channels

- Social media
- Surveys
- Speaker presentations
- Water Policy Forum
- Briefing papers
- CCRs
- Virtual platforms
- Community events
- Inspection Trips



Emergency Manager

Organized, Persuasive, Responsible, Driven, Decisive

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- Surveys
- DWR
- Technical consultants
- ACWA
- Other contractors
- Imagine a Day Without Water
- Emergency Preparedness Month
- MWD OC Member Agencies

Messages

- Message #1-4
- Message #8-9
- Message #11-14
- Message #17

Channels

- Speaker presentations
- Electronic media
- Trainings
- Conferences
- Virtual platforms
- Community events
- WEROC



Landscape Contractor

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

Goals & Objectives

- Goal #3

Activities & Partnerships

- MWD OC Member agencies
- OCAR
- Wyland Foundation
- UCCE Master Gardeners
- Smart Irrigation Month
- Irrigation Week
- Garden Smart campaign

Messages

- Message #1
- Message #4
- Message #6-10
- Message #15

Channels

- Flyers/Signage/Brochures
- Door Hangers/Bill Inserts
- Social media
- Trainings
- Virtual platforms



OC Residents

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

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- MWD OC Member Agencies
- Annual campaigns
- Water-saving programs & incentives
- Orange County Coastkeeper
- UCCE Master Gardeners
- OCDE
- CAELI
- OC STEM
- Boy/Girl Scouts Organizations

Messages

- Message #1-19

Channels

- Electronic media
- Surveys
- District Programs
- Word of mouth
- Door Hangers/Bill Inserts
- CCRs
- Promotional items
- Virtual platforms
- Community events



College Student

Independent, Perceptive, Receptive, Social, Frugal

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- Educators
- Surveys
- Bolsa Chica Conservancy
- Orange County Coastkeeper
- CAELI
- Imagine a Day Without Water
- Wyland National Mayor's Challenge for Water Conservation

Messages

- Messages #1-15
- Messages #17-19

Channels

- Social media
- Word of mouth
- Print media
- Electronic media
- Virtual platforms
- Community events



Student 7-12th Grade

Opinionated, Vulnerable, Eager, Trendy, Utopian

Goals & Objectives

- Goal #2

Activities & Partnerships

- Boy/Girl Scouts Organization
- Educators
- OCDE
- OC STEM
- CAELI
- Wyland Foundation
- MWDOC Water Awareness Poster Contest

Messages

- Message #1-#5
- Message #8-#15
- Message #17-#19

Channels

- Ricky Raindrop
- Community events
- Boy/Girl Scouts Programs
- MWDOC Choice School Programs
- Speaker presentations
- WEEA



Student K-6th Grade

Curious, Impressionable, Enthusiastic, Imaginative, Adaptive

Goals & Objectives

- Goal #2

Activities & Partnerships

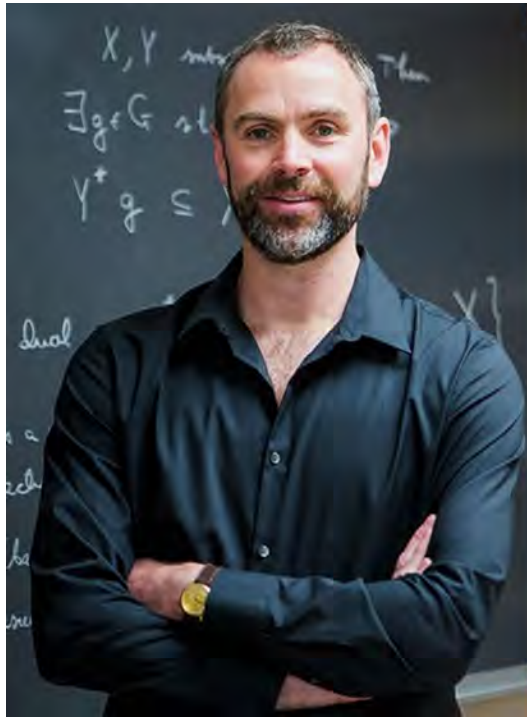
- Boy/Girl Scouts Organization
- Educators
- OCDE
- OC STEM
- CAELI
- Wyland Foundation
- MWDOC Water Awareness Poster Contest

Messages

- Message #1-#5
- Message #8-#10
- Message #17-#19

Channels

- Ricky Raindrop
- Community events
- Boy/Girl Scouts Program
- Choice School Programs



Educators

Intellectual, Industrious, Influential, Inventive, Innovative

Goals & Objectives

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

Activities & Partnerships

- OCDC
- OC STEM
- CAELI
- School Program Contractor
- Imagine a Day Without Water
- MWDOC Water Awareness Poster Contest
- Wyland National Mayor's Challenge for Water Conservation

Messages

- Message #1-5
- Message #8-19

Channels

- Briefing papers
- Virtual platforms
- Trainings
- Word of mouth
- WEEA
- Boy/Girl Scouts Programs
- MWDOC Choice School Programs
- Introduction to Water Booklet
- Ricky Raindrop

Public Affairs Team Programs/Responsibilities



#P Digital Strategic
Communications Consultant
& Video Production



Damon Micalizzi
PA Director



Tiffany Baca
PA Manager



Sarah Wilson
PA Specialist



Bryce Roberto
PA Coordinator



Traci Muldoon
PA Assistant



Katie Vincent
Education Programs Assistant

Board Liaison and Support
Executive Management Team
Communications Advisor
Strategic Communications
Forecasting and Planning
Member Agency Support
Media Relations and
District Spokesperson
Influencer Partnerships
Interdepartmental Liaison
Interagency
Relationship Development
Editorial Content Development
News Releases
OC Water Summit

Daily Program, Staff,
and Project Management
Evaluate, Refine, and
Advance Existing Programs
New Program Development
Establish, Maintain, and Grow
Strategic Partnerships
Strategic Message Development
Leader, Water Energy
Education Alliance (WEEA)
Develop and Advance
Education Program Initiatives
News Releases / Media Relations
Website Management
Social Media Oversight
Brand Manager
Public Affairs Workgroup

Member Agency
and Board Support
Choice School Programs
Coordination and Oversight
Scouts Programs Oversight
Public Outreach
Press Kit Development
Marketing Material
Development
Graphic Support
Water Policy Dinners &
Special Event Coordination
eCurrents Newsletter
Editorial Content Development
News Releases
Community Event Oversight

Member Agency
and Board Support
Inspection Trips
Program Coordination
Public Outreach
Boy Scouts
Program Coordination
Social Media
Content Development
Marketing Material
Development
Graphic Support
Briefing Papers/
Fact Sheets Maintenance
Research Projects Including
Event Speaker Recommendations
Consumer Confidence Reports

Member Agency Support
PA Department Support
Registration Special Events
Social Media
Content Development
Marketing Material
Development
Graphic Support
Poster Contest
Coordination
Community Event
Coordination & Participation
Editorial Calendar
Research Projects
Press Clips
Promotional Items

Water Energy Education Alliance
(WEEA) Program Support
Research Projects Related to
Career Technical Education (CTE)
Identify, Secure, and Coordinate
Grant and Sponsorship Funding
Identify and Secure
WEEA Meeting Speakers
Provide Presentations on
Workforce Development
and CTE
Coordinate with Educators,
Workforce Development
Entities, and Industry on CTE
Marketing Material
Development Specific to WEEA
Other Duties as Assigned



Municipal Water District of Orange County

Logo and Brand Identity Guidelines

Updated 06.29.2018

Brand Implementation



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





Introduction

Guidelines for Brand Identity and Logo Usage

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

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

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



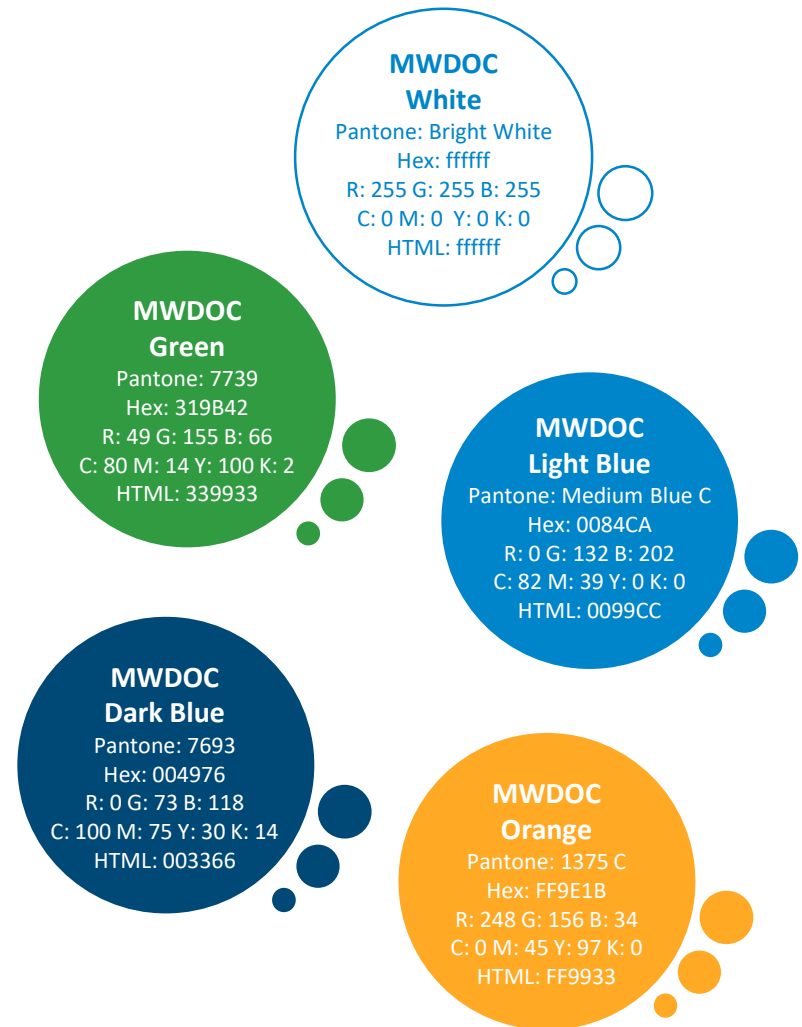
Color Palette

Use these values when referring to color options

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

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

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



Typeface

Simple. Legible. Clean.

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

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



(Franklin Gothic Demi)

Municipal Water District of Orange County

1234567890!@#\$%^&*()

(Franklin Gothic Medium)

Municipal Water District of Orange County

1234567890!@#\$%^&*()

(Franklin Gothic Book)

Municipal Water District of Orange County

1234567890!@#\$%^&*()

(Calibri)

Municipal Water District of Orange County

1234567890!@#\$%^&*()

(Calibri Light)

Municipal Water District of Orange County

1234567890!@#\$%^&*()

(Arial)

Municipal Water District of Orange County

1234567890!@#\$%^&*()

(English)

Municipal Water District of Orange County

1234567890!@#\$%^&()*

Brand Voice and Messaging

Purposeful, consistent expression through words

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

Our Mission:

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

~ MWDOC





Brand Message

Have a plan – Have a goal

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

The Lead

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

The Body

Evidence, background, primary details that support The Lead

The Tail

Least important information; details for those most interested



Brand Tone

Everything we write should be thoughtful, interesting, and human

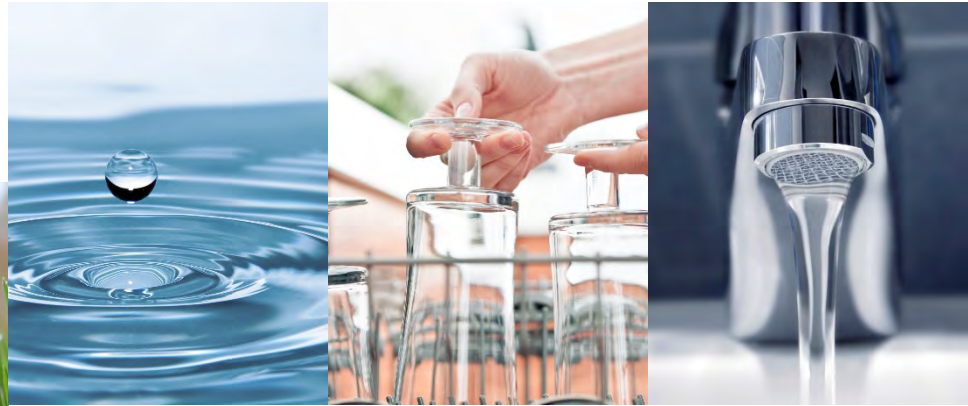
In order to communicate effectively, you have to know who your audience is and present your message in a way that they understand and respond to. Essentially, each time you communicate with an audience, you need to tailor your message in order to engage them. Your voice is your voice, but you take on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

KNOWLEDGEABLE
INFORMATIVE
ENGAGING
PROFESSIONAL
TRUSTWORTHY
FOCUSED
CLEAR
CONSISTENT
APPROACHABLE



PHOTOGRAPHY

BRANDING



PHOTOGRAPHY

BRANDING

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

Logo Design

The conceptual background

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

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

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

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

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

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



Logo Usage and Guidelines

Always use approved artwork

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

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



Logo Variations

Approved designs

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

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



Official MWDOC logo (Acronym only)



Promotional version referencing the website



Secondary MWDOC logo



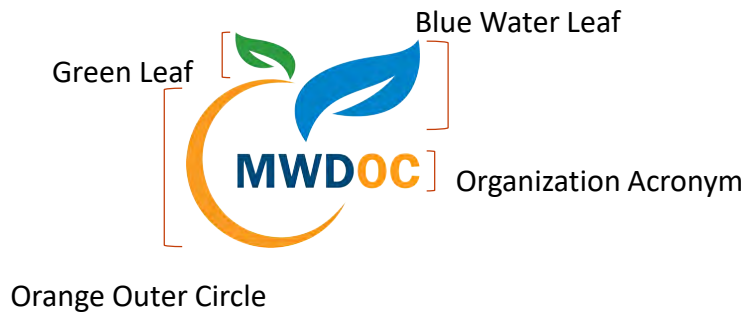
All three approved versions include a gradient option



Logo Configuration

Size relationship among the MWD OC logo elements and clearance area

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



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



Minimum Size

Maintain a minimum size for logo recognition

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

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

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

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



Official version (Acronym only)

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



Secondary logo (full text)

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



.com logo

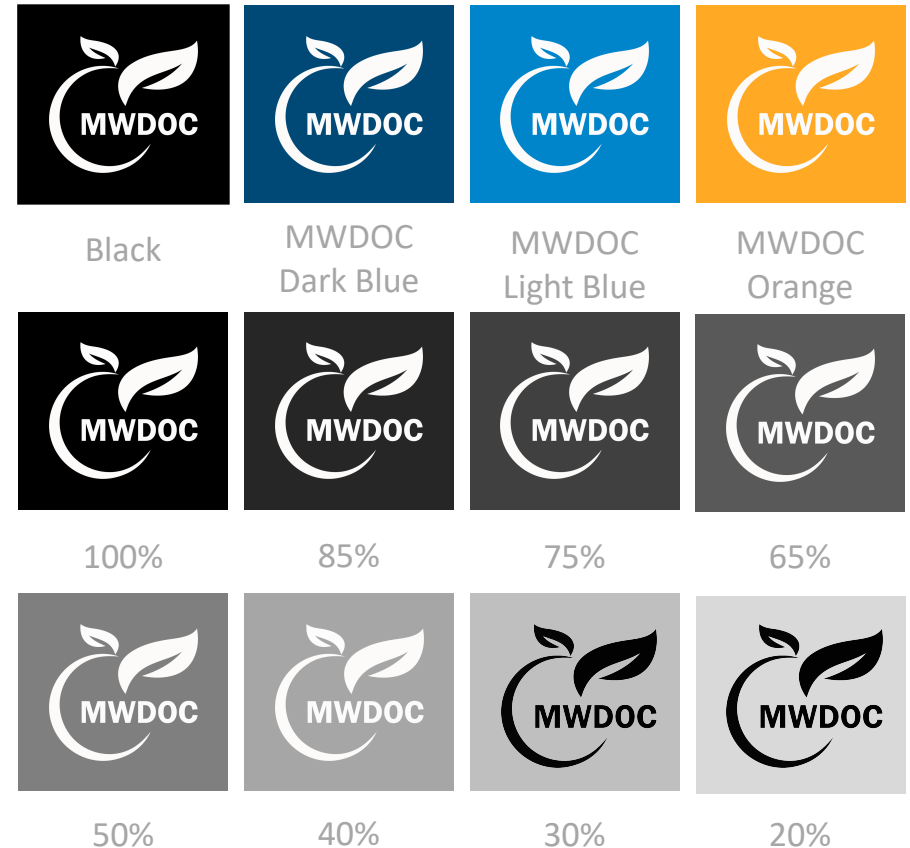
No smaller than 0.6 inches in height and 0.88 inches in width



Reverse Treatment

When to use the black and white MWD OC logo

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



Incorrect Usage

Examples of common mistakes

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

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



Do not change brand colors. Use the official color specification detailed in this guide.



Do not stretch, alter, or skew the logo. Resizing must be proportionate.



Do not rotate or flip the logo.



Do not reconfigure the logo elements.



Do not remove any of the logo elements.



Do not use the acronym element without the icon.



Do not crop the logo.



Do not modify the logo colors even if they look similar. Use the official color specification detailed in this guide.



Do not place the logo on top of a busy background.



Do not make the logo transparent.



Do not place the logo on top of a white box to make the logo legible, unless that box is part of an overall design.



Do not place the logo on a low-contrast or similar colored background if the logo elements are not clearly identifiable.



Logo on Low-Contrast or Similar Colored Background

Rule of thumb, refer to the Public Affairs representative on page 3

One of the most common issues with any logo placement is the unavoidable instance where the logo will be displayed on a low-contrast or similar colored background. One example of this is when you must use someone else's template for a presentation. The easiest fix is to select the white one-color logo option. However, when the best representation of the brand is to display the logo in full color, there are a few alternatives. The first is to select the full color option with MWD in white text. Another is to add a drop shadow (from the Microsoft shape options, shadow offset center option) to the logo which makes it pop out from the background. The last and least preferable option is to place a white stroke or outline around the logo. As mentioned in the introduction text, it is impossible to predict all scenarios or background variations that might come up. The rule of thumb is when in doubt, seek assistance from the Public Affairs representative on page 3 of this guide.



White stroke and drop shadow alternatives

MWD white text



THANK YOU



Thank you for supporting this significant milestone for our agency and for helping build the MWDOC brand. If you have any questions, please contact the Public Affairs representative referenced on page 3 of this guide.

Appendix D

Notice of Public Hearing



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Robert J. Hunter
General Manager

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Serrano Water District
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City of Tustin
City of Westminster
Yorba Linda Water District

February 24, 2021

Michael Moore
Assistant General Manager, Water Services
Anaheim Public Utilities
Anaheim West Tower, 201 South Anaheim Blvd.
Anaheim, CA 92805

Subject: MWD OC 2020 Urban Water Management Plan Update

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Tony D. Ilos
Public Works Director
City of Brea
1 Civic Center Circle
Brea, CA 92821

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Harvey DeLaTorre
Assistant General Manager



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February 24, 2021

Nabil Henein
Director of Public Works/City Engineer
City of Buena Park
6650 Beach Boulevard
Buena Park, CA 90621

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Harvey DeLaTorre
Assistant General Manager



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February 24, 2021

Hyejin Lee
Director of Public Works/City Engineer
City of Fountain Valley
10200 Slater Avenue
Fountain Valley, CA 92708

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February 24, 2021

Meg McWade
Director of Public Works
City of Fullerton
303 W. Commonwealth Ave.
Fullerton, CA 92832

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South Coast Water District
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City of Tustin
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Yorba Linda Water District

February 24, 2021

William Murray
Director of Public Works
City of Garden Grove
13802 Newhope Street
Garden Grove, CA 92840

Subject: MWD OC 2020 Urban Water Management Plan Update

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Tom Herbel
Director of Public Works
City of Huntington Beach
2000 Main Street
Huntington Beach, CA 92648

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Vice President

Al Nederhood
Director

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



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February 24, 2021

Elias Saykali
Director of Public Works
City of La Habra
P.O. Box 337
La Habra, CA 90633-0337

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Harvey DeLaTorre
Assistant General Manager



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February 24, 2021

Mike Belknap
Public Works & Community Services Director
City of La Palma
7821 Walker Street
La Palma, CA 90623

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



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February 24, 2021

Mark Vukojevic
Utilities Director
City of Newport Beach
P.O. Box 1768
Newport Beach, CA 92660

Subject: MWD OC 2020 Urban Water Management Plan Update

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Christopher Cash
Director of Public Works
City of Orange
P.O. Box 449
Orange, CA 92686

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February 24, 2021

Tom Bonigutt
Public Works Director
City of San Clemente
910 Calle Negocio, Suite 100
San Clemente, CA 92672

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Assistant General Manager



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February 24, 2021

Thomas Toman
Director of Public Works
City of San Juan Capistrano
32450 Paseo Adelanto
San Juan Capistrano, CA 92675

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February 24, 2021

Nabil Saba
Acting Public Works Director
City of Santa Ana
P.O. Box 1988, IM-24
Santa Ana, CA 92702

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Bob McVicker, P.E., D.WRE
Director

Karl W. Seckel, P.E.
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Jeffery M. Thomas
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Robert J. Hunter
General Manager

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Yorba Linda Water District

February 24, 2021

Steve Myrter
Director of Public Works
City of Seal Beach
2118th Street
Seal Beach, CA 90740

Subject: MWD OC 2020 Urban Water Management Plan Update

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



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Megan Yoo Schneider, P.E.
Vice President

Al Nederhood
Director

Larry D. Dick
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February 24, 2021

Douglas Stack
Director of Public Works
City of Tustin
300 Centennial Way
Tustin, CA 92780

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February 24, 2021

Marwan Youssef
Director of Public Works
City of Westminster
8200 Westminster Boulevard
Westminster, CA 92683

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Assistant General Manager



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February 24, 2021

David Youngblood
General Manager
East Orange County Water District
185 North McPherson Road
Orange, CA 92669-3720

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Dennis Cafferty
General Manager
El Toro Water District
24251 Los Alisos Boulevard
Lake Forest, CA 92630

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February 24, 2021

Michael Dunbar
General Manager
Emerald Bay Service District
600 Emerald Bay
Laguna Beach, CA 92651

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February 24, 2021

Ken Vecchiarelli
General Manager, Orange County
Golden State Water Company
2283 E. Via Burton
Anaheim, CA 92806

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Paul Cook
General Manager
Irvine Ranch Water District
P.O. Box 57000
Irvine, CA 92618

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February 24, 2021

Keith Van Der Maaten
General Manager
Laguna Beach County Water District
P.O. Box 987
Laguna Beach, CA 92651

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Assistant General Manager



February 24, 2021

Paul Shoenberger, P.E.
General Manager
Mesa Water
1965 Placentia Avenue
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Megan Yoo Schneider, P.E.
Vice President

Al Nederhood
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Larry D. Dick
Director

Bob McVicker, P.E., D.WRE
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Director

Jeffery M. Thomas
Director

Robert J. Hunter
General Manager

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



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February 24, 2021

Joone Lopez
General Manager
Moulton Niguel Water District
P.O. Box 30203
Laguna Hills, CA 92607-0203

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Michael Markus
General Manager
Orange County Water District
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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Daniel Ferons
General Manager
Santa Margarita Water District
26111 Antonio Parkway
Rancho Santa Margarita, CA 92688

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Jerry Wilander, Jr.
General Manager
Serrano Water District
18021 East Lincoln Street
Villa Park, CA 92861-6446

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February 24, 2021

Rick Shintaku
General Manager
South Coast Water District
31592 West Street
Laguna Beach, CA 92651

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February 24, 2021

Fernando Paludi
General Manager
Trabuco Canyon Water District
32003 Dove Canyon Drive
Trabuco Canyon, CA 92679

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Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Brett Barbre
General Manager
Yorba Linda Water District
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James Treadaway
Public Works Director
Orange County
601 North Ross Street
Santa Ana, CA 92701

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Shaun Pelletier
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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

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Public Works Director
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Harvey DeLaTorre
Assistant General Manager



February 24, 2021

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Public Works Director
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February 24, 2021

Mark McAvoy
Public Works Director
City of Laguna Beach
505 Forest Avenue
Laguna Beach, CA 92651

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Assistant General Manager



February 24, 2021

Ken Reynolds
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February 24, 2021

Jacki Scott
Public Works Director
City of Laguna Niguel
30111 Crown Valley Parkway
Laguna Niguel, CA 92677

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Harvey DeLaTorre
Assistant General Manager



February 24, 2021

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Thomas Wheeler
Public Works Director
City of Lake Forest
100 Civic Center Dr.
Lake Forest, CA 92630

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18700 Ward Street
Fountain Valley, California 92708

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Sat Tamaribuchi
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Megan Yoo Schneider, P.E.
Vice President

Al Nederhood
Director

Larry D. Dick
Director

Bob McVicker, P.E., D.WRE
Director

Karl W. Seckel, P.E.
Director

Jeffery M. Thomas
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Robert J. Hunter
General Manager

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Chris Kelley
City Engineer
City of Los Alamitos
3191 Katella Avenue
Los Alamitos, CA 90720

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Sincerely,

Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Mark Chagnon
Public Works Director
City of Mission Viejo
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Sincerely,

Harvey DeLaTorre
Assistant General Manager



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February 24, 2021

Luis Estevez
Public Works Director
City of Placentia
401 E Chapman Avenue
Placentia, CA 92870

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Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Brendan Dugan
Public Works Director
City of Rancho Santa Margarita
22112 El Paseo
Rancho Santa Margarita, CA 92688

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Harvey DeLaTorre
Assistant General Manager



February 24, 2021

Allan Rigg
Public Works Director
City of Stanton
7800 Katella Avenue
Stanton, CA 90680

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February 24, 2021

Mike Knowles
Public Works Director
City of Villa Park
17855 Santiago Boulevard
Villa Park, CA 92861

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February 24, 2021

Jamie Lai
Public Works Director
City of Yorba Linda
4845 Casa Loma Avenue
Yorba Linda, CA 92886

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Sincerely,

Harvey DeLaTorre
Assistant General Manager

The Orange County Register

1771 S. Lewis Street
Anaheim, CA 92805
714-796-2209

5244010

MUNICIPAL WATER DISTRICT ORANGE COUNTY
P.O. BOX 20895,
18700 WARD STREET,
FOUNTAIN VALLEY, CA 92728

AFFIDAVIT OF PUBLICATION

STATE OF CALIFORNIA, }
County of Orange } ss.

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above entitled matter. I am the principal clerk of The Orange County Register, a newspaper of general circulation, published in the city of Santa Ana, County of Orange, and which newspaper has been adjudged to be a newspaper of general circulation by the Superior Court of the County of Orange, State of California, under the date of November 19, 1905, Case No. A-21046, that the notice, of which the annexed is a true printed copy, has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to wit:

05/03/2021, 05/10/2021

I certify (or declare) under the penalty of perjury under the laws of the State of California that the foregoing is true and correct:

Executed at Anaheim, Orange County, California, on
Date: May 10, 2021.



Signature

PROOF OF PUBLICATION

Legal No. **0011456668**

NOTICE OF PUBLIC HEARING

2020 URBAN WATER MANAGEMENT PLAN

The Municipal Water District of Orange County ("MWDOC") will hold a public hearing on May 19, 2021 to receive comments on its draft 2020 Urban Water Management Plan ("UWMP"), draft Appendix C as an addendum to its 2015 UWMP, and its draft Water Shortage Contingency Plan (WSCP). Pursuant to the Urban Water Management Planning Act ("Act") adoption of the 2020 UWMP is required by July 1, 2021. The Act requires that an urban water supplier hold a public hearing before adopting a UWMP. MWDOC's public hearing is scheduled for May 19, 2021 at 8:30 a.m. and as a result of the COVID-19 emergency and the Governor's Executive Orders to protect public health by limiting public gatherings and requiring social distancing, at this time, this meeting is scheduled to occur via the Zoom virtual meeting application. Instructions for joining the meeting are as follows:

Computer Audio: <https://zoom.us/j/8828665300> or
Telephone Audio: (877) 853 5247 Toll-free
Webinar ID: 882 866 5300 #

These instructions can also be found on the MWDOC website, www.mwdoc.com.

The draft 2020 UWMP, draft Appendix C, and the draft WSCP are available on MWDOC's website for public review, www.mwdoc.com.

Per § 10642 of the California Water Code and California Government Code § 7293 Spanish translation services will be available to the public upon request at the May 19, 2021, Public Hearing. For additional information regarding the public hearing, please contact Maribeth Goldsby, MWDOC Board Secretary, at (714) 593-5006.

Publish: Orange County Register May 3, 10, 2021

Appendix E

Adopted WSCP Resolution

RESOLUTION NO. 2112

RESOLUTION OF THE MUNICIPAL WATER DISTRICT OF ORANGE COUNTY ADOPTING A WATER SHORTAGE CONTINGENCY PLAN (WSCP)

WHEREAS, The California Urban Water Management Planning Act, (Wat. Code §10610, et seq. (the Act)), mandates that every urban supplier of water providing water for municipal purposes to more than 3,000 customers or supplying more than 3,000 acre feet of water annually, prepare and adopt, in accordance with prescribed requirements, a Water Shortage Contingency Plan (WSCP) as part of its Urban Water Management Plan (Plan); and

WHEREAS, the Act specifies the requirements and procedures for adopting such WSCPs; and

WHEREAS, pursuant to recent amendments to the Act, urban water suppliers are required to adopt and electronically submit their WSCPs to the California Department of Water Resources (DWR) by July 1, 2021; and

WHEREAS, pursuant to the Act, "urban water supplier" means a supplier, either publicly or privately owned, providing water for municipal purposes either directly or indirectly to more than 3,000 customers or supplying more than 3,000 acre-feet of water annually. An urban water supplier includes a supplier or contractor for water, regardless of the basis of right, which distributes or sells for ultimate resale to customers; and

WHEREAS, the Municipal Water District of Orange County (MWDOC) meets the definition of an urban water supplier for purposes of the Act and is required to prepare and adopt a WSCP as part of its 2020 Plan; and

WHEREAS, MWDOC has prepared a WSCP in accordance with the Act, and in accordance with applicable legal requirements, has undertaken certain coordination, notice, public involvement, public comment, and other procedures in relation to its WSCP; and

WHEREAS, in accordance with the Act, MWDOC has prepared its WSCP with its own staff, with the assistance of consulting professionals, and in cooperation with other governmental agencies, and has utilized and relied upon industry standards and the expertise of industry professionals in preparing its WSCP, and has also utilized DWR's Urban Water Management Plan Guidebook 2020, including its related appendices, in preparing its WSCP; and

WHEREAS, in accordance with applicable law, including Water Code section 10642, and Government Code section 6066, a Notice of a Public Hearing regarding MWDOC's WSCP was published within the jurisdiction of MWDOC on May 3, 2021 and May 10, 2021; and

WHEREAS, in accordance with applicable law, including but not limited to Water Code section 10642, a public hearing was held on May 19, 2021 at 8:30, or soon thereafter, via Zoom (webinar ID: **882 866 5300**) in order to provide members of the public and other interested entities with the opportunity to be heard in connection with proposed adoption of the WSCP and issues related thereto; and

WHEREAS, pursuant to said public hearing on MWDOC's WSCP, MWDOC, among other things, encouraged the active involvement of diverse social, cultural, and economic members of the community

within MWDOC's service area with regard to the WSCP, and encouraged community input regarding MWDOC's WSCP; and

WHEREAS, the Board of Directors has reviewed and considered the purposes and requirements of the Act, the contents of the WSCP, and the documentation contained in the administrative record in support of the WSCP, and has determined that the factual analyses and conclusions set forth in the WSCP are legally sufficient; and

WHEREAS, the Board of Directors desires to adopt the WSCP and to incorporate it as part of its 2020 Plan prior to July 1, 2021 in order to comply with the Act.

WHEREAS, Section 10652 of the California Water Code provides that the California Environmental Quality Act (Division 13 (commencing with Section 21000) of the Public Resources Code) (CEQA) does not apply to the preparation and adoption of a WSCP as part of Plan pursuant to California Water Code section 10632.

NOW THEREFORE BE IT RESOLVED, the Board of Directors of MWDOC hereby resolves as follows:

1. The Water Shortage Contingency Plan (WSCP) is hereby adopted as amended by changes incorporated by the Board of Directors as a result of input received (if any) at the public hearing and ordered filed with the Secretary of the Board of Directors and shall be incorporated into MWDOC's 2020 Plan;

2. The General Manager is hereby authorized and directed to include a copy of this Resolution in MWDOC's WSCP and/or in MWDOC's 2020 Plan;

3. The General Manager is hereby authorized and directed, in accordance with Water Code sections 10621(d) and 10644(a)(1)-(2), to electronically submit a copy of the WSCP, as part of its 2020 Plan, to DWR no later than July 1, 2021;

4. The General Manager is hereby authorized and directed, in accordance with Water Code section 10644(a), to submit a copy of the WSCP, as part of its 2020 Plan, to the California State Library, and to any city or county within which MWDOC provides water supplies no later than thirty (30) days after this adoption date;

5. The General Manager is hereby authorized and directed, in accordance with Water Code section 10645, to make the WSCP available for public review at MWDOC's offices during normal business hours and on its website at www.mwdoc.com no later than thirty (30) days after filing a copy of the WSCP, as part of its 2020 Plan, with DWR;

6. The General Manager is hereby authorized and directed to implement the WSCP in accordance with the Act and to provide recommendations to the Board of Directors regarding the necessary budgets, procedures, rules, regulations, or further actions to carry out the effective and equitable implementation of the WSCP.

7. Board of Directors finds and determines that this resolution is not subject to CEQA pursuant to Water Code Section 10652 because CEQA does not apply to the preparation and adoption of a WSCP

or to the implementation of the actions taken pursuant to such plans. Because this resolution comprises Board of Director's adoption of its WSCP and involves its implementation, no CEQA review is required.

8. The document and materials that constitute the record of proceedings on which this resolution and the above findings have been based are located at 18700 Ward Street, Fountain Valley, CA 92708. The custodian for these records is the District Secretary.

Said Resolution was adopted, on roll call, by the following vote:

AYES:	Directors Dick, McVicker, Seckel, Tamaribuchi, Thomas & Yoo Schneider
NOES:	Director Nederhood
ABSENT:	None
ABSTAIN:	None

I hereby certify that the foregoing is a true and correct copy of Resolution No. 2112 adopted by the Board of Directors of Municipal Water District of Orange County at its meeting held on May 19, 2021.

ATTEST: -



Maribeth Goldsby, District Secretary
Municipal Water District of Orange County