

**REGULAR MEETING OF THE EXTERNAL AFFAIRS 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, JULY 22, 2004**

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. APPROVAL OF THE MINUTES OF THE REGULAR MEETINGS OF
MAY 27, 2004 AND JUNE 17, 2004**
- IV. NEWSLETTER UPDATE**
STAFF RECOMMENDATION: For information.
- V. LEGISLATIVE REPORT**
STAFF RECOMMENDATION: For information.
- VI. DEPARTMENT REPORT**
STAFF RECOMMENDATION: For information.
- VII. ADJOURNMENT**

Posted by Abigail C. Andom, Deputy Secretary, July 15, 2004.

**MINUTES OF THE MAY 27, 2004
A REGULAR MEETING OF THE INTER-AGENCY COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA**

A regular meeting of the Inter-Agency Committee of the Board of Directors of the Water Replenishment District of Southern California was held on May 27, 2004, at 10:08 a.m. at the District Office, 12621 East 166th Street, Cerritos, California. Chairwoman Pat Acosta called the meeting to order and presided thereover. Administrative Assistant Sheryll A. Petty recorded the minutes.

I. DETERMINATION OF A QUORUM

Attendees included:

Committee: Director Pat Acosta, Willard H. Murray, Jr.

Staff: Robb Whitaker, Adeline M. L. Yoong, Albert Frias

The determination of a quorum was made at 10:26am with Director Murray's arrival.

II. PUBLIC COMMENT

None.

III. MINUTES OF THE REGULAR MEETING OF APRIL 22, 2004.

The minutes were approved as submitted.

IV. NAME CHANGE OF COMMITTEE

Director Acosta observed that the name "Interagency Committee" does not accurately or fully reflect what this committee actually *does*. Director Murray felt that the name should not be too long. The Committee voted by acclamation to change the name of the Interagency Committee to the External Affairs Committee.

V. LEGISLATIVE REPORT

Senior External Affairs Representative Adeline Yoong gave an update on state and federal legislative issues. SB1272 (Ortiz) failed passage but may be reactivated. Director Acosta asked if the District has a strategy in place in case it pops up again. Ms. Yoong noted that Senator Ortiz has dropped all but two sections: 1) compensation and benefits and 2) travel reimbursement and these are the most important to the WRD. ACWA is working to get the travel and tourism industry involved because the bill will impact the lodging industry.

Ms. Yoong stated that the Governor's new budget proposal called the "May Revise" must be passed by the Legislature by midnight on June 15th and signed by midnight on June 30th.

VI. DEPARTMENT REPORT

Public Affairs Representative Albert Frias presented a Powerpoint presentation entitled "On The Road with the WRD". The WRD participated in the Cerritos Mega-Mixer on May 4th at the Cerritos College. Cities represented included: Cerritos, Downey, Bellflower, La Mirada, Norwalk, Santa Fe Springs, Artesia and Paramount. Approximately 300 people attended.

The San Gabriel River Clean-Up Day was last Saturday, May 22nd and approximately 400 people were in attendance at the Whittier Narrows Nature Center. The Groundwater Model was a big hit. Mr. Frias noted that both non-profit groups as well as government agencies attended the clean-up day. The District also participated in the LA River Clean-Up Day where 400 school kids cleaned up 10 sites.

The Long Beach Unified School District Science Fair was held at Cabrillo High School in Long Beach. Director Ryan attended with staff members Wanjiru Njuguna and Nancy Matsumoto. Student Field Trips for the cities of Inglewood, Harbor City, Pico Rivera and Huntington Park were also held.

Mr. Frias concluded by noting that nearly 400 students have attended WRD sponsored field trips and staff has visited 1600 students on classroom visits. Director Murray suggested that we utilize our female staff members. Mr. Frias said that Wanjiru Njuguna, Nancy Matsumoto and Charlene King have participated on various projects in the past.

Director Acosta's concern is how to evaluate the effectiveness of the external affairs program – how many people is reached. She felt that perhaps our field trips and groundwater tours are more beneficial than our participation in events such as the Long Beach Chamber Business Conference. She felt that we need to carefully evaluate which programs and events are most effective for the WRD.

Director Murray asked Mr. Frias to contact the West Basin MWD so that that we can participate in their Annual Water Harvest this October.

Director Murray would like staff to look into the potential for doing more of these field trips and tours. He also asked Mr. Frias to contact the Education Director at the CWBMWD to meet with them to review their program.

Director Acosta asked if the District has a communications plan (in case of emergency) for the Board while traveling on District business.

Mr. Whitaker noted that staff is developing a Central Emergency Plan for data and employees. Staff is formalizing the process for off-site relocation of our business in case of a disaster.

Director Murray suggested that the staff may want to tour other facilities, i.e., Diamond Valley Lake, Weymouth Plant in LaVerne or the San Jose Creek Plant which is part of the Sanitation District and asked that Mr. Frias contact them.

**VII. TRAVEL REQUEST – WATERSHED WORKING LANDS SUMMIT:
BETTER WATER QUALITY THROUGH BETTER GOVERNMENT
COLLABORATION, JUNE 22-24, 2004, ST. LOUIS, MISSOURI**

Director Murray asked the Committee to submit a request for staff, at the discretion of the General Manger, and Directors to attend this conference.

VIII. ADJOURNMENT

With no other business to come before the Committee, the meeting was adjourned at 11:09 a.m.

Chair

ATTEST:

Director

MINUTES OF JUNE 17, 2004
A REGULAR MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA

A regular meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on June 17, 2004, at 10:06 a. m. at the District Office, 12621 E. 166th Street, Cerritos, California. Chairwoman Pat Acosta called the meeting to order and presided thereover. Acting Deputy Secretary Tracey A. Burke recorded the minutes.

I. DETERMINATION OF A QUORUM

Attendees included:

Committee: Directors Pat Acosta and Willard Murray, Jr.

Staff: Robb Whitaker, Evelyn Fierro

II. PUBLIC COMMENT

None.

III. LEGISLATIVE REPORT

Manager of External Affairs Evelyn Fierro gave an update on state and federal legislative issues. She presented a matrix of legislative bills that the District is following. Ms. Fierro noted that most of the items with which the District would be concerned are dead for this session.

General Manager Robb Whitaker stated that this may be a good time for the District to speak with Governor Schwarzenegger's office regarding our projects and programs, as the Governor has been showing an interest in water issues of late. Ms. Fierro responded that she will pursue that communication.

Director Acosta said that she had spoken with David Spath of the Department of Health Services, who stated that he would like the opportunity to again meet with WRD representatives for an update on the District's projects and programs.

Director Murray pointed out a possible correction to staff's information on SB1272, the Special Districts bill by Senator Ortiz. He said that Suja Lowenthal, who is a member of the ACWA State Legislative Committee, stated that the item had been tabled to the next meeting, and that Ms. Lowenthal also said that both of her boards had told her not to support a staff recommendation to advance revised legislation.

Ms. Fierro stated that staff will have a more comprehensive report next month regarding what legislation passed in Sacramento and Washington.

IV. DEPARTMENT REPORT

Ms. Fierro spoke of the External Affairs department's public outreach activities during the past month, and of recent media coverage of the District relating to the publication of the final State Audit Report. She noted that the South Bay Daily Breeze, the Whittier Daily News, and the Long Beach Press Telegram are the most frequent publishers of District related articles.

Mr. Whitaker told the committee that he and Ms. Fierro had recently spoken with Mike Sprague of the Whittier Daily News, and that the interview resulted in Mr. Sprague's writing of a fair and objective article. Mr. Sprague and a photographer will be joining the District water tour on June 18, 2004, which is being given for a delegation from Morocco.

Mr. Whitaker pointed out that the Long Beach Press Telegram has been the District's toughest critic. He said that despite repeated outreach efforts by District staff, it appears that the Telegram staff do not want a dialogue. Director Acosta agreed that the District has been making the effort at outreach to the Telegram and that it has not been responsive. Mr. Whitaker told the Committee that Cerrell and Associates is currently working on arranging some type of non-political meeting between the Telegram and the District.

Director Acosta stated that the District should also consider meeting with staff from La Opinion, the major Spanish language newspaper in Los Angeles, in order to extend the District's outreach even further.

Mr. Whitaker noted with interest that while the Los Angeles Times' earlier articles regarding previous State Audit Reports on the District were detrimental to the District, it did not publish anything regarding the most recent and least critical State Audit Report.

Director Murray asked that staff refer to changes in the Replenishment Assessment as an actual percentage of the consumers' bill i.e., 1/2 of 1%, etc. He believes that doing so will more accurately reflect the impact on the consumer and will make it easier for the public to put changes in perspective.

Ms. Fierro told the committee that staff is printing the invitations for the July 9, 2004 reception at the Leo J. Vander Lans Water Treatment Facility, and that they should be ready to mail on Monday, June 21, at the latest. Director Murray insisted that the invitations go out before Saturday, June 19, 2004. Ms. Fierro said that WRD and Central and West Basin are dividing the cost of the event by three.

Director Murray asked that staff provide the Committee with a monthly report on contractors' activities. Ms. Fierro replied that staff will make it happen and that there will be a June report available at the July meeting. Director Acosta said that it is imperative that the Committee have this detailed information and that if any of the contractors have a problem complying with the request they must speak with the Committee immediately. Director Murray asked that the reports be clearly marked as draft documents.

Director Acosta expressed a desire to see the District's mission statement displayed somewhere in the office so that it may be viewed by visitors.

Director Murray said that on behalf of the District, he had presented a Certificate of Recognition to Don Dear for his LAFCO nomination. He also told staff that the Board was very pleased with the certificates that had been produced in-house for presentation to various Public Works Departments during National Public Works Week in May.

Director Murray told Mr. Whitaker that he was happy to learn that some District staff members were scheduled to attend the upcoming California Special Districts Institute seminar.

Director Murray asked Ms. Fierro to look into the possibility of hosting a tour of Diamond Valley lake with the Metropolitan Water District.

V. ADJOURNMENT

With no other business to come before the Committee, the meeting was adjourned at 11:05 a.m.

Chair

ATTEST:

Director



MEMORANDUM

ITEM NO. IV

Prepared by: Albert Frias

Reviewed by:

DATE: JUNE 22, 2004

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: NEWSLETTER UPDATE

SUMMARY

Board President Murray asked staff to gather information on the cost to upgrade the quality of the District newsletter, the Source. Specifically, he asked that the number of newsletters printed and mailed increase from 100,000 each quarter to 200,000. He also requested figures on changing the quality of paper used, costs for using color photographs, and selecting a mailing list that would focus on voters who have a history of voting in multiple elections.

Presently, the WRD prints and mails 100,000 newsletters quarterly, about 20,000 to each division. The cost to print the current newsletter is \$46,901.52 annually. Postage to mail 400,000 newsletters each year is approximately \$68,000, about \$17,000 for each mailing. The cost to purchase a mailings list of registered voters is for 100,000 is approximately \$3,700. Total cost to produce the publication is \$108,601.52 annually.

Increasing the number of newsletters printed to 200,000 quarterly and using color pictures on white coated paper would cost approximately \$61,021.84 annually, about \$15,255.46 each issue. Postage costs would be approximately \$136,000 for four issues and the mailing list of high propensity voters is estimated at \$5,900. Total cost is approximately \$202,921.84 to produce four newsletters.

FISCAL IMPACT

Publishing a newsletter mailed to 200,000 high propensity voters each quarter would increase the cost of the newsletter annually \$94,320.32, from \$108,601.52 to \$202,921.84.

STAFF RECOMMENDATION

For information.



MEMORANDUM

ITEM NO. V

Prepared by: Evelyn Fierro

Reviewed by:

DATE: JULY 22, 2004
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: LEGISLATIVE REPORT

SUMMARY

Legislative Calendar

July 2 – Summer Recess was to begin upon adjournment, provided Budget Bill has been enacted.

August 2 – Legislature reconvenes from Summer Recess.

August 31- Last Day for each house to pass bills.

Congressional Calendar

July 23 to September 7 – Congressional Summer recess

July 26 to 29- Democratic National Convention in Boston

August 14 to 29- Summer Olympic Games in Athens, Greece

August 30 to Sept 2- Republican National Convention in New York

Update

Staff will provide a verbal update on federal and state matters.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.



MEMORANDUM

ITEM NO. VI

Prepared by: Albert Frias

Reviewed by: Evelyn Fierro

DATE: JULY 22, 2004
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: DEPARTMENT REPORT

SUMMARY

Staff will provide an update of department activities.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.



External Affairs Department Activities Report (June/July)

Compiled July 14, 2004

Government Affairs

- ❑ Staff will provide a verbal update on federal and state matters.
- ❑ Event July 9: Outreach to Elected Officials in 43 cities
- ❑ Director Robles and staff participated at forum in Carson hosted by Assemblywoman Jenny Oropeza
- ❑ Manager of External Affairs Evelyn Fierro attended Water Quality Luncheon honoring Congresswoman Lucille Roybal-Allard

Public Outreach

WRD Groundwater Tour Program

- ❑ Groundwater tour was held June 22 with Director Goldsworthy attending. Staff is working to set up another tour for August.
- ❑ Staff hosted tours for two groups of officials from the Peoples Republic of China and Morocco for Thursday and Friday, June 17 and 18. **Media** coverage included the Whittier Daily News along with a number of Chinese publications.
- ❑ The WRD presented Distinguished Service Awards to Susan Garcia, science teacher at Colin Powell Academy, and to Jim Glancy of the Lakewood Water Diepartment.

Educational Partnership Program

Schools in the partnership program have concluded the school year.

Students from Colin Powell Academy in Long Beach attended at field trip during the month of June.

WRD Speakers Bureau

Presentations were made to the following organizations in June
Palos Verdes Estates, Men's Club-last week

Water industry group consisting mostly of employees of the Los Angeles County Sanitation Districts.

Media Relations

- Press clippings
- News Releases sent on state audit and on tours for visitors from China and Morocco, extensive pitching and followup
- Editorial board meetings with the Long Beach Press Telegram
- Staff training with media outreach expert
- Staff reviewing Communications audit and developing Strategic response

Miscellaneous

- Staff attended committee meeting for Whittier Narrows Nature Center in South El Monte.
- Working with Central/West Basin staff for July 9 reception for elected officials