

MEETING OF THE BOARD OF DIRECTORS OF THE  
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY  
Jointly with the  
**PLANNING & OPERATIONS COMMITTEE**  
June 5, 2023 8:30 a.m.

**This meeting will be held in person. As a convenience for the public, the meeting may also be accessed by Zoom Webinar and will be available by either computer or telephone audio as indicated below. Because this is an in-person meeting and the Zoom component is not required, but rather is being offered as a convenience, if there are any technical issues during the meeting, this meeting will continue and will not be suspended.**

**Computer Audio:** You can join the Zoom meeting by clicking on the following link:

<https://zoom.us/j/8828665300>

**Telephone Audio:** (669) 900 9128 fees may apply  
(877) 853 5247 Toll-free  
**Webinar ID:** 882 866 5300#

**P&O Committee:**

Director McVicker, Chair  
Director Nederhood  
Director Seckel

**Staff:** H.De La Torre, J. Berg, V. Osborn,  
T. Dubuque, D. Micalizzi, H. Baez  
M. Baum-Haley, C. Busslinger,  
T. Baca

**Ex Officio Member:** Director Yoo Schneider

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

**ROLL CALL**

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

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

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

**ACTION ITEMS**

1. RENEW CONTRACT WITH ACKERMAN CONSULTING

2. ALLIANCE FOR WATER EFFICIENCY COMMERCIAL TURF REPLACEMENT AND SPRAY-TO-DRIP PROGRAM PROCESS AND IMPACT WATER SAVINGS EVALUATION

**INFORMATION ITEMS** (The following items are for informational purposes only – background information is included in the packet. Discussion is not necessary unless requested by a Director.)

3. SOLE SOURCE AGREEMENT WITH BUILDING BLOCK ENTERTAINMENT SHOWS THAT TEACH
4. SOLE SOURCE AGREEMENT WITH OC REGISTER SPREAD VOX CIVIC COMMUNICATIONS
5. 2023 OC WATER SUMMIT UPDATE
6. WATER POLICY FORUM & DINNER FEATURING ED RING - JUNE 22, 2023
7. STATUS REPORTS
  - a. Ongoing MWDOC Reliability and Engineering/Planning Projects
  - b. WEROC
  - c. Water Use Efficiency Projects
  - d. Public and Government Affairs
8. REVIEW OF ISSUES RELATED TO PLANNING OR ENGINEERING PROJECTS, WEROC, WATER USE EFFICIENCY, FACILITY AND EQUIPMENT MAINTENANCE, WATER STORAGE, WATER QUALITY, CONJUNCTIVE USE PROGRAMS, EDUCATION, PUBLIC AFFAIRS PROGRAMS AND EVENTS, PUBLIC INFORMATION PROJECTS, PUBLIC INFORMATION CONSULTANTS, DISTRICT FACILITIES, and MEMBER-AGENCY RELATIONS

## ADJOURNMENT

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

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



**ACTION ITEM**

June 21, 2023

**TO:** Board of Directors

**FROM:** **Planning and Operations Committee**  
(Directors McVicker, Nederhood, and Seckel)

Harvey De La Torre  
Interim General Manager

Staff Contact: Heather Baez

**SUBJECT: RENEW CONTRACT WITH ACKERMAN CONSULTING**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors to consider entering into a Sole Source contract with Ackerman Consulting for specialized services for Fiscal Years 2023-24 and 2024-25.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**REPORT**

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Ackerman Consulting has provided legal and regulatory consulting services to the Municipal Water District of Orange County (MWD OC) since 2009. This contract was sent out for competitive bid in 2018 for a one-year contract beginning in fiscal year 2018-2019, with the option to renew annually for four additional years. At that time, we received only one other proposal, and while the bidder was fully qualified in the legal and regulatory fields, the review committee agreed that this other proposal was more (in scope and cost) than MWD OC required.

After the retirement of MWD OC's county advocate, John Lewis in 2022, the Ackerman Consulting scope was increased to include additional duties at the county level. Anticipating the additional duties, staff recommended a contract increase from \$36,000/year to \$42,000/year (the same amount as Mr. Lewis), which was approved by the Board of Directors in the 2023-2024 annual budget. Mr. Ackerman's current contract expires on June 30, 2023.

<b>Budgeted (Y/N):</b> Y	Budgeted amount: \$42,000	Core X	Choice __
<b>Action item amount:</b> \$42,000		Line item: 31-7040	
<b>Fiscal Impact (explain if unbudgeted):</b>			

Due to the nature of the services provided by Mr. Ackerman, particularly in the legal and regulatory field, his many contacts and relationships in Orange County and the MWDOC member agencies in particular, as well as other intangibles, staff believes this is a candidate for a sole source contract. Furthermore, staff recommends a two-year contract opposed to the standard five-year contract, which will allow the Board to reevaluate the scope and needs of the contract sooner, as local issues the District faces vary year to year.

A proposed scope of services is included for your review, input, and approval.

## SCOPE OF WORK

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Scope of Work for FY 2023-2024 & 2024-25:

- Monitor and keep MWDOC informed on opportunities to participate in various groups related to water, CEQA reform, and public works initiatives
- Advise MWDOC on current legal, regulatory and other events bearing on water issues
- Represent MWDOC's interests with the Orange County Board of Supervisors and staff and other local groups as requested
- Promote MWDOC projects and initiatives with local government agencies as requested
- Monitor, track, and analyze local issues that relate to MWDOC and its member agencies
- Monitor and advise MWDOC on issues of concern to its member agencies
- Work with Orange County cities, the Association of California Cities-Orange County, and the Orange County League of Cities in association with MWDOC and its priorities and principles
- Work with the Board of Directors, staff, and member agencies on regional efforts in Orange County
- Assist in developing strategies and policies to raise awareness and support of issues relating to MWDOC and its member agencies

Mr. Ackerman will continue working within the scope of services helping MWDOC identify priorities and opportunities in the outlined areas as needed.

## BOARD OPTIONS

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### Option #1

- Approve a two-year sole source contract with Ackerman Consulting, effective July 1, 2023.

**Fiscal Impact:** \$42,000/year for FY 2023-2024 and FY 2024-2025

**Business Analysis:** Mr. Ackerman's background, legal expertise, and community/industry relations provide MWDOC directors and staff with legal and

regulatory events and advocacy at the county level, information related to local, regional and statewide water issues. In addition, Mr. Ackerman provides assistance with CEQA reform, public works initiatives and issues of concern to MWDOC and its member agencies as needed.

**Option #2**

- Approve a six-month sole source contract with Ackerman Consulting, effective July 1, 2023, and direct staff to issue a Request for Proposals for a standard five-year contract.

**Fiscal Impact:** \$42,000/year or more for five years

**Option #3**

- Do not approve a contract extension with Ackerman Consulting.

**Fiscal Impact:** Reduced costs of \$42,000

**Business Analysis:** MWDOC will see a decrease in legal/regulatory information, advocacy at the county level, along with a decrease in access to a specialized consultant with years of institutional knowledge and beneficial relationships.

**STAFF RECOMMENDATION**

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**Option #1**



**ACTION ITEM**

June 21, 2023

**TO:** Board of Directors

**FROM:** **Planning & Operations Committee**  
(Directors McVicker, Nederhood, and Seckel)

**Harvey De La Torre, Interim General Manager**

Staff Contact: R. Waite, Senior Water Use Efficiency Analyst  
J. Berg, Director of Water Use Efficiency

**SUBJECT: Alliance for Water Efficiency Commercial Turf Replacement and Spray-to-Drip Program Process and Impact Water Savings Evaluation**

**STAFF RECOMMENDATION**

Staff recommends the Board of Directors authorize a cost share contribution in the amount of \$18,500 for participation in the Alliance for Water Efficiency Outdoor Water Savings Research Initiative Phase 3: Evaluating & Optimizing Large-Scale Landscape Irrigation Management and Transformation Strategies. MWD OC's \$18,500 cost share will leverage a total research investment of \$345,000.

**COMMITTEE RECOMMENDATION**

Committee recommends (To be determined at Committee Meeting)

**SUMMARY**

The Alliance for Water Efficiency (AWE) is proposing to implement a research project titled *Water Efficiency Outdoor Water Savings Research Initiative Phase 3: Evaluating & Optimizing Large-Scale Landscape Irrigation Management and Transformation Strategies*. This effort will include process and impact evaluations for both Landscape Transformation (turf removal) and Irrigation Optimization (distribution uniformity and management) programs focused exclusively on Commercial, Industrial, and Institutional

Budgeted (Y/N): Y	Budgeted amount: \$18,500	Core <u>X</u>	Choice <u>  </u>
Action item amount: \$18,500		Line item: 35-7040	
Fiscal Impact (explain if unbudgeted): Staff proposed to apply the remaining balance of budgeted research funds in the amount of \$17,500 and repurpose an additional \$1,000 from budgeted professional services funds for a total cost share of \$18,500.			

(CII) properties. Results will fill a research gap and be used to refine local programs. AWE is seeking participation from utilities implementing these programs throughout the country. The current list of Interested Research Partners is provided in Table 1.

<b>Table 1: Interested Research Partners - Water Efficiency Outdoor Water Savings Research Initiative Phase 3: Evaluating &amp; Optimizing Large-Scale Landscape Irrigation Management and Transformation Strategies</b>	
1. City of Santa Rosa	10. Municipal Water District of Orange County
2. Austin Water	11. City of Long Beach
3. Hunter Industries	12. California Water Service
4. Denver Water	13. San Antonio Water System
5. Eastern Municipal Water District	14. Sacramento Regional Water Authority
6. Turfgrass Water Conservation Alliance	15. Arizona Municipal Water Users Assoc.
7. San Diego County Water Authority	16. Central Utah Water Conservancy District
8. Bend, Oregon	17. City of Sacramento
9. County of Santa Barbara	

## **DETAILED REPORT**

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### **Research Need**

MWDOC has completed several statistical water savings evaluations over the past couple of decades. These evaluations quantified, with high levels of statistical significance, water savings associated with water use efficiency program implementation. Past evaluations have focused primarily on water savings associated with Smart Irrigation Timers, Turf Removal and Spray-to-Drip irrigation conversions for residential participants. Because of the extremely complex and variable nature of non-residential water use, only one evaluation has focused on CII Turf Removal, which was led by Dr. Hollis at Metropolitan with support from MWDOC. However, due to data constraints, the analysis became limited to only multi-family properties and provided an aggregate result across all Metropolitan member agencies.

AWE is proposing to implement the Water Efficiency Outdoor Water Savings Research Initiative Phase 3: Evaluating & Optimizing Large-Scale Landscape Irrigation Management and Transformation Strategies (Evaluation). This effort will include process and impact evaluations for both Landscape Transformation (turf removal) and Irrigation Optimization (distribution uniformity and management) programs that target CII properties and will provide MWDOC with Orange County specific analysis in addition to broader results.

MWDOC's participation in this study will fill an important gap in existing research by evaluating CII participants in Orange County and will satisfy a program evaluation

commitment made in our recent USBR Water Smart Water-Energy Efficiency grant award.

### **AWE Research Partnership Opportunity**

AWE is seeking participation from utilities implementing CII landscape programs throughout the country. While Table 1 provides the current List of Research Partners, it is anticipated this list will grow over the next couple of months. This broad group of agencies will bring varying climate/weather conditions, program implementation formats, and incentive levels into the evaluation, allowing for a robust compare and contrast of different program features/approaches and resulting water savings. This information can be used to identify ways to improve local programs in terms of customer experience and maximization of water savings.

A Project Brief is provided as Exhibit A and includes a summary of the Opportunity and Challenges relevant to this research, Research Questions, Expected Deliverables, Tasks & Proposed Budget, Benefits for Participating Agencies, and participation levels. AWE is offering participation at four cost share levels, as shown on page 3 of Exhibit A. Staff are proposing MWDOC participate in this research at the “Utility Participant- The Works” level with a contribution of \$18,500. This level of sponsorship will allow staff to provide comprehensive water and program data, participate on the Project Advisory Committee and Learning Cohort, and importantly receive individualized data analysis and evaluation (Orange County specific results). MWDOC’s sponsorship will leverage a total research investment of \$345,000.

The Evaluation is expected to be completed within 18 to 24 months. AWE hopes to begin summer of 2023, but timing is dependent on successful fundraising. The Evaluation will be performed by a combination of highly qualified AWE staff, led by Dr. Liesel Hans, and a consultant; AWE staff will focus primarily on the statistical water savings (impact) evaluation, and the consultant will focus on the market readiness (process) evaluation.

MWDOC staff will work in partnership with member agencies to collect pre and post retrofit water consumption data from past CII Turf Removal and Spray-to-Drip program participants, non-participants for a control group, corresponding weather data, and detailed program descriptions. This data will then be provided to AWE for the analysis. Upon completion, results will be used to refine local program implementation to streamline the participation process and maximize water savings.

### **BOARD OPTIONS**

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**Option #1:** Staff recommends the Board of Directors authorize a cost share contribution in the amount of \$18,500 for participation in the Alliance for Water Efficiency Outdoor Water Savings Research Initiative Phase 3: Evaluating & Optimizing Large-Scale Landscape Irrigation Management and Transformation Strategies. MWDOC’s cost share will leverage a total investment for the evaluation in the amount of \$345,000.



**Fiscal Impact:** Budgeted funds in the amount of \$18,500, which will leverage a total research investment of \$345,000.

**Business Analysis:** Participation in the AWE Study will help to fill an important gap in our water savings research by quantifying water savings associated with CII landscape programs.

**Option #2:** Do not participate in the Alliance for Water Efficiency Outdoor Water Savings Research Initiative Phase 3: Evaluating & Optimizing Large-Scale Landscape Irrigation Management and Transformation Strategies.

**Fiscal Impact:** None

**Business Analysis:** Miss an opportunity to better understand the effectiveness of CII landscape program implementation.



## PROJECT BRIEF

### Outdoor Water Savings Research Initiative Phase 3

#### Evaluating & Optimizing Large-Scale Landscape Irrigation Management and Transformation Strategies

##### Large-scale Landscape Strategies

Large-scale landscapes = commercial, industrial and institutional (CII) property landscapes including municipal properties, multi-family and/or HOA common spaces.

##### Landscape transformation programs:

Often called "cash for grass" or xeriscape programs

Designed to replace high water requirement landscapes with low or no water requirement landscapes.

##### Irrigation optimization programs:

Irrigation audits, landscape water budgets, technology or equipment incentives/rebates, report services, repair/upgrade services, and more.

Not designed to change the landscape, but to irrigate the existing landscape efficiently.

#### Opportunity:

- Research is needed to help utilities quantify water use and water savings from large-scale landscape transformations and irrigation optimization strategies.
- Utilities want to optimize water used on landscapes to save water, reduce peak demands, reduce run-off, protect water quality, maintain beneficial landscapes, and more.
- Utilities are testing irrigation management strategies like requiring dedicated irrigation meters, direct repair/upgrade services, landscape water budget programs, watering schedules, incentivizing advanced smart irrigation technologies, auditing requirements, and more.
- Further, many utilities are considering or actively investing in large-scale landscape transformation programs. States have allocated additional funding for turf replacement programs, 30 cities in the Colorado River Basin signed an MOU to reduce non-essential turfgrass by 30%, and some have banned irrigation of non-essential turf.
- Optimizing water use on large-scale landscapes can generate significant savings. Variation in savings is expected across climates and by program design. By doing this work across multiple utilities, it greatly expands the body of knowledge and creates more widely useful results.

#### Challenge:

- There is no comprehensive published research about water savings from large-scale landscape and irrigation optimization strategies.
- It is predicted that water savings will be different from residential programs – but by how much?
- Large-scale landscapes have different functions and are managed differently than single-family residential landscapes. There are multiple stakeholders involved, like property owners, property managers, landscape and irrigation contractors, and the occupants/users of the landscapes.

**Exhibit A****Research Questions**

- How are utilities designing and implementing programs and services to either transform large-scale landscapes and/or optimize water use on large-scale landscapes?
- How effective are these programs, what drives differences across programs, and what factors might improve participation and water savings?
- How are these strategies achieving multiple benefits like offering pollinator habitat, mitigating urban heat, providing public education, stormwater capture, etc.?
- What resources are involved from both the agency and the participating customers including monetary expenses, time, and skilled contractors (irrigation and landscapers)?
- What ordinances, rules, or policies enable or enhance these programs? Conversely, what are the potential negative outcomes of such ordinances, rules, and policies on the programs.

**Expected Deliverables****Water Use Analysis and Evaluation Report:**

- Analyze water use impacts for a subset of irrigation optimization strategies across multiple utilities and climates.
- Analyze water use impacts for relatively similar large-scale landscape transformation programs across multiple utilities and climates.
- Market readiness assessment for large-scale landscape transformations.

**Guidance:**

- Demonstrate differences across program designs and what aspects may increase participation and water savings.
- Provide examples of complementary or enabling ordinances, service rules, policies, and technologies.

**Learning and Engagement Activities:**

**Tasks & Proposed Budget.** \$345,000 with data from 12-15 participating utilities. *Some tasks and overall project cost are scalable by the number of utilities that participate.*

Task	Description	Budget
1	<b>Discovery and Documentation.</b> Gather program information including rules and requirements, design features, funding sources, levels and partners, participation, communication/outreach materials, and any additional data that is available (e.g. aerial imagery, irrigation system information, etc.). We will also gather information about related program, services, ordinances, rules or policies that are in place to help enable efficient water use.	\$50,000
2	<b>Data Sharing, Transfer, and Clean-up.</b> Set up data-sharing agreements and systems. Data will be transferred, reviewed for completeness, and address any issues that will impact the analysis.	\$40,000
3	<b>Analyze Water Savings.</b> Estimate water savings from a select set of irrigation optimization programs and from landscape transformation programs across multiple utilities. We will analyze water use before and after the projects, both in the context of their local weather and regulations.	\$100,000
4	<b>Market Readiness Assessment.</b> Evaluate the willingness of property owners to implement large-scale transformations and what factors are important to them in	\$50,000

**Exhibit A**

	making these decisions. Information will be gathered from three groups: customers who have participated, customers who demonstrated interest but did not follow through, and customers who have not yet demonstrated interest.	
<b>5</b>	<b>Literature Review.</b> Gather and summarize literature on large-scale landscape and irrigation optimization programs, and any transferrable lessons from stormwater and green infrastructure programs. Efforts may include less formal documentation and white papers, and interviews, since there is little existing work in the formal published literature.	\$15,000
<b>6</b>	<b>Peer Learning Cohort Coordination.</b> Coordinate regular meetings among project participants to learn and share from each other.	\$5,000
<b>7</b>	<b>Report and Educational Event(s).</b> Create a report that captures all of the above, and host at least one educational event, like a recorded webinar or workshop.	\$25,000
	Project Management	\$35,000
	Contingency	\$25,000
	<b>Estimated Total</b>	<b>\$345,000</b>

**Benefits for Participating Agencies:**

- Utility Participants will have agency-specific evaluations of one or more programs, including analyses that can be used for internal and external planning, decision-making, promotions, and communications.
- Cost-effective means to get individualized technical analyses by coordinating with multiple utilities on single research effort.
- Improve the efficacy of your large-scale landscape and irrigation management programs given the climate specific to your region.
- Participate in peer learning discussions to share and learn from other agencies. Demonstrate leadership by contributing to recommendations and smart practices.
- Can serve on the PAC and better ensure your agency's perspective and issues are addressed.
- Resource to use to advocate for internal funding and/or apply for external grants.
- Early access to report findings.
- Professional development and networking.

**Funding and Participation.** The project and total cost are scalable by number of utility participants.

<b>Utility Participant – The Works*</b>	\$18,500	Provide comprehensive water and program data. Individualized data analysis and evaluation. Participate in PAC and Learning Cohort.
<b>Utility Participant - Limited*</b>	\$10,000	Provide data from a limited number of projects. Participate in PAC and Learning Cohort.
<b>Active Sponsors</b>	\$7,500	Participate in PAC and Learning Cohort. Qualitative program information. No data analysis.
<b>Research Supporters</b>	\$2,500	Interested in supporting project but have limited time for involvement.

\*Note: AWE applied for and was awarded a \$50,000 grant from the Metropolitan Water District of Southern California's Innovation Conservation Program. This grant will cover a portion of the costs for participation of 4-5 utilities from California. This research can also support work related to CA strategies related to dedicated irrigation meters and removal of "non-functional turf".

**Estimated Timeline:** Approximately 18 months from project kick-off. Project is expected to launch Summer 2023.

# MUNICIPAL WATER DISTRICT OF ORANGE COUNTY

*Fiscal Year 2022-23*

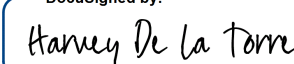
## ***Sole Source Procurement Justification for Projects under \$25,000\****



- A. Supplier Information/Name of Company and Prime Contact at the Supplier and at MWD OC:  
Building Block Entertainment Shows That Teach
- B. Contract awards to Supplier over the prior 36 months:  
Consultant is presently under a 2-yr term contract, which commenced in July 2021.
- C. Product(s) or Service(s) to be provided and Deliverables:  
A 10-video series that addresses topics such as the water cycle, states of water, the value of water, water conservation, and more.
- D. Justification Definition –  
Proprietary item, Prior phase of professional services contract completed successfully by the same Consultant.
- E. Narrative Explanation:  
These videos are available to everyone regardless of their eligibility to receive the Choice programs. The videos are sent to all contacts during school program promotions, housed on our website and the Shows That Teach program website; additionally, all Choice program participants watch the videos prior to the assembly.
- F. Budget Line Item Reference & Amount:  
32-7040 Education Initiatives \$3,500
- G. Core or Choice designation:  
CORE.
- H. Signature/Approvals:

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Requestor

4/25/23  
Date

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Interim General Manager

4/25/2023 | 4:11 PM PDT  
Date

\* Projects over \$25,000 must go to a Committee of the Board.

\*\* Possible justifications include but are not limited to: Only qualified bidder; Proprietary item; Urgent necessity; Bid process did not produce competitors; Governmental agency, association or Utility; Prior phase of professional services contract completed successfully by same Consultant; and Special technical expertise by Consultant for tasks desired.

# MUNICIPAL WATER DISTRICT OF ORANGE COUNTY

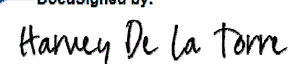
*Fiscal Year 2022-23*

## ***Sole Source Procurement Justification for Projects under \$25,000\****



- A. Supplier Information/Name of Company and Prime Contact at the Supplier and at MWD OC: VOX Civic Communications
- B. Contract awards to Supplier over prior 36-months:  
Three under previous name Agendum Ventures
- C. Product(s) or Service(s) to be provided and Deliverables:  
Orange County Register Water Insert 'OC Water' Annual Spread
- D. Justification Definition -  
Prior phase of professional services contract completed successfully by same Consultant – (And only consultant offering such)
- E. Narrative Explanation:  
This project was originally authorized by Board in 2019 and budgeted in subsequent years, however, consultant changed name.
- F. Budget Line Item Reference & Amount:  
32-7040 Advertising \$11,250
- G. Core or Choice designation:  
Core
- H. Signature/Approvals:

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 Requestor \_\_\_\_\_ Date \_\_\_\_\_

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 Interim General Manager \_\_\_\_\_ Date \_\_\_\_\_

\* Projects over \$25,000 must go to a Committee of the Board.

\*\* Possible justifications include but are not limited to: Only qualified bidder; Proprietary item; Urgent necessity; Bid process did not produce competitors; Governmental agency, association or Utility; Prior phase of professional services contract completed successfully by same Consultant; and Special technical expertise by Consultant for tasks desired.



**INFORMATION ITEM**

June 5, 2023

**TO: Planning & Operations Committee**  
(Directors McVicker, Nederhood, Seckel)

**FROM: Harvey De La Torre, Interim General Manager**

Staff Contact: Damon Micalizzi

**SUBJECT: 2023 OC WATER SUMMIT UPDATE**

**STAFF RECOMMENDATION**

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

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**REPORT**

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Fritz Coleman is confirmed to once again serve as Master of Ceremonies for the Orange County Water Summit. A theme has yet to be set for the 2023 event, which will be held at the Westin Hotel in Costa Mesa on Friday, October 13<sup>th</sup>.

The OC Water Summit is produced in tandem with the Orange County Water District (OCWD). OCWD is the lead agency for the 2023 event. The program will include sessions on water infrastructure, climate change, and the future of water supply.

The next meeting of the OC Water Summit Planning Committee will be tentatively held on Monday, June 26<sup>th</sup>.



**INFORMATION ITEM**

June 5, 2023

**TO: Planning & Operations Committee**  
(Directors McVicker, Nederhood, Seckel)

**FROM: Harvey De La Torre, Interim General Manager**

Staff Contact: Damon Micalizzi

**SUBJECT: Water Policy Forum & Dinner Featuring Ed Ring - June 22, 2023**

**STAFF RECOMMENDATION**

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

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**REPORT**

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Registration is open for MWDOC's upcoming Water Policy Forum & Dinner on Thursday, June 22, 2023, featuring keynote speaker Ed Ring, contributing editor, senior fellow, co-founder, and first President of the California Policy Center.


Ring is also a senior fellow with the Center for American Greatness and a regular contributor to the California Globe. His work has appeared in the Los Angeles Times, the Wall Street Journal, the Economist, National Review, Forbes, and other media outlets. Ring's undergraduate degree is in Political Science from UC Davis, and he has an MBA in Finance from USC.

Ring is the author of two books: "Fixing California – Abundance, Pragmatism, Optimism" (2021) and "The Abundance Choice – Our Fight for More Water in California" (2022), which attendees of the June 22<sup>nd</sup> dinner will receive a copy.



ENGINEERING & PLANNING			
Reliability Study Update	Staff have been working with consultant CDM Smith and Metropolitan Water District (MET) staff on an update to the 2018 OC Water Reliability Study (2023 OC Study). Updating the planning assumptions and understanding the implications will be useful to our staff, Directors, MET Directors, and member agencies for future water reliability decision considerations. This update was launched because of significant changes in conditions since the publication of the 2018 OC Study.		
	A review draft of the final report was sent to the MWDOC Agency Managers for comments on May 2, 2023. The agencies have asked for a meeting to further discuss the report. The meeting is being scheduled for early June 2023.		
	Questions, comments, and responses on the review draft will be included in an appendix of the report.		
	Presentations on the OC Study have included:		
	Agency Managers Meeting	Initial results	05/19/2022
Lead and Copper Rule Revisions – Lead Service Line Inventory Choice Program	P&O Committee Meeting	Initial results	06/06/2022
	P&O Committee	Revisions based on comments	09/06/2022
	Agency Managers Meeting	Added Revisions-Final Results	01/12/2023
	A&F Committee	Added Revisions-Final Results	02/08/2023
	Staff is looking to include the final report as a Receive and File information item in the July 3, 2023 P&O Committee meeting packet.		
MNWD Pump-in to EOCF #2 Technical Study	In mid-March 2023, multiple agencies requested MWDOC’s assistance in complying with US EPA Lead and Copper Rule Revisions (LCRR) - Service Line Inventories which all water systems are required to complete and submit to the primacy agency (for California that is the State Water Boards) by October 16, 2024.		
	On May 24, 2023, MWDOC hosted an initial meeting with (18) OC agencies and the State Division of Drinking Water staff regarding the LCRR – Lead Service Line Inventory compliance requirements. A workgroup of interested agencies has been set up to develop the Request for Proposals (RFP) and to score proposals for selection of a consultant(s) for this Choice Program.		
MNWD Pump-in to EOCF #2 Technical Study	MWDOC hosted a meeting on May 24, 2023 concerning MNWD’s technical study of a potential pump-in project to East OC Feeder #2 from the City of Santa Ana’s East Street Station. The meeting included staff from; Metropolitan’s Water Quality Group, Moulton Niguel Water District, City of Santa Ana, OCWD, and consultant Brown & Caldwell. Further discussions with this group are being scheduled as well as meetings with other Metropolitan technical groups at MNWD’s request.		

<b>Doheny Ocean Desalination Project</b>	<p>South Coast Water District (SCWD) continues to develop the Doheny Ocean Desalination Project. SCWD estimates an on-line date of 2026, if approved by the SCWD Board.</p> <p>SCWD held a Special Board Meeting on September 2, 2021, to discuss the financial implications of the project. Clean Energy Capital (CEC) presented a water cost analysis for the project where CEC presented cost projections for a 2 MGD project with an estimated 1st year water cost of \$1,928/AF in 2021\$, and a 5 MGD project with an estimated 1st year water cost of \$1,479/AF in 2021\$ (later updated to \$1,807/AF in 2027\$ vs \$1,545/AF MET Rate in 2027\$).</p> <p>On December 9, 2022, the California State Lands Commission (CSLC), approved an Addendum to the Doheny Ocean Desalination Project Final Environmental Impact Report (EIR) along with the certified Final EIR. The EIR Addendum addresses a proposed CSLC lease for slant wells at Doheny State Beach (DSB). The new lease allows for construction and long-term operation of up to five slant wells at DSB.</p> <p>SCWD is currently working with State Parks on a lease agreement, a study with Regional Water Quality Control Board staff as a condition of the National Pollution Discharge Elimination System (NPDES) permit, and on Design Build Operate Maintain (DBOM) Contract Development.</p>
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<p><b>Shutdowns</b></p>	<p><b>Orange County Feeder</b></p> <p>The purpose of the shutdown is to remove and dispose of the existing lining, reline the pipeline with cement mortar, install and weld buttstraps (for connecting two butting pipe ends), replace valves and install a on this 85+ year old pipeline from the Willits Street Pressure Control Structure (north of South Coast Plaza) to the Irvine Cross Feeder (south of UC Irvine).</p> <p>The Orange County Feeder shutdown began on September 18, 2022, and will continue through July 15, 2023.</p> <p><b><u>Current Status:</u></b></p> <ul style="list-style-type: none"> <li>• All sites – Completed excavation, shoring, and pipe access cutout</li> <li>• 16 of 17 sites – Completed removal of the existing lining</li> <li>• 1 of 17 sites – Ongoing removal of the existing lining</li> <li>• 14 of 17 sites – Completed buttstrap installation</li> <li>• 2 of 17 sites – Ongoing buttstrap installation</li> <li>• 12 of 17 sites – Completed mortar lining</li> <li>• 2 of 17 sites – Ongoing mortar lining</li> <li>• Ongoing forming &amp; pouring of concrete encasements and access structures</li> </ul>  <p><b>OC Feeder Shutdown – Concrete formwork for access way encasement</b></p> <p><b>R6 Reservoir Rehabilitation</b></p> <p>El Toro WD has shut down the 275 Million Gallon R6 Reservoir to replace the aging reservoir liner and cover. The reservoir will be offline from November 2022 through July 2023.</p>
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**Diemer Water Treatment Plant**

MET has rescheduled a 7-day shutdown of the Diemer WTP in order to repair a broken chlorine solution line to January 8-14, 2024. Finding a suitable window for this shutdown presented challenges due to numerous maintenance shutdowns by MET and retail agencies as well as fire danger concerns.

Coinciding with the 7-day Diemer shutdown, the following pipelines will also be down for repairs:

- Allen-McColloch Pipeline
- East Orange County Feeder No.1
- East Orange County Feeder No.2
- Lower Feeder (Treated)
- Lower Feeder (Untreated)
- Second Lower Feeder (portions)

**OC-43 – EOCWD Vault Rehabilitation Project**

EOCWD is replacing the existing vault immediately downstream of OC-43 as the vault has reached the end of its lifecycle. MWDOC assisted with coordination between EOCWD and MET on this project. The new vault has been installed and EOCWD anticipates completing the project by the end of June 2023.

# General Managers Report

## WEROC Status Report

### May 2023

#### MAY INCIDENTS/EVENTS

- Nothing significant to report

#### 2023 STORM PRESIDENTIAL DECLARATIONS

Orange County's eligibility for assistance remains as:

Identifier	Dates	Eligible Assistance
FEMA: EM-3591-CA	Jan 8, 2023 - Jan 31, 2023	Category B - Emergency protective measures only
FEMA: EM-3592-CA	Mar 9, 2023 and continuing	Category B - Emergency protective measures only
SBA: CA-00376	February 21, 2023 and continuing	Economic Injury as a contiguous County

#### COORDINATION/PARTICIPATION WITH MEMBER AGENCIES AND OUTSIDE AGENCIES MEETINGS OUTSIDE OF PROGRAMS AREAS AND EMERGENCY RESPONSE

- On 5/1-5/4, Dave, Janine and Vicki attended the California Emergency Services Association Conference and Training.
- On 5/5, Vicki attended WACO and provided the WEROC monthly update.
- On 5/10, Dave attended the quarterly Operational Area Executive Board meeting with the County.
- On 5/11, Dave attended the Orange County Sanitation District Cyber Tabletop exercise in partnership with the Orange County Intelligence Center (OCIAC).
- On 5/16, Vicki attended the CalWARN Board Meeting.
- On 5/17, the Countywide Next Wave 2023 Exercise was conducted (see training and exercise section for more details).
- On 5/18, Vicki attended the OCEMO Leadership meeting.
- On 5/22, Vicki presented at the ISDOC General Manager's meeting with the OCIAC on regional coordination and the OCIAC presented on the updated cyber threat here in Orange County.

- On 5/22, Vicki attended the CalOES Southern Region Mutual Aid Regional Advisory Council Board meeting. Vicki serves as the Region 1 representative for public utilities/special districts. Changes to the bylaws and voting on new board representative positions was the focus of the meeting.
- On 5/23, the in-person, WEROC Quarterly Meeting was held. Agenda included City of Orange bringing their water trailer in person for those who have not seen one of the 13 water trailers procured by WEROC in 2017 for agencies to use as a regional asset, Water Trailer updated SOP, water distribution planning, after action from the exercise, update of the Integrated Preparedness Plan.
- On 5/24, Vicki facilitated a tabletop exercise with SOCWA using a rain scenario and what initial actions and needs would be taken. The format allowed people not normally the ones in charge to discuss process and procedures.
- On 5/25, Vicki met with OCWD to finalize the scenario and events for their exercise on the 6/15.
- On 5/25, Vicki attended the CalOES Cyber Grant briefing for the future funding being released to agencies. At this time nothing is finalized for realize for the NOFO. Target date sounds like August/September.
- On 5/26, Vicki attended the CESA State Board Meeting.

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## PLANNING AND PROGRAM EFFORTS

### **Dam Planning**

On behalf of SCWD, Vicki facilitated the outreach to stakeholders for the final review of their Palisades Dam Plan. Vicki also made the changes received and returned the plan to SCWD on 5.30 so it can be sent to CalOES Dam Division for final review and approval.

Vicki has been participating in the coordination call with IRWD in preparation for the August 10<sup>th</sup> tabletop Exercise on the Santiago Creek Reservoir.

### **EOC Readiness & EOC Project**

The WEROC team continued to work on the decommissioning plan for the WEROC EOC in South County. This will be a focus of the team during the 1<sup>st</sup> quarter of the new fiscal year.

Vicki is working on getting the quotes and additional information from companies in regards to the WEROC Mobile EOC Project. An update will be presented at the July P&O Committee Meeting.

As of the time of this report, there was no update in regards to our application for Homeland Security Appropriations Subcommittee for the WEROC Mobile EOC funding.

### **IT & Cyber Security**

WEROC continues to send out important information to the Cyber Security Distribution Group as received from DHS or the OCIAC.

Dave continues to be temporarily loan to support the IT Department because of his knowledge and expertise. At this time, approximately 70 % of Dave's time is being spent on the IT projects, staff support and the onboarding of the new contractor (Accent). Dave is tracking his hours and costs are being accounted for accordingly.

### **Resource Requests and Member Agency Inventory Lists**

Janine continues to obtain information from WEROC member agency to update the inventory lists. This project was last conducted in 2017. Agencies have been very responsive, The project is 84% complete.

### **Training and Exercises**

Next Wave Operational Area Exercise was conducted on May 17<sup>th</sup> and good lessons learned for areas to be improved were captured by the WEROC team. An after-action report is being developed.

Vicki will be conducting 5-G611 classes in the city of Fullerton in the month of June. These have also been opened up to the OA to attend.

Vicki is finalizing documents for the OCWD tabletop/workshop being conducted on 6/15.

### **WEROC Plans and SOPs updated in April:**

Water Trailer Use and Deployment Standard Operating Procedure  
Second Draft of the Water Distribution Plan has been completed.

### **County Plans Reviewed:**

County of Orange Recovery Plan – Final Review

**Status of Water Use Efficiency Projects  
May 2023**

<b>Description</b>	<b>Lead Agency</b>	<b>Status % Complete</b>	<b>Scheduled Completion or Renewal Date</b>	<b>Comments</b>
<b>SoCal WaterSmart Residential Indoor Rebate Program</b>	MWDSC	Ongoing	Ongoing	In April 2023, 100 high efficiency clothes washers and 4 premium high efficiency toilets were installed in Orange County.  To date, 128,061 high efficiency clothes washers and 60,984 high efficiency toilets have been installed through this program.
<b>SoCal WaterSmart Commercial Rebate Program</b>	MWDSC	Ongoing	Ongoing	In April 2023, 504 CII premium high efficiency toilets were installed in Orange County.  To date, 114,987 commercial devices have been installed through this program.
<b>Flow-Monitoring Device Rebate Program</b>	MWDSC	Ongoing	Ongoing	In April 2023, 3 flow-monitoring devices were installed in Orange County.  To date, 82 flow-monitoring devices have been installed through this program.
<b>Smart Timer Rebate Program</b>	MWDSC	Ongoing	Ongoing	In April 2023, 26 residential and 3 commercial smart timers were installed in Orange County.  To date, 34,476 smart timers have been installed through this program.
<b>Rotating Nozzles Rebate Program</b>	MWDSC	Ongoing	Ongoing	In April 2023, 225 rotating nozzles were installed in Orange County.  To date, 578,158 rotating nozzles have been installed through this program.



Description	Lead Agency	Status % Complete	Scheduled Completion or Renewal Date	Comments
<b>Rain Barrel Rebate Program</b>	MWDSC	Ongoing	Ongoing	In April 2023, 5 rain barrels were installed in Orange County.  To date, 8,824 rain barrels have been installed through this program.
<b>Turf Removal Program</b>	MWDOC	Ongoing	Ongoing	In April 2023, 70 rebates were paid, representing \$465,096.80 in rebates paid this month in Orange County.  To date, the Turf Removal Program has removed approximately 26.1 million square feet of turf.
<b>Spray to Drip Rebate Program</b>	MWDOC	Ongoing	Ongoing	In April 2023, 34 rebates were paid, representing \$93,803.25 in rebates paid this month in Orange County.  To date, the Spray to Drip Program has converted approximately 2.7 million square feet of standard spray irrigation to drip irrigation.
<b>Landscape Design and Landscape Maintenance Assistance Programs</b>	MWDOC	Ongoing	Ongoing	In April 2023, 6 landscape design packages and 11 landscape maintenance packages were delivered to MWDOC Turf Removal Program customers.  To date, 722 landscape design packages and 254 landscape maintenance packages have been delivered to MWDOC Turf Removal Program customers.
<b>Industrial Process/ Water Savings Incentive Program (WSIP)</b>	MWDSC	Ongoing	Ongoing	This program is designed to improve water efficiency for commercial customers through upgraded equipment or services that do not qualify for standard rebates. Incentives are based on the amount of water customers save and allow customers to implement custom water-saving projects.

Description	Lead Agency	Status % Complete	Scheduled Completion or Renewal Date	Comments
<b>Industrial Process/ Water Savings Incentive Program (WSIP) cont.</b>				Total water savings to date for the entire program is 1,291 AFY and 6,376 AF cumulative.
<b>Recycled Water Retrofit Program</b>	MWDSC	Ongoing	Ongoing	This program provides incentives to commercial sites for converting dedicated irrigation meters to recycled water.  To date, 183 sites, irrigating a total of 1,676 acres of landscape, have been converted. The total potable water savings achieved by these projects is 3,692 AFY and 23,456 AF cumulatively.

**Public & Governmental Affairs Activities Report**  
**April 26, 2023 – May 30, 2023**

**Item No. 7d**

<p><b>Community and Member Agency Relations</b></p>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Mailed prizes to top 15 Honorable Mention winners for Poster Contest 2023</li> <li>• Prepped posters, certificates, and prizes for the 2023 Poster Contest Awards Ceremony at Shipley Nature Center</li> <li>• Participated in a MWDOC Girl Scouts clinic planning meeting with the City of Seal Beach</li> <li>• Attended the Trabuco Canyon Water District's Water Awareness Day; provided a booth and Ricky Raindrop<sup>SM</sup></li> <li>• Provided a Ricky Raindrop<sup>SM</sup> appearance for the City of Westminster's Open House</li> <li>• Prepared and distributed summer bill inserts to MWDOC member agencies</li> <li>• Worked with Hashtag Pinpoint and MWDOC WUE team to create three (3) 30-second videos on water-saving devices to play at the Department of Motor Vehicles</li> <li>• Attended a City of Orange Rotary <b><i>Speakers Bureau Presentation City of Orange Rotary</i></b> with Director Dick.</li> </ul> <p>Government Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Participated in the ACC-OC Legislative and Regulatory Committee meeting</li> <li>• Distributed the Grants Tracking and Acquisition monthly report</li> </ul>
<p><b>Education</b></p>	<p>Public Affairs Staff</p> <ul style="list-style-type: none"> <li>• Met with Orange County Department of Education's Inside the Outdoors to discuss K-12 education opportunities</li> <li>• Met with Orange County Business Council to discuss the Water Energy Education Alliance (WEEA) and workforce development</li> <li>• Met with Big Picture Learning on a teachers' training outline sponsored by WEEA</li> <li>• Participated in a H RTP Grant Statewide Advisory Council meeting led by the California Municipal Utilities Association</li> <li>• Met with Orange Coast College to discuss Orange County Children's Book Festival opportunities</li> <li>• Provided information regarding MWDOC's K-12 Choice School Programs to the City of San Clemente</li> <li>• Executed one-year contract extension for the MWDOC K-12 Choice School Program contractors. Funds are budgeted and authorization has been approved - see Exhibit J1 in the final FY 2023-24 board approved budget.</li> </ul>
<p><b>Media Outreach and Distribution</b></p>	<p>Public Affairs Staff</p> <ul style="list-style-type: none"> <li>• Prepared and distributed content for social media</li> </ul>

	<ul style="list-style-type: none"> <li>• Distributed weekly news digests to MWDOC managers and Board</li> <li>• Updated MWDOC website as requested by several departments</li> <li>• Prepared and distributed one Media Advisory: <ul style="list-style-type: none"> <li>◦ <a href="#">Media Advisory: MWDOC ISSUES STATEMENT ON GOVERNOR'S EXECUTIVE ORDER ON INFRASTRUCTURE</a></li> </ul> </li> </ul>
<b>Special Projects</b>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Provided first round of headshots for the website to the MWDOC Board and staff</li> <li>• Sent out first invite for the June 22, 2023, MWDOC Water Policy Forum &amp; Dinner featuring keynote speaker, Ed Ring</li> <li>• <b>Speakers Bureau</b> – presented a session at the 2023 California Association of Public Information Officials (CAPIO) conference</li> <li>• <b>Accepted a CAPIO EPIC Award – top honors in the category – for MWDOC's participation in the Streams of Hope campaign – a public art and community cleanup campaign in partnership with the Wyland Foundation, Orange County Conservation Corps, and the County of Orange's Adopt a Channel Program</b></li> <li>• Met with project partners to discuss details for the Coronet Watersmart Conservation Garden ribbon cutting celebration</li> <li>• Designed and distributed invitations for the Coronet Watersmart Conservation Garden ribbon cutting celebration to the MWDOC Board and staff, on social media channels, and in the surrounding Westminster neighborhoods</li> <li>• Coordinated and attended the Colorado River Aqueduct Inspection Trip with Director Seckel</li> </ul> <p>Governmental Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Staffed the ISDOC Executive Committee meeting</li> <li>• Met with staff from the Placentia Library District to discuss legislative priorities for ISDOC</li> <li>• Invited and coordinated details with the speaker for the June WACO meeting</li> <li>• Responded to questions related to the Grants Tracking &amp; Acquisitions RFP and circulated the responses</li> <li>• Coordinated with members of the ISDOC Bylaws Ad-Hoc Committee on potential updates for discussion</li> <li>• Staffed the WACO Meeting featuring speaker Bill Hasencamp discussing the Colorado River negotiations</li> <li>• Reached out to and worked with CSDA staff to obtain voting member mailing list and other information needed for Director Nederhood's CSDA Board candidacy</li> <li>• Emailed each office in MWDOC's Assembly, Senate and Congressional delegation requesting certificates for the Poster Contest winners</li> </ul>

	<ul style="list-style-type: none"> <li>• Edited the CSDA Board election letter to distribute to voting members in the upcoming election</li> <li>• Reviewed and scored proposals received for the Grants Tracking &amp; Acquisition RFPs</li> <li>• Staffed the WACO Planning Committee meeting</li> <li>• Drafted and distributed the ISDOC Quarterly Meeting invite</li> <li>• Reviewed and scored admissions for all of CSDA's annual awards to be announced at their annual conference in August</li> </ul>
<b>Legislative Affairs</b>	<p>Governmental Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Participated in the CSDA Legislative Committee meeting</li> <li>• Participated in the CMUA Regulatory and Legislative Committee meetings</li> <li>• Attended the ACWA State Legislative Committee meeting</li> <li>• Attended the ACWA Federal Affairs Committee meeting</li> <li>• Attended the ACWA Spring Conference in Monterey and attended the following presentations/meetings: <ul style="list-style-type: none"> <li>- Opening Breakfast</li> <li>- California Colorado River Board meeting</li> <li>- Federal Issues Forum on Bipartisan Infrastructure Law Implementation</li> </ul> </li> <li>• Attended the 2023 Annual Water Supply and Demand Assessment/Reporting webinar</li> <li>• Attended the California Natural Resources Agency May Revise informational webinar</li> <li>• Participated in the Southern California Water Coalition Legislative Taskforce meeting</li> <li>• Attended the CSDA Legislative Days conference in Sacramento</li> <li>• Met with Assemblywoman Laurie Davies to discuss CSDA legislative priorities</li> <li>• Attended the California Natural Resources Agency webinar on "Weather Whiplash"</li> <li>• Participated in the Metropolitan Legislative Coordinators meeting</li> <li>• Participated in the Cal-Desal Legislative Committee meeting</li> <li>• Met with Assemblywoman Cottie Petrie-Norris's staff to review MWDOC's position on water related legislation coming to the Assembly Floor</li> <li>• Attended the ACWA Legislative Committee meeting</li> <li>• Met with Jay Jefferson of Metropolitan to discuss water rights legislation</li> </ul>
<b>Outreach Metrics</b>	<p>Public Affairs Staff:</p> <ul style="list-style-type: none"> <li>• Google Performance Analytics (April 2023) <ul style="list-style-type: none"> <li>○ 1,182 MWDOC business listing searches</li> <li>○ 254 business profile interactions</li> <li>○ 2,494 people viewed the business profile</li> </ul> </li> <li>• Website Analytics (GM report timeframe) <ul style="list-style-type: none"> <li>○ 13,773 pageviews</li> <li>○ Top pages for this date range</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>▪ Home page</li> <li>▪ Residential rebates</li> <li>▪ RFP/RFQ listings</li> <li>▪ Free landscape designs</li> <li>▪ Opportunities/Careers</li> </ul> <ul style="list-style-type: none"> <li>• Social Media (GM report timeframe) <ul style="list-style-type: none"> <li><i>According to Hootsuite – the global leader in social media management – a good engagement rate is between 1% to 5%.</i></li> <li><i>Currently, MWDOC's engagement rate is at 19.56%</i> <ul style="list-style-type: none"> <li>○ 59,666 Post reach (number of people)</li> <li>○ 11,696 Post engagement (actions taken – likes, shares, etc.)</li> </ul> </li> </ul> </li> </ul>
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