

**SPECIAL MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CALIFORNIA
2:00 P.M., THURSDAY, FEBRUARY 4, 2010**

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. APPROVAL OF THE MINUTES OF DECEMBER 16, 2009**
Staff Recommendation: Approve the minutes as submitted.
- 4. LEGISLATIVE REPORT**
Staff Recommendation: For information.
- 5. WATER RESOURCES RESEARCH INSTITUTE AT THE CHARLES DREW UNIVERSITY OF MEDICINE AND SCIENCE**
Staff Recommendation: For discussion.
- 6. WRD EDUCATION PROGRAM**
Staff Recommendation: For discussion.
- 7. THE CALIFORNIA FOUNDATION ON THE ENVIRONMENT AND THE ECONOMY (CFEE)**
Staff Recommendation: Join the California Foundation on the Environment and the Economy.
- 8. SOUTH BAY CITIES COUNCIL OF GOVERNMENTS - GENERAL ASSEMBLY SPONSORSHIP REQUEST**
Staff Recommendation: Approve sponsorship of the SBCCOG 11th Annual General Assembly at the Patron level.
- 9. CLEAN, SAFE & RELIABLE WATER SUPPLY ACT OF 2010**
Staff Recommendation: For discussion.
- 10. WRD WATER CONSERVATION PROGRAM & ECO GARDENER CLASSES**
Staff Recommendation: Approve agreements with the City of Long Beach, City of Torrance and West Basin MWD in the amount of \$40,000 each, not to exceed \$120,000, and approve \$50,000 to proceed with additional ECO Gardener classes offered for free to WRD constituents district wide through WaterWise Consulting.

11. LOS ANGELES COUNTY FAIR EXHIBIT

Staff Recommendation: Direct staff to secure an exhibit at the Los Angeles County Fair, and to seek cooperation and participation from the GRIP partners.

12. RFP FOR FEDERAL ADVOCACY SERVICES

Staff Recommendation: For discussion and direction from the committee.

13. DEPARTMENT REPORT

Staff Recommendation: For information.

14. DIRECTORS' REPORTS, INQUIRIES, AND REVIEW OF DIRECTIONS TO STAFF

15. ADJOURNMENT

Posted by Abigail C. Andom, Deputy Secretary, February 2, 2010.

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.

UNAPPROVED
MINUTES

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**MINUTES OF DECEMBER 16, 2009
MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA**

A special meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on December 16, 2009 at 4:20 p.m. at the District Office, 4040 Paramount Boulevard, Lakewood, California. President Albert Robles called the meeting to order. Deputy Secretary Abigail C. Andom recorded the minutes.

1. DETERMINATION OF A QUORUM

Committee: Sergio Calderon, Lillian Kawasaki, Rob Katherman,
Albert Robles
Absent: Director Willard H. Murray, Jr. was excused.
Staff: Elsa Lopez, Adeline Yoong, Olga Quiñones

2. PUBLIC COMMENT

None.

3. MINUTES OF THE MEETING OF NOVEMBER 16, 2009

The minutes were approved as submitted, upon a motion made by Director Katherman, seconded by Director Calderon and unanimously approved.

4. THE CALIFORNIA FOUNDATION ON THE ENVIRONMENT AND THE ECONOMY (CFEE)

Discussion followed on possible membership to the California Foundation on the Environment and the Economy (CFEE). Director Katherman recommended that the membership fee of \$18,000 be renegotiated since WRD is a public agency. The Committee requested the item be continued to the next meeting.

5. RFP FOR FEDERAL ADVOCACY SERVICES

General Manager Robb Whitaker stated that the District issued request for proposals for federal advocacy services on October 26, 2009 and a total of five firms responded. The five firms are Alcalde and Fay, Brownstein Hyatt Farber Schreck, K&L Gates, Pacific Atlantic Partners, and Patton Boggs. Mr. Whitaker stated that staff has begun the task of evaluating the proposals. He noted that WRD's existing federal advocates, K&L Gates, are on a two-year legislative cycle and their contract will expire on December 31, 2010. He added that Pacific Atlantic Partners (PAP) also provides WRD with federal advocacy support services for \$10,000 a month and their contract expires on December 31, 2009.

Discussion followed. Upon a motion duly made by Director Katherman, seconded by Director Kawasaki, and unanimously approved, the Committee recommended that the Board extend the existing contract with PAP for a period not to exceed six months at \$10,000 a month. The Committee noted that PAP has worked closely with staff on federal matters affecting the District including crafting amendment language to expand grant eligibility under the Senate climate change bill acceptable to the bill author, identifying grant opportunities, and drafting potential bill language to authorize a vital WRD Water Independence Now (WIN) project.

The Committee further recommended that staff interview all the five firms that have responded to the request for proposal for federal advocacy services and come back to the External Affairs Committee at its January 2010 meeting with a recommendation for award of contract.

Finally, the Committee recommended that staff review all existing local, state and federal legislative advocates and develop a game plan, scope of services, expectations and accountability system. The Committee recommended this effort be completed by January or February 2010.

The next External Affairs Committee Meeting was scheduled for Wednesday, January 13, 2010 at 12:00 p.m.

8. DEPARTMENT REPORT

Manager of External Affairs Elsa Lopez provided an update on the External Affairs Department's activities. Ms. Lopez provided a final recap of WRD's 50th anniversary event. She noted that the attendees were appreciative to know that the event had sponsors.

Ms. Lopez informed the Committee that the next WRD Groundwater Festival is set for Saturday, March 13, 2010. She stated that staff has once again been invited to participate in the Go Green event at the Los Angeles Convention Center in January. Ms. Lopez stated that WRD will be conducting mini-Eco Gardener classes at the event. She also noted that staff will be participating in various Earth Day events in April. Ms. Lopez also distributed the draft Fall 2009 edition of the District newsletter.

6. DIRECTORS REPORTS, INQUIRIES, AND REVIEW OF DIRECTIONS TO STAFF

None.

7. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 5:35 p.m.

Chair

ATTEST:

Director



MEMORANDUM

ITEM NO. 4

Prepared by: Adeline Yoong

Reviewed by: Elsa Lopez

Approved by: Robb Whitaker

DATE: FEBRUARY 4, 2010
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: LEGISLATIVE REPORT

SUMMARY

Legislative Calendar

State Legislature

February 19 Last day for bills to be introduced
March 25 Spring Recess begins upon adjournment

Congress

February 15-19 District Work Period

Legislative Report

Verbal updates will be provided on state and federal matters.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.



MEMORANDUM

ITEM NO. 5

Prepared by: Elsa Lopez

Reviewed by: Robb Whitaker

Approved by: Robb Whitaker

DATE: FEBRUARY 4, 2010
TO: EXTERNAL AFFAIRS
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: WATER RESOURCES RESEARCH INSTITUTE AT THE CHARLES DREW UNIVERSITY OF MEDICINE & SCIENCE

SUMMARY

WRD has received a letter to acknowledge interest for support to establish:

- A. A Water Resources Research Institute at Charles Drew University (CDU) of Medicine and Science.
- B. A curriculum leading to the BA in Water Resources Management at CDU.

It is anticipated that A & B will be a joint effort on the part of the two urban institutions. A representative from the University will come before the External Affairs Committee and make a presentation. No official request has been made of WRD other than to acknowledge interest for support at this time.

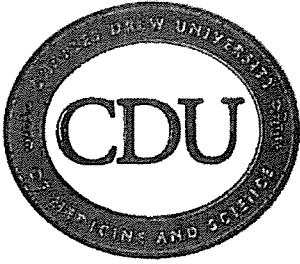
Attached is the letter from the CDU of Medicine & Science.

FISCAL IMPACT

Unknown.

STAFF RECOMMENDATION

For discussion.



Urban Health Institute

January 4, 2010

Honorable Albert Robles, Esq.
President
Water Replenishment District
of Southern California
4040 Paramount Blvd.
Lakewood, CA 90712

Dear President Robles,

Please acknowledge this communication as a letter of interest for support to establish:

- a. Water Resources Research Institute at Charles Drew University of Medicine and Science.
- b. A curriculum leading to the BA in Water Resources Management at CSU.

It is anticipated that A& B will be joint effort on the part of the two urban institutions.

Here is the problem – If a student is interested in water resources management – he or she will have to major in engineering.

However, what if the student is not interested in engineering, or does not meet the academic requirements of engineering.

On the other hand, if someone wants to be a city administrator that candidate does not have to possess a law degree. He or she can acquire a BA degree in Public Administration.

What we are suggesting is the opening of new careers in water resources.

If your agency is interested in this letter of interest then a formal proposal will be submitted for approval and partial funding.

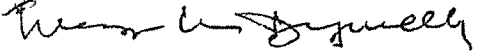
CHARLES DREW UNIVERSITY OF MEDICINE AND SCIENCE

1731 East 120th Street Los Angeles, California 90059
p 323 563 5965 • f 323 357 3485 • w www.cdrewu.edu

A meeting with your Board is requested. We look forward to hearing from you.

With very best wishes.

Respectfully

A handwritten signature in cursive script, appearing to read "Mervyn M. Dymally".

Mervyn M. Dymally, PhD
Director, Urban Health Institute
Professor of Medicine and Science
US Congressman (Ret.)
Charles Drew University of Medicine and Science
323-563-5965 mervyndymally@cdrewu.edu

MEMORANDUM

ITEM NO. 6

DATE: FEBRUARY 4, 2010
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: WRD EDUCATION PROGRAM

SUMMARY

At the October 21st External Affairs Committee meeting, Director Rob Katherman requested staff to develop a WRD education program for Committee and Board consideration. The proposed District program will award a full-year \$1,000 WRD Scholarship to each of the five winners for a total of \$5,000.

Purpose:

The purpose of the program is to promote interest among minority and women undergraduate students about diverse career opportunities within the water industry.

Criteria:

Undergraduate students must be enrolled in an accredited two-year or four-year college/university and registered to take at least 12 units of coursework and be in good academic standing.

Eligible programs of study include but are not limited to: hydrogeology, hydrology, hydraulics, watershed management, floodplain management, storm water management, storm water quality, floodplain management, geochemistry, environmental studies, geosciences, geology, geochemistry, accounting, business administration, communications, public administration, public affairs, and public finance.

Selection Process:

As proposed by staff, a WRD Selection Committee will be formed that will consist of two WRD Department Managers, the General Manager, and two members of the WRD Board of Directors.

Applicants must complete an application form, provide official transcripts from all colleges/universities attended, (freshmen students must provide official high school transcripts), a brief essay, up to 500 words, describing their personal and career goals and how they relate to the goals and mission of WRD.

Five applicants will be selected as finalists based on their satisfying the application criteria, brief essay, transcripts and interview. The funds will be awarded as a full-year \$1,000 scholarship to each of the five winners for a total of \$5,000.

The WRD Scholarship will be announced in May 2010 to local community colleges and universities that are within Los Angeles County and will only be open to students who reside within WRD's service area. Semi-finalist will be invited to participate in a 20 to 30 minute interview in September 2010 at WRD. Scholarship winners will be notified in late September 2010 and invited to a special awards ceremony during the October 2010 Board of Directors meeting.

WRD Scholarship application timeline will be as follows:

Scholarship announcement: May 2010

Scholarship deadline: June 2010

Semi-finalist notification: August 2010

Semi-finalist interviews: September 2010

Winners notified: September 2010 (end)

Scholarships awarded: October 2010

FISCAL IMPACT

\$5,000 not budgeted in FY 2009-2010. Staff is recommending that an amount not to exceed \$5,000 be budgeted in the budget for FY 2010-2011.

STAFF RECOMMENDATION

For discussion.



MEMORANDUM

ITEM NO. 7

Prepared by: Adeline Yoong

Reviewed by: Elsa Lopez

Approved by: Elsa Lopez

DATE: FEBRUARY 4, 2010

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: THE CALIFORNIA FOUNDATION ON THE ENVIRONMENT AND THE ECONOMY (CFEE)

SUMMARY

The California Foundation on the Environment and the Economy (CFEE) is an independent, nonprofit institution dedicated to educating public and private sector decision makers on, and developing creative solutions to, California's complex economic, environmental and social issues. Recognized as a highly effective public policy forum, the Foundation brings together senior executives from California's major corporations, statewide labor leaders, and the leading advocates from environmental and consumer organizations to meet with legislators and regulatory officials in an atmosphere of non-adversarial cooperation. The Foundation seeks full exploration of controversial issues in a manner that transcends adversarial relationships by encouraging the development of common interests and workable policies rather than institutionalized conflict.

Created in 1979 to advance consensus among those on the frontier of decision-making, the Foundation accelerates the process for developing collaborative and innovative approaches to critical issues. The Foundation develops and conducts public policy discussion forums as well as study travel projects abroad to educate California leadership on issues and gain insights from the experience of other states and nations.

CFEE's discussion forums and travel projects put a diverse cross-section of California leadership into direct contact with their counterparts from around the world. This sharing of views and experiences leads not only to a broader understanding of complex issues, but encourages the exchange of policy and technology options, as well as business and trade opportunities.

The External Affairs Committee reviewed this item during its December 16, 2009 meeting. Director Rob Katherman will negotiate with CFEE for an amount lower than the \$18,000 rate for the Environmental and the Economy 2010 General Contribution category as WRD is a public agency. Director Katherman will report the outcome of his discussions.

FISCAL IMPACT

California Foundation on the Environment and the Economy 2010 General Membership Contribution is \$18,000. WRD is negotiating for a lower rate. This item is not budgeted in the 2009/10 budget.

STAFF RECOMMENDATION

Join the California Foundation on the Environment and the Economy.

MEMORANDUM

ITEM NO. 8

DATE: FEBRUARY 4, 2010
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: SOUTH BAY CITIES COUNCIL OF GOVERNMENTS -
GENERAL ASSEMBLY SPONSORSHIP REQUEST

SUMMARY

WRD has been invited to sponsor the South Bay Cities Council of Governments' (SBCCOG) 11th Annual General Assembly. The theme for this February 26, 2010 event is "A Vibrant Economy: Jobs Keep the South Bay Strong." Invitations are sent to over 10,000 people in the Los Angeles region, with most being elected officials, commissioners, department heads, and city staff.

The District has budgeted \$2500 at the Sponsor level but has been invited to participate at the Patron level of \$5000. The Patron level includes exhibit space at the General Assembly, designation as a "Friend" of the South Bay Environmental Services Center (SBESC), year-long recognition in SBESC and SBCCOG publications, 1 table of 10 at the event, recognition in press releases, recognition on the invitations and event program, and on posters at the event.

FISCAL IMPACT

\$2,500 budgeted in FY 2009/2010 budget. Additional \$2,500 will come from reserves.

STAFF RECOMMENDATION

Approve sponsorship of the SBCCOG 11th Annual General Assembly at the Patron level.



MEMORANDUM

ITEM NO. 9

Prepared by: Adeline Yoong

Reviewed by: Elsa Lopez

Approved by: Robb Whitaker

DATE: FEBRUARY 4, 2010

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: CLEAN, SAFE & RELIABLE WATER SUPPLY ACT OF 2010

SUMMARY

The Safe, Clean and Reliable Water Supply Act of 2010 is an \$11.14 billion general obligation bond measure targeted for the November 2010 ballot. If approved by voters, the measure would provide funding for California's aging water infrastructure as well as projects and programs to improve water supply reliability and ecosystem health in California.

The bond is comprised of seven categories:

- Drought relief (\$455 million)
- Water supply reliability (\$1.4 billion)
- Delta sustainability (\$2.25 billion)
- Statewide water system operational improvement (\$3 billion)
- Conservation and watershed protection (\$1.785 billion)
- Groundwater protection and water quality (\$1.billion)
- Water recycling and water conservation (\$1.25 billion).

FISCAL IMPACT

Potential funding for WRD projects.

STAFF RECOMMENDATION

For discussion.



MEMORANDUM

ITEM NO. 10

Prepared by: Elsa Lopez

Reviewed by: Robb Whitaker

Approved by: Robb Whitaker

DATE: FEBRUARY 4, 2010

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: WRD WATER CONSERVATION PROGRAM & ECO GARDENER CLASSES

SUMMARY

For the past few years, WRD has been an essential partner to MWD member agencies by collaborating in joint conservation ventures. Last year funding through MWD was drastically reduced and/or totally eliminated. With WRD's funding support, conservation programs within WRD's service area were able to endure this economic downfall. Once again WRD is ready to continue with this year's program extending the program to Landscaping Conservation, Residential Conservation Programs, Youth & Public Education, Eco Gardener training and extending WRD's education on conservation to include giving the public the tools to conserve.

FISCAL IMPACT

Budgeted in the External Affairs Educational budget for FY '09-'10.

STAFF RECOMMENDATION

Approve agreements with the City of Long Beach, City of Torrance and West Basin MWD in the amount of \$40,000 each, not to exceed \$120,000, and approve \$50,000 to proceed with additional ECO Gardener classes offered for free to WRD constituents district wide through WaterWise Consulting.

MEMORANDUM

ITEM NO. 11

DATE: FEBRUARY 4, 2010

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: LOS ANGELES COUNTY FAIR EXHIBIT

SUMMARY

WRD has been invited to host an exhibit at the Los Angeles County Fair. The Fair runs September 4th – October 3rd (closed Mondays and Tuesdays, except Labor Day Monday) in Pomona. This, the nations largest fair, attracted nearly 1.4 million guests in 2009.

A GRIP themed exhibit sponsored by WRD and staffed on alternating days by WRD, County Sanitation Districts, and Upper and Lower San Gabriel Valley Municipal Water Districts, would present a unique opportunity for GRIP outreach. WRD and its GRIP partners would have 23 days to connect with the residents of Los Angeles County and to build awareness and support for the project.

The deadline for exhibit applications is February 26, 2010.

FISCAL IMPACT

Exhibit cost is \$3,500 - \$4,000, depending on location. Additional cost for signage and collateral to be determined. By alternating days of exhibit operation, no single agency would bear the full burden of staffing or the cost of collateral.

Budgeted funds for this item are included in the FY 2009-10 Events budget.

STAFF RECOMMENDATION

Direct staff to secure an exhibit at the Los Angeles County Fair, and to seek cooperation and participation from the GRIP partners.



MEMORANDUM

ITEM NO. 12

Prepared by: Adeline Yoong

Reviewed by: Elsa Lopez

Approved by: Robb Whitaker

DATE: FEBRUARY 4, 2009
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: RFP FOR FEDERAL ADVOCACY SERVICES

SUMMARY

On October 26, 2009, WRD issued a request for proposal for federal advocacy support services. A total of five proposals was received in response from the following firms:

- Alcade & Fay
- Brownstein Hyatt Farber Schreck
- K&L Gates
- Pacific Atlantic Partners
- Patton Boggs

FISCAL IMPACT

WRD has budgeted \$15,000 per month for federal legislative advocacy in the FY 2009-2010 budget.

STAFF RECOMMENDATION

For discussion and direction from the committee.