MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CALIFORNIA
12:00 P.M., MONDAY, SEPTEMBER 15, 2008

AGENDA

THE EXTERNAL AFFAIRS COMMITTEE IS A STANDING COMMITTEE OF THE ENTIRE BOARD OF DIRECTORS. PURSUANT TO THE ADMINISTRATIVE CODE, ANY DECISIONS OF THE EXTERNAL AFFAIRS COMMITTEE SHALL BE SUBJECT TO REVIEW BY THE FULL BOARD.

1. **DETERMINATION OF A QUORUM**

2. **PUBLIC COMMENT**

3. **MINUTES OF THE MEETING OF AUGUST 18, 2008**
   Staff Recommendation: Approve the minutes as submitted.

4. **LEGISLATIVE REPORT**
   Staff Recommendation: For information.

5. **WRD WEB SITE LANGUAGE TRANSLATION UPDATE**
   Staff Recommendation: For information.

6. **WATERS TO THE SEA – PARTNERSHIP OPPORTUNITY UPDATE**
   Staff Recommendation: Participate in Phase II of the Waters to the Sea educational project as a member of the advisory team without any monetary obligation at this time and return to the External Affairs Committee during the mid-year budget review to consider a funding commitment recommendation at that time.

7. **WRD GROUNDWATER OUTREACH ADVERTISEMENT**
   Staff Recommendation: For discussion.

8. **NEWSLETTER OUTSOURCE**
   Staff Recommendation: For information.

9. **"TREASURE BENEATH OUR FEET" CONSERVATION PARTNERSHIP PROGRAM**
   Staff Recommendation: Approve funding agreements with FY 2008-09 partners City of Long Beach Water Department, City of Torrance, City of Compton, Central Basin MWD, and West Basin MWD and begin this fiscal year's conservation projects.

10. PROJECT LABOR AGREEMENTS

Committee Chair's Recommendation: Approve a District resolution recognizing Project Labor Agreements for future labor contracts.

11. DEPARTMENT REPORT

Staff Recommendation: For information.

12. ADJOURNMENT

Posted by Abigail C. Andom, Deputy Secretary, September 12, 2008.

In compliance with the Americans with Disabilities Act (ADA), if special assistance is needed to participate in the Board meeting, please contact Deputy Secretary Abigail Andom at (562) 921-5521 for assistance to enable the District to make reasonable accommodations.

All public records relating to an agenda item on this agenda are available for public inspection at the time the record is distributed to all, or a majority of all, members of the Board. Such records shall be available at the District office located at 4040 Paramount Boulevard, Lakewood, California 90712.

Agendas and minutes are available at the District's website, www.wrd.org.

MINUTES OF AUGUST 18, 2008
MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

A meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on August 18, 2008 at 12:30 p.m. at the District Office, 4040 Paramount Boulevard, Lakewood, California. Chairperson Albert Robles called the meeting to order. Deputy Secretary Abigail C. Andom recorded the minutes.

1. DETERMINATION OF A QUORUM

Committee:	Albert Robles, Sergio Calderon, Lillian Kawasaki, Willard H. Murray, Jr.
Excused:	Rob Katherman
Staff:	Robb Whitaker, Elsa Lopez, Adeline Yoong, Scott Ota
Guests:	Kim Capria, KMEX- Univision Account Executive; Peter Rodriguez, Public Affairs, Upper San Gabriel Municipal Water District

The agenda items were taken out of order.

6. WRD WEB SITE LANGUAGE TRANSLATION

Kim Capria, KMEX-Account Executive from Univision, made a presentation to the Committee regarding marketing services to promote the WRD website through their various media outlets.
Peter Rodriguez, Public Affairs, Upper San Gabriel Municipal Water District expressed the agency's potential interest as a co-funding partner.

2. PUBLIC COMMENT

Director Murray stated that he would like to add two items to the agenda, that the items came to his attention after the agenda for the meeting was posted, and that there is a need to take immediate action on the items.

With no objections, the Committee added the following items to the agenda: (a) WaterSmart Innovations Conference, October 8-10, 2008, Las Vegas, NV, and (b) NGWA Annual Conference and Exposition, December 2-5, 2008, Las Vegas, NV.

Director Robles stated that the items will be added to the agenda as Agenda item 10.A and 10.B.

3. MINUTES OF THE SPECIAL MEETING OF DECEMBER 6, 2007

The minutes were approved as submitted.

4. LEGISLATIVE REPORT

Mike Evans and Scott Aliferis of K & L Gates provided an update on federal legislative activities via teleconference. An update on the Schwarzenegger/Feinstein water bond proposal was presented to the Committee.

Bob Reeb of Millennium Government Advocates, LLC also provided an update on state legislative activities via teleconference. Mr. Reeb stated that the State Assembly met yesterday regarding the state budget which he noted has yet to be adopted.

7. WATERS TO THE SEA – PARTNERSHIP OPPORTUNITY

Interim External Affairs Manager Elsa Lopez stated that Metropolitan Water District (MWD) has invited WRD to be part of the advisory committee and funding partner of the Waters to the Sea educational project for Southern California. Ms. Lopez explained that Waters to the Sea is an educational program that aims to increase knowledge of water resources throughout Southern California as well as increase awareness of groundwater storage, recycled water safety and water conservation. She added that the District is being asked to provide the perspective of groundwater replenishment and water independence. WRD is being asked to contribute $10,000 for Phase 2 and commit to an additional $10,000 for each of the next two to three years.

Discussion followed. The Committee recommended participation in the advisory committee, but requested that staff to come back to the Committee during the mid-year budget review with a funding commitment recommendation.

8. AMENDMENT TO PROFESSIONAL SERVICES AGREEMENT WITH ROBERT E. BUSH CORPORATION

General Manager Robb Whitaker stated that WRD has been using the Services of Robert Bush to facilitate and coordinate effective communication between WRD, the County of Los Angeles Department of Public Works, the County Board of Supervisors and other local agencies. Mr. Whitaker explained that the Board recently extended Mr. Bush's contract to September 30, 2008 and staff would like to continue his services. He noted that the External Affairs Committee Chair recommended extending Mr. Bush's contract to December 31, 2010 to coincide with other District's legislative contracts. Mr. Whitaker added that there will be no change to the monthly retainer fee of $3,000, with the ability to increase to $5,000 on an as needed basis with Board notification, and an annual cap of $45,000.

Upon a motion duly made by Director Murray, seconded by Director Kawasaki, and unanimously approved, it was

RESOLVED: The Committee recommends the Board extend the term of the current contract with Robert E. Bush Corporation to December 31, 2020 with no increase of retainer.

9. WRD GROUNDWATER OUTREACH ADVERTISEMENT

Ms. Lopez stated that staff would like to utilize local community-based newspapers to educate the public about groundwater and WRD's mission and vision. She explained that WRD can take advantage of advertising and water related advertising supplements in several print media outlets.

The Committee directed staff to provide an update of specific newspapers and associated costs at next month's meeting.

10.A. WATERSMART INNOVATIONS CONFERENCE, OCTOBER 8-10, 2008, LAS VEGAS

Upon a motion duly made by Director Murray, seconded by Director Calderon, and unanimously approved, it was

RESOLVED: The Committee recommends the Board approve travel request of directors and staff, as determined by the General Manager, to the WaterSmart Innovations Conference, October 8-10, 2008, Las Vegas, NV.

10.B. NGWA ANNUAL CONFERENCE AND EXPOSITION, DECEMBER 2-5, 2008, LAS VEGAS

Since there is no urgency to take action on the item, the Committee requested that it be agendized for the next meeting.

10. COMMUNITY BANKING

Chief Financial Officer Scott Ota stated that the Board, at its June 20, 2008 meeting, discussed expanding community involvement by exploring new banking relationships with financial institutions that reinvest and finance projects in communities the District services. At the same meeting, the External Affairs Committee was tasked with developing the District's community banking policy and the Finance Committee with the implementation of the policy.

Mr. Ota noted that WRD will henceforth utilize the following four community banks: Broadway Federal Bank, One United Bank, East West Bank, and Promerica Bank. He added that the four banks approved by the Board will only be utilized if they are FDIC insured, agree to collateralize any and all WRD funds deposited therein, are in good financial condition, and provide exceptional customer service to meet all of the District's banking needs.

Director Kawasaki stated that she supports the use of community banks but questioned the criteria used in selecting the four banks.

Upon a motion duly made by Director Robles, seconded by Director Murray, and with Director Kawasaki dissenting, it was

RESOLVED: The Committee recommends the Board adopt the community banking policy.

11. DEPARTMENT REPORT

Interim External Affairs Manager Elsa Lopez provided an update on the Department's activities. Ms. Lopez stated that staff has been working on preparations for the next Groundwater Festival and continues planning for the District's 50th anniversary celebration.

5. CSDA 2008 BOARD ELECTIONS

Deputy Secretary Abbie Andom stated that the District is a member of the California Special District Association (CSDA) and has availed of its governance training for directors and staff. Ms. Andom informed the Committee that a seat is up for re-election this year in Region 5 of which WRD is a member.

Discussion followed and the Committee recommended the Board cast the vote for James Acosta to serve as board member for CSDA Region 5, Seat C.

12. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned, upon a motion by Director Kawasaki and seconded by Director Calderon at 2:35 p.m.

_____
Chair

ATTEST:

_____
Director

WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

MEMORANDUM

ITEM NO. 4

Prepared by: Adeline Yoong
Reviewed by: Elsa Lopez
Approved by: Robb Whitaker

DATE: SEPTEMBER 15, 2008

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: LEGISLATIVE REPORT

SUMMARY

Legislative Calendar

State Legislature
September 30 – Last day for Governor to sign or veto bills passed by the Legislature before September 1 and in the Governor's possession on or after September 1
November 30 – Adjournment *Sine Die* at midnight

Congress
August 9 to September 7 – House and Senate recess
September 26 – Target adjournment date

Legislative Report

Verbal updates will be provided on state and federal matters.

FISCAL IMPACT
None.

STAFF RECOMMENDATION
For information.

WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

MEMORANDUM

ITEM NO. 5

Prepared by:	Elsa Lopez
Reviewed by:	Robb Whitaker
Approved by:	Robb Whitaker

DATE: SEPTEMBER 15, 2008

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: WRD WEB SITE LANGUAGE TRANSLATION UPDATE

SUMMARY

At the July 17, 2008 External Affairs Committee meeting, staff was requested to look into the possibility of translating the WRD web site into Spanish and possibly other languages. Staff consulted with its current web site designer to get translation quotes for a permanent site translation. Additionally, at the request of the Committee staff was directed to research cost for translation services only and received the following quotes.

Immersive

- Cost per language is $5,550 for 50 hours (or $111 per hour) of translation for all 64 pages
- An additional cost could be added for translation of PDF files
- Languages available for translation: Spanish, Thai, Tagalog, Bantu and Urdu
- Timeline to translate is two (2) weeks
- Estimated cost: 50 hours at $111 - $5,500- No need to redevelop website

1 Stop Translation

- Cost per language is $179 per hour for 140 hours plus website setup $3,000
- Languages available for translation: Spanish, Chinese, Russian, and German
- Timeline to translate is 30 days and 15 days to setup website
- Estimated cost: 280 hours at $179 - $42,960 (includes development of the website)

Web/Media Digital Marketing

- Cost per language is $290 per hour for first 30 hours, $190 per hour after 30 hours
- Languages available for translation: Spanish, French, and Chinese
- Timeline to translate is 30 to 45 days for 64 pages
- Estimated cost: 384 hours at $290 - $8,700 first 30 hours – $67,260 (includes development of website)

A presentation was provided by Univision at the August 18, 2008 External Affairs Committee meeting. The presentation was on marketing and a translation of the WRD web site. The cost range was $50,000 to $250,000.

FISCAL IMPACT

Fiscal impact is unknown at this time and varies by vendor along with number of language translations, media outlets selected and different package costs. Translation only services cost range from $5,550 to $67,260. Translation and marketing cost ranges from $50,000 to $250,000

STAFF RECOMMENDATION

For information.

WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

MEMORANDUM

ITEM NO. 6

Prepared by:	Elsa Lopez
Reviewed by:	Robb Whitaker
Approved by:	Robb Whitaker

DATE: SEPTEMBER 15, 2008

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: WATERS TO THE SEA – PARTNERSHIP OPPORTUNITY UPDATE

SUMMARY

The Metropolitan Water District of Southern California has been working for two years on a *Waters to the Sea* educational project for Southern California. Waters to the Sea is an educational program that will increase knowledge of water resources through out the Southern California region and it increases awareness of groundwater storage, recycled water safety and water conservation, The project is in partnership with the Los Angeles County Sanitation Districts, Central Basin MWD, and the Los Angeles County Department of Education. The project team invited WRD to join this partnership as advisors and funding partners for Phase II of the project.

At the August 18th External Affairs Committee meeting, the Committee requested staff to inquire if WRD could participate as a member of the advisory team without any funding commitment at this time. The Committee also directed staff to come back to the Committee during the mid-year budget review with a funding commitment recommendation. MWD staff and Sanitation District staff agreed that it would be appropriate to have WRD on the advisory team without having any financial obligation at this time but would encourage that WRD be a funding partner in the final phase of this educational project at a funding level of $15,000 on a one time basis.

FISCAL IMPACT

No fiscal impact at this time.

STAFF RECOMMENDATION

Participate in Phase II of the Waters to the Sea educational project as a member of the advisory team without any monetary obligation at this time and return to the External Affairs Committee during the mid-year budget review to consider a funding commitment recommendation at that time.

WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

MEMORANDUM

ITEM NO. 7

Prepared by:	Elsa Lopez
Reviewed by:	Robb Whitaker
Approved by:	Robb Whitaker

DATE: SEPTEMBER 15, 2008

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: WRD GROUNDWATER OUTREACH ADVERTISEMENT

SUMMARY

As the regional groundwater management agency for southern Los Angeles County, which includes over 10 percent of the population of the State of California, it is advantageous to educate the public about groundwater and of WRD's mission and vision in local print and other media outlets. This groundwater outreach can be leveraged with the promotion of District projects and programs, notably the Water Independence Network (WIN), Jardineros Ecologicos Educational Program, It all Flows to Me ™ Watershed and Conservation Program, Safe Drinking Water Program, etc. There are several print media opportunities and outlets that WRD can take advantage of to promote groundwater awareness through advertising and water related advertising supplements. These can include opportunities to publish groundwater specific articles in conjunction with these advertisements.

At the August 18, 2008 External Affairs Committee meeting staff presented opportunities to advertise in regional and community newspapers. The Committee directed staff to focus solely on community papers and provide a list of community newspapers with advertising cost at the September meeting.

Potential community advertisement outlets include:

- Wave – selected cities within WRD's service area
- Eastern Publication – Northeastern cities within WRD's service area
- Signal Hill Tribune – Signal Hill and North Long Beach
- Downey Patriot – Downey
- San Gabriel Tribune & Whittier Daily – San Gabriel Valley
- Newspaper weeklies in various cities – advertisements and supplements

Advertisement costs start at $150 and go up depending on newspaper circulation, ad size, length of time advertised, inclusion on web site, etc. All local papers are willing to highlight WRD's 50th Anniversary. Staff will provide a detailed report to the Committee at the meeting.

FISCAL IMPACT

Funds available within the External Affairs conservation and outreach programs in the fiscal year 2008/09 budget.

STAFF RECOMMENDATION

For discussion.

WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

MEMORANDUM

ITEM NO. 8

Prepared by:	Elsa Lopez
Reviewed by:	Robb Whitaker
Approved by:	Robb Whitaker

DATE: SEPTEMBER 15, 2008

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: NEWSLETTER OUTSOURCE

SUMMARY

At the August 18th External Affairs Committee, staff was directed to look into the possibility of outsourcing the WRD Source newsletter and establishing a scheduled timelinefor the newsletter production. The Committee was also interested in the newsletter development process including content and editorial review. In the past staff has developed written material and outsourced the layout, printing and mailing. A report will be presented to the Committee at the meeting.

The timeline for the next two newsletters is as follows.

Winter: on an election year, newsletter will be delayed until after November election.

- Draft of News articles October 15,2008
- Layout due November 24, 2008 for printer review
- Printing and mailing December 10, 2008

Spring:

- Draft of News articles April 15, 2009
- Layout due May 26, 2009 for printer review
- Printing and Mailing June 1, 2009

FISCAL IMPACT

Newsletter printing and mailing is included in current FY budget. Outsourceing content development and graphic layout is not currently budgeted in the '08-'09 FY budget.

STAFF RECOMMENDATION

For information.

WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

MEMORANDUM

ITEM NO. 9

Prepared by:	Elsa Lopez
Reviewed by:	Robb Whitaker
Approved by:	Robb Whitaker

DATE: SEPTEMBER 15, 2007

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: "TREASURE BENEATH OUR FEET" CONSERVATION PARTNERSHIP PROGRAM

SUMMARY

"Treasure Beneath Our Feet" is the new and innovated title of a Watershed Education, Conservation Partnership and Stewardship Program initiated by the Water Replenishment District of Southern California to protect vital regional aquifers. Overall, the program is recognition that storm and dry season factors such as pollution and public awareness can affect the condition of the groundwater basin to its detriment or benefit. If residents and businesses can be spurred to reduce the amount of outdoor contaminants that reach storm drains such as pesticides, animal waste, motor oil, and other chemicals, the amount of run-off that can be recovered and stored underground could be dramatically increased. "Treasure Beneath Our Feet" has various components that have expanded through meaningful programs for all respective age groups and regions of the District. Significant components of the "Treasure Beneath Our Feet" Watershed Education, Conservation Partnership and Stewardship Program are the Conservation Initiatives Projects for WRD.

WRD's Conservation Initiatives Program consists of three major projects:

- Commercial/Industrial Rebate Program (CII) – Waterbrooms, Waterless Urinals, Steamers, Dual Flush Toilets, ET Controllers
- The Jardineros Ecologicos (Eco Gardener) Training Program – Gardener trainings and incorporating these trainings into the WRD Urban Landscape Demonstration Project
- The "Treasured Beneath Our Feet" and "It All Flows To Me ™ Education Program – expansion of educational project at Cabrillo Marine Aquarium and final phase educational program at Aquarium of the Pacific

WRD's Conservation Initiatives Program has enhanced conservation incentives for businesses and most importantly changing lifestyles that incorporate conservation in everyone's everyday life. Under the Program, WRD works cooperatively with City of Long Beach Water Department, City of Torrance, City of Compton, Central Basin MWD and West Basin MWD to enhance their conservation projects by increasing incentives to business owners and residents to utilize water-saving products.

Each of the previously identified partners was asked to present WRD with a partnership proposal and the following requests were received:

At the $40,000 level: (a) City of Long Beach Water Department – would like to partner with WRD to enhance the rebate incentives to encourage businesses and residents to replace their lawns with artificial turf.
(b) City of Torrance – would like to continue with the distribution of Dual Flush toilets and waterbroom for businesses.
(c) West Basin MWD – would like to enhance the large landscape rebate program by distributing ET Controllers, do toilet replacement in schools and hotels, and increase the landscaping training classes.

At the $20,000 level:
(a) Central Basin MWD – no proposal submitted yet.

At the $10,000 level:
(a) City of Compton – would like to partner with WRD to increase the conservation education in all their schools.

The WRD FY '08-'09 budget includes $300,000 for these efforts.

FISCAL IMPACT
$200,000 budgeted in the '07-'08 FY External Affairs Budget for Conservation Initiatives and $100,000 for Education and Outreach.

STAFF RECOMMENDATION
Approve funding agreements with FY 2008-09 partners City of Long Beach Water Department, City of Torrance, City of Compton, Central Basin MWD, and West Basin MWD and begin this fiscal year's conservation projects.

WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

MEMORANDUM

ITEM NO. 10

Prepared by:	Elsa Lopez
Reviewed by:	Robb Whitaker
Approved by:	Robb Whitaker

DATE: SEPTEMBER 15, 2007

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: PROJECT LABOR AGREEMENTS

SUMMARY

The Committee Chair requested that staff draft a resolution stating that WRD will recognize Project Labor Agreements for future labor contracts.

Project Labor Agreements (PLA) are comprehensive pre-hire collective bargaining agreements. PLAs establish in advance basic terms and conditions for labor for parties involved in the project: the public sector employer, contractors and subcontractors, and the labor force.

Under PLAs, contractors make exact bids and costs are established for labor. Those costs include wages and benefits including health insurance, and workers' compensation. Public works PLAs do not restrict bidding solely to union contractors. A PLA is available to any contractor who will accept its terms. It is the contractor's decision.

FISCAL IMPACT

None

COMMITTEE CHAIR'S RECOMMENDATION

Approve a District resolution recognizing Project Labor Agreements for future labor contracts.