

**SPECIAL MEETING OF THE EXTERNAL AFFAIRS COMMITTEE  
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA  
4040 PARAMOUNT BLVD., LAKEWOOD, CALIFORNIA  
12:00 P.M., TUESDAY, JANUARY 10, 2012**

**AGENDA**

EACH ITEM ON THE AGENDA, NO MATTER HOW DESCRIBED, SHALL BE DEEMED TO INCLUDE ANY APPROPRIATE MOTION, WHETHER TO ADOPT A MINUTE MOTION, RESOLUTION, PAYMENT OF ANY BILL, APPROVAL OF ANY MATTER OR ACTION, OR ANY OTHER ACTION. ITEMS LISTED AS "FOR INFORMATION" MAY ALSO BE THE SUBJECT OF AN "ACTION" TAKEN BY THE BOARD OR A COMMITTEE AT THE SAME MEETING.

1. **DETERMINATION OF A QUORUM**
2. **PUBLIC COMMENT**
3. **LEGISLATIVE REPORT**  
*Staff Recommendation:* For information.
4. **MINUTES OF THE MEETINGS OF SEPTEMBER 9, 2011 AND OCTOBER 17, 2011**  
*Staff Recommendation:* Approve as submitted.
5. **RENEWAL OF WATERWISE CONSULTANT CONTRACT**  
*Staff Recommendation:* Approve renewal of agreement with WaterWise Consulting.
6. **URBAN WATER INSTITUTE SPRING CONFERENCE SPONSORSHIP**  
*Staff Recommendation:* Recommend sponsorship of this event to give WRD further exposure on its award-winning programs.
7. **DEPARTMENT REPORT**  
*Staff Recommendation:* For information.
8. **DIRECTORS' REPORTS, INQUIRIES, AND FOLLOW UP OF DIRECTIONS TO STAFF**
9. **ADJOURNMENT**

Posted by Abigail C. Andom, Deputy Secretary, January 5, 2012.

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](http://www.wrd.org).



**MEMORANDUM**

**ITEM NO. 3**

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

**DATE: JANUARY 10, 2012**  
**TO: EXTERNAL AFFAIRS COMMITTEE**  
**FROM: ROBB WHITAKER, GENERAL MANAGER**  
**SUBJECT: LEGISLATIVE REPORT**

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**SUMMARY**

**Legislative Calendar**

State Legislature

- Jan 1 Statutes take effect
- Jan 4 Legislature reconvenes
- Jan 10 Budget must be submitted by Governor
- Jan 13 Last day for policy committees to hear and report bills introduced in 2011 for referral to fiscal committees
- Jan 20 Last day for any committee to hear and report to the Floor bills introduced in their house in 2011
- Jan 31 Last day for each to pass bills introduced in 2011
- Feb 24 Last day for bills to be introduced

Congress

- Jan 17 House reconvenes
- Jan 23 Senate reconvenes
- Feb 20 – 24 District work period

**Legislative Report**

Verbal updates will be provided on state and federal matters.

**FISCAL IMPACT**

None.

**STAFF RECOMMENDATION**

For information.

**MINUTES OF SEPTEMBER 9, 2011  
SPECIAL EXTERNAL AFFAIRS COMMITTEE MEETING  
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 September 9, 2011 at 12:25 p.m. at the WRD District Office located at 4040 Paramount Boulevard, Lakewood, California. Director Willard H. Murray, Jr. called the meeting to order. Deputy Secretary Abigail C. Andom recorded the minutes.

**1. DETERMINATION OF A QUORUM**

Committee: Willard H. Murray, Jr. and Albert Robles  
Staff: Elsa Lopez, Adeline Yoong, Thomas Martin  
Public: Rick Taylor and Pete Brown of Pacific Atlantic  
Partners; Michael Luna of Creative Data

**2. PUBLIC COMMENT**

None.

**3. LEGISLATIVE REPORT**

Tammy Lindenberg of Pacific Atlantic Partners and Jacob Johnson of Brownstein Hyatt Farber and Schreck provided an update on federal legislative activities via videoconference. Ms. Lindenberg stated that Congress is back in session from the month-long August recess. She noted that just prior to the recess, a special committee was created to cut \$1.2 trillion from the federal budget over the next ten years and the committee is expected to have its first meeting next week. Ms. Lindenberg stated that insiders predict that the special committee will fail to reach an agreement forcing automatic spending cuts to occur. She noted that funding for water infrastructure could take another hit in the coming months.

Raquel Ayala of Reeb Government Relations provided an update on state legislative activities via teleconference. Ms. Ayala stated that today is the last day for bills to be passed by the Legislature and sent to the Governor's desk. She explained that the Governor has until October 9 to act on the bills. She also gave an update on the California Citizen Redistricting Commission.

Government Affairs Manager Adeline Yoong provided additional information on the status of AB 187, AB 359, AB 1292, AB 157, and AB 685.

**4. MINUTES OF THE SPECIAL MEETING OF AUGUST 15, 2011**

The minutes were approved as submitted.

**5. ACWA REGION 8 BALLOT**

Deputy Secretary Abbie Andom stated that the WRD Board nominated Director Rob Katherman for the ACWA Region 8 Board Member position last June. Ms. Andom informed the Committee that the Region 8 Nominating Committee issued the slate of candidates and Director Katherman has been recommended for inclusion in the ballot. She explained that Region 8 members are now being asked to cast its vote for either the recommended slate of candidates or vote for individual candidates listed on the ballot for the positions of Chair, Vice Chair and three to five Region 8 Board member positions.

The Committee recommended the Board support the election of Director Rob Katherman as ACWA Region 8 Board member and cast its vote for the Region 8 Nominating Committee's recommended slate of candidates.

**6. MULTIMEDIA CONTRACT – TREEFOX**

Manager of External Affairs Elsa Lopez stated that staff has been researching services that will enhance the District's existing media materials and expand into the new social media and multimedia arenas. Ms. Lopez stated that staff researched four firms that could potentially meet the District's requirements and, of the four, Treefox was rated the most cost effective and had the most experience in the water arena.

The Committee recommended the Board approve a professional services agreement with Treefox to assist the District increase its multimedia and social media program for an amount not to exceed \$30,000.

**7. PUBLIC SERVICE ANNOUNCEMENTS BY MELISSA MARES**

Ms. Lopez stated that Melissa Mares was present at the August External Affairs Committee meeting and was looking forward to representing the District in its public service announcements targeting the Latino community. She noted that Ms. Mares would be donating her time to WRD for the effort.

**8. DEPARTMENT REPORT**

Manager of External Affairs Elsa Lopez provided an update on the External Affairs Department's activities.

Ms. Lopez stated that staff will be participating in various upcoming events, highlighting the following: National Protect Your Groundwater Day on September 13, 2011; Groundwater Foundation National Conference on October 3-6, 2011; and the National Ground Water Association (NGWA) on November 30 – December 2, where the WRD will be receiving the 2011

Outstanding Groundwater Projects Award for the WRD Regional Groundwater Monitoring Program.

Michael Luna of Creative Data made a presentation to the Committee on a proposal for services relating to email and other social media. The Committee recommended continuing discussion on the item to explore additional media outlets to get out the District's message.

**9. DIRECTORS REPORTS, INQUIRIES, AND FOLLOW UP OF DIRECTIONS TO STAFF**

Discussion followed on proposed speakers for future Water 101 Forums and Capitol Report.

**10. ADJOURNMENT**

There being no further business to come before the Committee, the meeting was adjourned at 2:08 p.m.

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Chair

ATTEST:

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Director

**MINUTES OF OCTOBER 17, 2011  
EXTERNAL AFFAIRS COMMITTEE MEETING  
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 October 12, 2011 at 12:25 p.m. at the WRD District Office located at 4040 Paramount Boulevard, Lakewood, California. Director Willard H. Murray, Jr. called the meeting to order. Deputy Secretary Abigail C. Andom recorded the minutes.

**1. DETERMINATION OF A QUORUM**

Committee: Willard H. Murray, Jr. and Albert Robles  
Staff: Adeline Yoong, Ron Beilke, Thomas Martin

**2. PUBLIC COMMENT**

None.

**3. LEGISLATIVE REPORT**

Tammy Lindenberg of Pacific Atlantic Partners and Jacob Johnson of Brownstein Hyatt Farber and Schreck provided an update on federal legislative activities via videoconference. Ms. Lindenberg stated that the President's jobs plan has not been met with much support from the Republican-controlled House and Democratic-controlled Senate. She noted that Senate Democrats are now talking of breaking up the jobs bill in the hopes of passing it piecemeal.

Ms. Lindenberg provided an update on the Environmental Protection Agency's (EPA) proposed rule on the definition of "waters of the United States." She also noted that the House Water and Power Subcommittee will hold a field hearing in San Bernardino County on the critical habitat of the Santa Ana sucker fish which could expand the designated area by an additional 1,000 acres. She stated that groundwater recharge ponds in the San Bernardino County could be impacted by the agency's decision.

Raquel Ayala of Reeb Government Relations provided an update on state legislative activities via teleconference. Ms. Ayala stated that October 9 was the last day for the Governor to act on the bills. She also gave an update on legislative bills District staff has been following including AB 187 (Lara), AB 359 Huffman), AB 741 (Huffman), AB1292 (Hernandez), SB 262 (Pavley), SB 607 (Walters), and SB 759 (Lieu).

Government Affairs Manager Adeline Yoong provided an update on the legislative matrix and redistricting activities.

**4. DEPARTMENT REPORT**

Ms. Yoong provided an update on the External Affairs Department's activities.

Ms. Yoong stated that staff will be participating in various upcoming events, highlighting the following: Cabrillo Marine Aquarium Autumn Sea Fair on October 16, the State of the District event on October 20, and the National Groundwater Association (NGWA) Annual Convention on November 30-December 2 to be held in Las Vegas. She noted that WRD will be recipient of the 2011 NGWA's Outstanding Groundwater Projects Award for the Regional Groundwater Monitoring Program.

Discussion also followed on planning for the District's Water 101 Forums and Capitol Report Today events.

**5. DIRECTORS REPORTS, INQUIRIES, AND FOLLOW UP OF DIRECTIONS TO STAFF**

None.

**6. ADJOURNMENT**

There being no further business to come before the Committee, the meeting was adjourned at 1:05 p.m.

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Chair

ATTEST:

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Director



## MEMORANDUM

### ITEM NO. 5

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

**DATE: JANUARY 10, 2012**

**TO: EXTERNAL AFFAIRS COMMITTEE**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: RENEWAL OF WATERWISE CONSULTANT CONTRACT**

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### SUMMARY

For the past five years, WRD's award winning ECO Gardener Program (also known as *Jardineros Ecologicos*) has gained statewide recognition for the innovative and effective training curriculum presented by WaterWise Consulting. WaterWise successfully developed a signature training program for WRD's ECO PRO 20X2020 program.

WRD is prepared to extend the program to include Landscaping Conservation, Residential Conservation Programs, Youth & Public Education, Eco Gardener training and to extend WRD's education on conservation to include giving the public the tools needed to conserve water.

Staff recommends renewing the contract for WaterWise Consulting who has over 20 years of experience, for the same amount of \$100,000 for the period January 1, 2012 to December 31, 2012. Staff visited and researched two other agencies that do landscape training and found that the other two agencies did not meet WRD's experience requirements nor did they have the ability to develop customized curriculum for the Pro training. Presently WaterWise Consulting is working with member agencies from Metropolitan Water District of Southern California, water agencies throughout the state from the Bay area down to San Diego and recently expanded their training programs nationwide. The rates and fees charged by WaterWise Consulting are commensurate with market rates.

### **SCOPE OF WORK**

Consultant agrees to provide the following services as outlined in each task of this scope of work.

1. Consultant shall provide instruction for the Water Replenishment District (WRD) Eco Gardener and ECO PRO 20x2020 Programs using the WaterWise Consulting, Inc. (WaterWise) WaterWell Professional, Homeowners Series (WaterWell) and Custom designed ECO PRO series for the workshops. Consultant shall conduct such workshops by following the WaterWell and ECO PRO class curriculum. In the course of conducting the workshops, Consultant shall also provide the following services:

- Provide backup presentation equipment for each class (Laptop and/or Projector);
  - Provide confirmation of attendance numbers to WaterWise and WRD;
  - Provide certificates of completion to the ECO PRO 20X2020 participants.
2. Consultant shall provide speaking engagement services concerning the Eco Gardening program or other water conservation issues within the WRD service area.
  3. Consultant shall deliver an electronic copy of the handbook material scheduled to be presented. District at its expense will print materials sufficient to cover each class.
  4. Consultant will continue to update the signature training curriculum for the Eco PRO 20X2020 program.
  5. Consultant will continue to meet with staff on a regular basis to develop the program and keep the Workforce Ad Hoc Committee apprised of new developments and partnership opportunities for further funding of the whole ECO Gardener Program.

#### **FISCAL IMPACT**

\$100,000 for this contract is within the External Affairs Conservation budget for FY 2011-2012.

#### **STAFF RECOMMENDATION**

Approve renewal of agreement with WaterWise Consulting.



## MEMORANDUM

ITEM NO. 6

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

**DATE:** JANUARY 10, 2012  
**TO:** EXTERNAL AFFAIRS COMMITTEE  
**FROM:** ROBB WHITAKER, GENERAL MANAGER  
**SUBJECT:** URBAN WATER INSTITUTE SPRING CONFERENCE SPONSORSHIP

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### SUMMARY

The Urban Water Institute is requesting sponsorship for their annual Spring Water Conference to be held on February 9 – 10 2012. The Institute's Spring Water Conference main topic will be on water cost.

The Urban Water Institute was incorporated as a nonprofit public education organization in the State of California in 1993, with the Mission to provide non-partisan information of timely and pertinent interest to the water resource industry, including public agencies and private firms, with particular emphasis on water economics, management and resource policies as they affect consumers and the general economy. The Institute is governed by a volunteer board of 38 directors drawn from hands-on policy makers, elected officials and industry leaders who are active in the water resources industry.

### **SPONSORSHIPS:**

All sponsorship opportunities include the following benefits

- Company logo will be included in conference program agenda
- Company logo will be projected on our presentation screens
- Customized company poster will be displayed during the sponsored event
- Company logo will be displayed in the registration area
- Company logo will appear in our monthly newsletter
- Company logo will appear on the Urban Water Institute website

Staff will provide information on the various sponsorship levels for review and consideration by the committee.

### FISCAL IMPACT

To be determined after committee reviews sponsorship levels

### STAFF RECOMMENDATION

Staff recommends sponsorship of this event to give WRD further exposure on its award winning programs.