REGULAR MEETING OF THE INTER-AGENCY COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
12621 E. 166th Street (Corner, Bloomfield & 166th), Cerritos, California
10:00 A.M., THURSDAY, SEPTEMBER 25, 2003

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.

I. DETERMINATION OF A QUORUM

II. PUBLIC COMMENT

III. MINUTES OF THE REGULAR MEETING OF AUGUST 28, 2003
   RECOMMENDATION: That the Committee approve the minutes.

IV. PUBLIC RELATIONS CONSULTING CONTRACT
   RECOMMENDATION: For discussion.

V. BOTTLED WATER POLICY
   RECOMMENDATION: For information.

VI. SALT MANAGEMENT GUIDE RESEARCH PROJECT
   RECOMMENDATION: For discussion.

VII. CONSIDERATION OF SOLICITATION FOR COOPERATIVE RESEARCH
     WITH CENTRAL AND WEST BASIN MUNICIPAL WATER DISTRICT
     RECOMMENDATION: For discussion.

VIII. FEDERAL LEGISLATIVE ADVOCACY SUPPORT
     RECOMMENDATION: For discussion.

IX. LONG BEACH CHAMBER OF COMMERCE
    RECOMMENDATION: For discussion.

X. LEGISLATIVE REPORT
    RECOMMENDATION: For discussion.

XI. DEPARTMENT REPORT
    RECOMMENDATION: For discussion.

XII. ADJOURNMENT

Posted by Tracey A. Burke, Acting Deputy Secretary, September 22, 2003.
A regular meeting of the Inter-Agency Committee of the Board of Directors of the Water Replenishment District of Southern California was held on August 28, 2003, at 10:00 a.m. at the District Office, 12621 E. 166th Street, Cerritos, California. Chairperson Pat Acosta called the meeting to order and presided thereover. Acting Deputy Secretary Abigail C. Andom recorded the minutes.

I. DETERMINATION OF A QUORUM
Attendees included:
Committee: Directors Pat Acosta and Willard Murray, Jr.
Staff: Kavous Emami, Adeline Yoong, Albert Frias, and District Counsel J. Arnoldo Beltrán

II. PUBLIC COMMENT
None.

The minutes of the special meeting of July 10, 2003 were approved as submitted and the minutes of the regular meeting of July 24, 2003 were approved as amended.

IV. AWARD CONTRACT FOR PUBLIC RELATIONS OUTREACH AND PUBLIC RELATIONS PROFESSIONAL SERVICES FOR WRD PROGRAMS
Director Acosta stated that the Ad Hoc Outreach Committee had reviewed this item and recommended to the Board of Directors at its August 20, 2003 meeting that the contract be awarded to a team led by Strategy Workshop, Inc. of Los Angeles. At that Board meeting, the President requested that this item be referred to the Inter-Agency Committee.

Director Acosta asked District Counsel Beltrán if there was a conflict with the District’s Administrative Code and Brown Act regulations if the Inter-Agency Committee was to make a recommendation since she was already a member of the Ad Hoc Outreach Committee that had previously made a recommendation on this item. Mr. Beltrán stated that there was no issue on committee membership and no violations as far as the Administrative Code and Brown Act provisions are concerned.

Director Murray inquired about the procedures taken by the Evaluation Committee in the selection of the candidate. Director Acosta discussed the steps that the selection committee had undertaken which were in compliance with the District’s procurement procedures.
Discussion followed on the pricing changes. Director Acosta noted that the pricing change was due to information that was not available at the time of the board agenda mailing and which was now available for the Committee agenda mailing.

Mr. Brian Dickinson, City of Lakewood, expressed concerns with this item stating that the projects are already completed and that the public was already aware of them.

Director Acosta responded that the objective of the survey will be focused on recycled water usage. The District is interested in learning about the public’s perception of recycled water, determining if more education is necessary, as well as the health issues that need to be addressed, etc. She noted that the Department of Health Services (DHS) has determined that there is a need for public outreach on this issue.

Director Acosta stated that she would like to recommend the firm of Strategy Workshop Inc. for their experience in recycled water use and outreach component for an amount not to exceed $219,235.

Director Murray stated that he would like to recommend the firm of Cerrell Associates for an amount not to exceed $250,000.

The Committee recommended that both recommendations be taken to the Board.

V. WRD BOTTLED GROUNDWATER DISTRIBUTION POLICY – LOS ANGELES COUNTY BOARD OF SUPERVISORS
Ms. Yoong stated that staff is in the process of distributing a case of WRD bottled groundwater to each of the Los Angeles County Board of Supervisors office. Staff would like to develop a comprehensive bottled water distribution policy since there has been an interest in the possibility of supplying the County Board of Supervisors with WRD bottled groundwater for use at their board meetings.

Mr. Dickinson stated that he considers this action a gift of public funds since the water being provided to the County Board of Supervisors was paid for by the pumpers and that the District should just concentrate on replenishing the basin.

Director Murray asked that staff look into the possibility of redesigning a new label for the water bottle.

VI. LOS ANGELES AREA CHAMBER OF COMMERCE
Ms. Yoong stated that staff would like to recommend membership to the Los Angeles Area Chamber of Commerce as a bronze level member because of the additional benefits available only to circle
level members. This includes attendance to breakfast forums, as well as all VIP receptions. She indicated, as an example, a breakfast forum featuring Senate Agriculture and Water Committee Chair Mike Machado and another featuring Senate Natural Resources & Wildlife Chair Sheila Kuehl. The lowest circle of support level is the bronze level with membership dues of $1,500.00 plus a $50.00 processing fee.

The Committee concurred with staff’s recommendation to approve membership to the Los Angeles Chamber of Commerce at the $1,500.00 level. The Committee further recommended that the chamber of commerce membership approval process be revised as follows: (1) The Inter-Agency Committee reviews and approves chambers as submitted by Directors, and (2) chambers approved by the Inter-Agency Committee are presented to the Board for approval.

VII. FEDERAL LEGISLATIVE ADVOCACY SUPPORT
Ms. Yoong stated that staff had received referrals from various sources and the following firms will be reviewed: Platinum Advisory Group; Jim McConnell; Will & Carlson, Inc.; and ENS Resources, Inc.

VIII. ETHICS TRAINING
The Committee referred this item to the Administrative Committee and stated the value of including an ethics component to a governance workshop.

IX. LEGISLATIVE REPORT
Ms. Yoong referred to a matrix of legislative bills the District is following. She specifically referred to AB 83 (Corbett), AB 314 (Kehoe), SB 196 (Kuehl), and SB 906 (Escutia).

On the federal side, Ms. Yoong also stated that Congress recessed July 25th and will be back September 2nd after the Labor Day holiday. She noted that a $15 million authorization for the South Los Angeles County Basin Optimization Pipeline Project has been included in the 2003 Water Resources Development Act with the assistance of Congresswoman Juanita Millender-McDonald.

X. DEPARTMENT REPORT
Public Affairs Representative Albert Frias reported on the District’s public affairs activities. He stated that a press release went out regarding the California Supreme Court refusal to review the appellate court ruling that held that the District has the authority to manage the Central groundwater basins.
Mr. Frias stated that a request has been received from the Upper San Gabriel Municipal Water District regarding participation in their water awareness day on October 11th in Arcadia. Since this was outside the District’s service area, the Committee recommended that the District not participate. Lastly, Mr. Frias stated that the next water tour is scheduled for September 23rd with Director Ryan hosting.

Director Acosta recommended having a water awareness day in the schools participating in the educational partnership program.

Director Murray invited District directors and staff to the Colorado River Aqueduct Tour on September 26-28, 2003, and to the September 12th Kern County Water Authority Tour.

Assistant General Manager Kavous Emami informed everyone that the Upper San Gabriel Valley Municipal Water District has been working with the County of Los Angeles, the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy to develop the San Gabriel River Education Center. WRD has been invited to participate in the development of the Center. A Steering Committee meeting is scheduled in September 2003.

XII. ADJOURNMENT
With no other business to come before the Committee, the meeting was adjourned.

__________________________
Chair

ATTEST:

__________________________
Director
DATE: SEPTEMBER 25, 2003
TO: INTER-AGENCY COMMITTEE
FROM: BRUCE A. MOWRY, GENERAL MANAGER
SUBJECT: PUBLIC RELATIONS CONSULTING CONTRACT

WRD requested bids from qualified vendors to enter into a service agreement to provide public outreach and public relations services for the Dominguez Gap Spreading Grounds, Leo J. Vander Lans Water Treatment Facility and the Montebello Forebay project. Proposals were submitted by five vendors and they were all interviewed by an Ad Hoc Outreach Committee consisting of Directors Albert Robles and Pat Acosta and a panel consisting of General Manager Bruce Mowry, Assistant General Manager Kavous Emami and Public Affairs Representative Albert Frias.

August 20, 2003
The Ad Hoc Outreach Committee recommended to the Board of Directors that the contract be awarded to a team led by Strategy Workshop, Inc. of Los Angeles because of its overall strategic plan and presentation. The President requested that this item be deferred to the Inter-Agency Committee.

August 28, 2003
At the Inter-Agency Committee meeting, Director Acosta recommended the firm of Strategy Workshop Inc. for their experience in recycled water use and outreach component for an amount not to exceed $219,235.

Director Murray recommended the firm of Cerrell Associates for an amount not to exceed $250,000.

Both recommendations were submitted to the Board on 9/3/03.
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September 3, 2003
The Board heard presentations from both Strategy Workshop and Cerrell Associates.

President Murray asked for a roll call vote, on approving a contract with the public relations firm of Strategy Workshop.
AYES: Directors Acosta, Robles
NOES: Directors Goldsworthy, Murray, Ryan

President Murray asked for a roll call vote, on approving a contract with the public relations firm of Cerrell Associates.
AYES: Director Murray
NOES: Directors Acosta, Goldsworthy, Robles, Ryan

President Murray then referred this item back to the Inter-Agency Committee for further review.

FISCAL IMPACT: Unknown at this time. This project was originally allocated $120,000.

STAFF RECOMMENDATION: For discussion.
DATE:    SEPTEMBER 25, 2003
TO:      INTER-AGENCY COMMITTEE
FROM:    BRUCE A. MOWRY, GENERAL MANAGER
SUBJECT: BOTTLED WATER POLICY

The WRD ordered 100 cases of bottled water to further promote the District’s outreach efforts in the Central and West Coast Basins. Distributing the water to various agencies, non-profit community groups and others is an effective way to promote public interest and awareness while providing a service to the community. These guidelines and procedures will help the WRD when receiving requests for cases of bottled water.

Water is supplied in eight ounce bottles with flat screw caps. There are 24 bottles per case.

All requests for bottled water will be forwarded to the Public Affairs Department. A request form (Exhibit A) will be completed by staff. Each request will be individually reviewed by staff. Requests can be made in person, by telephone or email. Upon approval, arrangements will be made to schedule a pick up date by the group requesting the water. Groups/organizations requesting the water are encouraged to recycle the plastic bottles.

For requests to be considered, the following criteria are required:

- The request must be made by non-profit, secular organizations within the District’s service area
- The bottled water will not be provided for political, partisan, electoral or socially controversial gatherings
- Water is donated at no cost to the requesting party; this water must not be sold or used for events or purposes other than the one specified in the request form
- Quantities are limited and requests are fulfilled based on availability and on a first-come, first served basis
• The WRD reserves the right to provide less than the full amount of water requested on the form.
• All water is supplied at room temperature, and it is the responsibility of the requesting party to provide necessary means for chilling the water
• Any special requests for the bottled water or for its use will be evaluated on an individual basis

FISCAL IMPACT: $960 for 100 cases of water.

STAFF RECOMMENDATION: For information.
Bottled Groundwater Request Form

Date: ____________________

Name of Group/Organization ____________________________________________

Address ______________________________________________________________

Requested by __________________________  Number of Cases ________________

Phone Number __________________________  Fax Number __________________

Email _______________________________________________________________

Type of Event/Purpose _________________________________________________

Date & Time of Event _________________________________________________

Event Location ______________________________________________________

______________________________

WRD Use Only

Name of Person
Picking up Water_____________________________________________________

Date ____________________________  Time _______________________________

Number of Cases Approved ___________________________________________
The Central Basin and West Basin Municipal Water Districts is requesting the WRD’s participation as a collaborating utility for an upcoming research project entitled *Salt Management Guide*. The goal of the project is to provide guidance to the landscape manager on what type of salt management activities to implement when using recycled water for irrigation and when to implement them. The Guide will include a matrix system of landscape parameters to match to individual site conditions that will help indicate when salt management activities are necessary. An educational brochure that discusses salinity in recycled water will also be published.

The Municipals is requesting conceptual support and/or financial support from the WRD. A copy of the letter of request and project proposal is attached.

**FISCAL IMPACT:** There are no funds allocated for this item in the FY03-04 budget.

**STAFF RECOMMENDATION:** For discussion.
DATE: SEPTEMBER 25, 2003
TO: INTER-Agency COMMITTEE
FROM: BRUCE A. MOWRY, GENERAL MANAGER
SUBJECT: CONSIDERATION OF SOLICITATION FOR COOPERATIVE RESEARCH WITH CENTRAL AND WEST BASIN MUNICIPAL WATER DISTRICT

Staff will provide a report.

FISCAL IMPACT: None.

STAFF RECOMMENDATION: For discussion.
DATE: SEPTEMBER 25, 2003
TO: INTER-AGENCY COMMITTEE
FROM: BRUCE A. MOWRY, GENERAL MANAGER
SUBJECT: FEDERAL LEGISLATIVE ADVOCACY SUPPORT

On June 24, 2003 the Inter-Agency Committee directed staff to explore various firms that provide lobbyist services in Washington D.C. Staff provided updates on its findings at the July 24th and August 28th Inter-Agency Committee meetings and was directed to seek more information. Updates of these findings will be provided.

FISCAL IMPACT: Funds for federal advocacy support services have been allocated under the Government Affairs FY03-04 budget.

STAFF RECOMMENDATION: For discussion.
AGENDA ITEM NO. IX

DATE: SEPTEMBER 25, 2003
TO: INTER-AGENCY COMMITTEE
FROM: BRUCE A. MOWRY, GENERAL MANAGER
SUBJECT: LONG BEACH CHAMBER OF COMMERCE

Discussion will be held regarding the District's level of membership in the Long Beach Chamber of Commerce.

FISCAL IMPACT: None

STAFF RECOMMENDATION: For discussion.
Staff will provide a verbal update on federal and state matters.

FISCAL IMPACT: None.

STAFF RECOMMENDATION: For discussion.
Staff will provide an update of department activities.

FISCAL IMPACT: None.

STAFF RECOMMENDATION: For discussion.
Government Affairs

- Continue discussions regarding the possibility of supplying WRD bottled groundwater during LA County Board of Supervisors board meetings.
- Briefing meeting has been scheduled with Supervisor Gloria Molina’s office.
- Attendance to Cudahy council meeting postponed.
- WRD presentations made to the following cities:
  - South Gate
  - La Habra Heights
- WRD presentations scheduled for the following cities:
  - Bell
  - Lomita
  - Rancho Palos Verdes
  - Monterey Park
  - Rolling Hills Estates
  - Signal Hill
  - Huntington Park
  - Redondo Beach
  - Gardena Planning Commission
  - Montebello
  - Hawthorne
  - Manhattan Beach
  - El Segundo
  - Lynwood
  - Inglewood

Public Outreach

- *the Source* newsletter
  - News stories will be sent to printer next week and then the publication will be printed and mailed.
- WRD Groundwater Tour Program
  - The tour on September 23 with Director Ryan serving as host will include a group of mostly senior citizens, many of whom attend Long Beach City College. About 50 people have registered.
  - The next tour will be held in early December. Staff is in the process of securing dates with directors.
- Educational Partnership Program
  - Staff has met with educators about forming new partnership program. Dialogue continues with schools in Torrance, Compton, Hawthorne, Long Beach, Pico Rivera and Carson about joining the partnership program. Many schools have been out for summer, however some educators have returned during the past few weeks.
  - **Division 1:** Staff has spoken with educators in Inglewood and Hawthorne to set up dates for student presentations.
  - **Division 2:** Staff made a presentation to students at Lawndale environmental school. This is one of our new schools in the partnership program. Staff will also speak to two other classes in October and then set up a date to take the children on a field trip.
Staff will also make a presentation to students at Harbor City school in November. This is another new school in our partnership program.

- **Division 3:** Staff has spoken with educators in Long Beach to set up dates for student presentations.
- **Division 4:** Staff has spoken with educators in South Gate to set up dates for student presentations.
  Staff spoke to students at Florence Elementary school in Los Angeles. About 75 students from three classes gathered in the cafeteria. Staff has also met with teachers to set up a date for a field trip which will probably take place in October or early November.
- **Division 5:** Staff has spoken with educators in Pico Rivera and Carson to set up dates for student presentations.

- **WRD Speakers Bureau**
  - A mailer was distributed to more than 250 non-profits, senior groups and service organizations. Calls are now coming in for us to make WRD presentations.
  - Presentations have been made to the following organizations:
    - Paramount Rotary
    - West Torrance Lions Club
    - Whittier Rotary
    - Compton Rotary
    - LA Lions Club
    - LA Area Rotary
  - Upcoming presentations scheduled for the following organizations:
    - Norwalk Lions
    - Santa Fe Springs Rotary
    - La Mirada Rotary
    - Rio Hondo Kiwanis

- **Press Relations**
  - Press release issued
    - “California Supreme Court Refuses to Review Appellate Court Ruling That Sided With WRD” (8/28/03)
  - WRD in the News
    - “Court backs water ruling” – Press Telegram (8/29/03)
    - “Cities to keep water rights” – Whittier Daily News (8/30/03)
  - Drafted response to Press Telegram 8/8/03 editorial. Letter to the editor printed on 8/31/03

- **Miscellaneous**
  - Coordinating responses to issues raised by the Long Beach Parks Department staff regarding the Vander Lans facility.
  - Continue providing support to the Ad Hoc Strategic Planning Committee.
  - Coordinated tours at the request of Directors Murray and Ryan.
  - Coordinating tour segment of San Gabriel Spreading Grounds for the annual Water Education Foundation tour of water facilities in Southern California to be conducted on October 6.
  - Attended MWD Communications, Outreach & Legislation committee meeting and Joint Central Basin and West Basin Municipal Water District Communications meeting.
  - Ongoing activities
    - Monitor legislation
- Monitor county and council meetings
- Press clippings