

**SPECIAL MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF
THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CALIFORNIA 90712
2:00 P.M., WEDNESDAY, SEPTEMBER 7, 2016**

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**
Pursuant to Government Code Section 54954.3
- 3. APPROVAL OF MINUTES OF AUGUST 1, 2016**
Staff Recommendation: Approve as submitted.
- 4. LEGISLATIVE REPORT**
Staff Recommendation: For discussion and possible action.
- 5. REQUEST FOR QUALIFICATIONS (RFQ) FOR ECO GARDENER SERVICES**
Staff Recommendation: The External Affairs Committee recommends that the Board of Directors approve release of RFQ for Eco-Gardener Curriculum Development and Education Services.
- 6. COUNTY OF LOS ANGELES WOMEN'S LEADERSHIP COUNCIL CONFERENCE**
Staff Recommendation: The External Affairs Committee recommends that the Board of Directors approve sponsorship for County of Los Angeles Women's Leadership Council Cofer for an amount not to exceed \$1,500.
- 7. 2017 GROUNDWATER FESTIVAL PLANNING**
Staff Recommendation: For discussion and possible action.
- 8. LOS ANGELES BUSINESS COUNCIL MEMBERSHIP DUES**
Staff Recommendation: The External Affairs Committee recommends that the Board of Directors approve the LABC Executive Membership Level for an amount not to exceed \$2,000.

9. **COUNCIL FOR WATERSHED HEALTH 20TH ANNIVERSARY EVENT**
Staff Recommendation: The External Affairs Committee recommends that the Board of Directors approve sponsorship for Council for Watershed Health 20th Anniversary Event for an amount not to exceed \$2,500.
10. **DEPARTMENT REPORT**
Staff Recommendation: For discussion and possible action.
11. **DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**
12. **ADJOURNMENT**
The External Affairs Committee will adjourn to the next regular meeting scheduled for Monday, October 3, 2016 at 2:00 P.M.

Agenda posted by Tracey Burke, Senior Administrative Specialist, September 2, 2016. In compliance with ADA requirements, this document can be made available in alternative formats upon request.

In compliance with the Americans with Disabilities Act (ADA), if special assistance is needed to participate in the Board meeting, please contact the Chief Financial Officer 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.

EXHAUSTION OF ADMINISTRATIVE REMEDIES – If you challenge a District action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the Chief Financial Officer at, or prior to, the public hearing. Any written correspondence delivered to the Chief Financial Officer before the District's final action on a matter will become a part of the administrative record.

**MINUTES OF AUGUST 1, 2016
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 Monday, May 2, 2016 at 3:12 p.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. President Willard H. Murray, Jr. called the meeting to order and presided thereafter. Technical Services Coordinator Tracey Burke recorded the minutes.

1. DETERMINATION OF A QUORUM

Committee: Willard H. Murray, Jr., Rob Katherman
Staff: Pete Brown, Lyndsey Bloxom, Angie Mancillas, Zachary Redecke
Public: Tammy Lindenberg (via phone)

2. PUBLIC COMMENT

Pursuant to Government Code Section 54954.3
None.

3. APPROVAL OF MINUTES OF APRIL 6, 2016 & MAY 2, 2016

Minutes were unanimously approved as submitted.

4. LEGISLATIVE REPORT

Pete Brown, Manager of Communications and Education Services, said that Bob Reeb of Reeb Government Relations would not be available to teleconference. Mr. Brown reported that the legislature had been on summer break since July 1, and reconvened today, August 1.

Tammy Lindenberg of Pacific Atlantic Partners provided a federal legislative update via teleconference. Ms. Lindenberg said that she expected the water resources bill discussed at the previous meeting to pass through the Senate quickly. She said the bill contains a number of policy provisions that will be beneficial to WRD. Discussion followed.

Mr. Brown said that staff is considering Thursday, September 22 at 11:00 a.m. for the GRIP groundbreaking event. He said the intention of the Board of Directors is to send the invitation to all WRD legislators, with specific outreach to Senator Feinstein in the hopes she will be the keynote speaker. He said that if the Senator has an interest in speaking but the September date is challenging, the Board would be willing to discuss alternative dates.

5. WEB SITE AND SOCIAL MEDIA REPORT

Pete Brown said that WRD continues to increase its social media profile to better educate the public about the District's projects, programs, and mission. He said that the recent implementation of various strategies has been very successful. Zachary Redecke, Communication and Education Services Representative, gave a brief summary of social media traffic for the months of June and July. He said staff will develop consistently scheduled content and messaging to continue to use social media to promote the District's mission. Discussion followed.

6. WRD CONFERENCE PARTICIPATION 2016

Mr. Brown said that WRD participates in numerous industry and legislative conferences throughout the year. He said that in sponsoring conferences staff aims to raise the profile of the agency and have an interactive participation with the conference attendees.

Mr. Brown listed the conferences in the report, which are included in the 2016/17 budget. He said that staff is seeking the Committee's approval to use those funds for the sponsorships to continue promotion of the WIN and GRIP initiatives.

Director Katherman moved that the total amount be rounded up from the requested \$29,150, to an amount not to exceed of \$30,000, for the 7 sponsorships through the remainder of 2016. President Murray seconded the motion.

7. DEPARTMENT REPORT

Mr. Brown said that staff has been very involved over the past several months with increasing the District's presence and engaging different audiences. He said that one of the most successful recent events was a Water 101 Workshop hosted at the WRD headquarters for roughly 25 local, county, and state staff members. He said staff plans to continue doing this a couple of times a year with different audiences.

Director Katherman asked if staff had thought about doing Water 101 Workshops in the various divisions. Mr. Brown responded that staff plans on reaching out to cities in each division to educate city council members.

Director Katherman suggested the District host a quarterly open house at the GRIP construction site as a way to keep the community aware and engaged in the project. He said staff should consider Saturday mornings when there is no construction

going on, and to provide light refreshments, safety vests and hard hats, etc. He suggested staff confer with the GRIP team to determine the best time to start.

8. DIRECTORS REPORTS, INQUIRIES, AND FOLLOW-UP OF DIRECTIONS TO STAFF

None.

9. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 3:55 p.m. Due to the Labor Day holiday on September 5, 2016, the next External Affairs Committee meeting will be held on Wednesday, September 7, 2016, at 2:00 p.m.

Chair

ATTEST:

Member

Approved in minutes of:



MEMORANDUM

ITEM NO. 4

DATE: SEPTEMBER 7, 2016

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: LEGISLATIVE REPORT

SUMMARY

State Legislative Calendar

August Deadlines

Aug. 31 Last day for each house to pass bills, except bills that take effect immediately or bills in Extraordinary Session. Final Recess begins upon adjournment.

IMPORTANT DATES OCCURRING DURING FINAL RECESS

Sept. 30 Last day for Governor to sign or veto bills passed by the Legislature before Sept. 1 and in the Governor's possession on or after Sept. 1.

Oct. 2 Bills enacted on or before this date take effect January 1, 2017.

Nov. 8 General Election.

Nov. 30 Adjournment sine die at midnight.

Dec. 5 2017-18 Regular Session convenes for Organizational Session at 12 noon.

2017

Jan. 1 Statutes take effect.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For discussion and possible action.



MEMORANDUM

ITEM NO. 5

DATE: SEPTEMBER 7, 2016

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: REQUEST FOR QUALIFICATIONS (RFQ) FOR ECO GARDENER SERVICES

SUMMARY

The Water Wise Consulting, Inc. contract expired on December 31, 2015. The contract was amended five times over the last few years. The External Affairs Committee and Board approved the release of an RFQ in January 2016. WRD received only one response to the RFQ from the previous contractor. Staff is seeking to re-release the RFQ to obtain a more competitive selection of proposers.

Issuing a Request for Qualifications (RFQ) will allow for new programs to compete which could ultimately provide WRD with more options to choose from, and more robust education curriculum. Staff is providing the attached RFQ for the External Affairs Committee consideration in seeking a new contract for Eco Gardening Education Services.

FISCAL IMPACT

None at this time.

STAFF RECOMMENDATION

The External Affairs Committee recommends that the Board of Directors approve release of RFQ for Eco-Gardener Curriculum Development and Education Services.



MEMORANDUM

ITEM NO. 6

DATE: SEPTEMBER 7, 2016

TO: EXTERNAL AFFAIRS

FROM: ROBB WHITAKER, GENERAL MANAGER

**SUBJECT: COUNTY OF LOS ANGELES WOMEN'S LEADERSHIP COUNCIL
CONFERENCE**

SUMMARY

The County of Los Angeles Department of Public Works Women's Leadership Council is comprised of public officials, county department heads, and working professionals. The organization encompasses a broad spectrum of professionals to network with including leaders in government, business, and community.

Their 7th Annual Women's Leadership Conference is taking place on November 11, 2016 in Pasadena and WRD has been asked to serve as a sponsor. This event is expected to draw 900 attendees from County departments, outside agencies, and the general public. The goal of the conference is to inspire and empower attendees to take leadership roles in business, government, and in other service organizations in the community. This event provides a new opportunity to educate and update local leaders about relevant and critical water issues facing our region, including the status of the Groundwater Reliability Improvement Project located in Pico Rivera.

FISCAL IMPACT

The County of Los Angeles Department of Public Works Women's Leadership Council 7th Annual Women's Leadership Legacy Conference: Not to exceed \$1,500.

STAFF RECOMMENDATION

The External Affairs Committee approve sponsorship for County of Los Angeles Women's Leadership Council Cofer for an amount not to exceed \$1,500.



MEMORANDUM

ITEM NO. 7

DATE: SEPTEMBER 7, 2016

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: 2017 GROUNDWATER FESTIVAL PLANNING

SUMMARY

Staff will provide an update to the Committee regarding advanced planning of the 2016 WRD Groundwater Festival.

Traditionally, the WRD Groundwater Festival is held during National Groundwater Awareness Week, which is in mid-March. Six of the past eight Festivals experienced mild weather, and two experienced extreme weather - one hot and one cold and raining. At the request of the Committee and the General Manager, staff has explored alternative dates for the Festival.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For discussion and possible action.



MEMORANDUM

ITEM NO. 8

DATE: SEPTEMBER 7, 2016

TO: EXTERNAL AFFAIRS

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: LOS ANGELES BUSINESS COUNCIL MEMBERSHIP DUES

SUMMARY

The Los Angeles Business Council (LABC) is renowned for its effective advocacy and educational programs throughout the region, and is a vital representative of business leaders from all industry sectors. The LABC provides its members with strong conduits to local, state and federal officials through targeted policy recommendations and key issue briefings, and annually hosts the influential Mayoral Housing, Education and Sustainability Summits and Los Angeles Architectural Awards luncheon.

For the past several years WRD has been a member of LABC at the Government/Non-Profit membership level. LABC approached WRD staff to inquire about raising its membership level to the Executive Membership level, thereby allowing for 3 individual memberships (as compared to the current single membership), plus access to Executive Member only events including legislative forums, receptions and dinners.

The Executive Membership level is \$2,000. The 2016-17 FY budget includes the Government/Non-Profit membership level of \$500. The budget contingency is sufficient to cover the cost differential for the higher membership level.

FISCAL IMPACT

Not to exceed \$2,000.

STAFF RECOMMENDATION

The External Affairs Committee recommends that the Board of Directors approve the LABC Executive Membership Level for an amount not to exceed \$2,000.



MEMORANDUM

ITEM NO. 9

DATE: SEPTEMBER 7, 2016

TO: EXTERNAL AFFAIRS

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: COUNCIL FOR WATERSHED HEALTH 20TH ANNIVERSARY EVENT

SUMMARY

Founded in 1996, the Council for Watershed Health (CWH) promotes more efficient use of stormwater resources by providing leadership, guidance, and technical assistance to agencies and organizations to affect sound watershed planning and management. CWH has a proven track record of strengthening coordination of regional watershed planning, measuring and tracking progress towards achieving healthier urban environments and fostering regional landscape ethic that reduces water use through the planting of native and regionally appropriate vegetation. Today, CWH's programs reflect the complexity of water resiliency in a changing climate and continue to address diverse themes such as, urban storm water capture and recharge, community capacity building in multi-benefit green infrastructure projects, water quality monitoring, and the implementation of sustainable landscapes.

This year CWH celebrates its 20th anniversary with an event taking place on September 17, 2016 at the Natural History Museum of Los Angeles County and WRD has been asked to serve as a sponsor. This event will recognize and honor LA County Supervisor Sheila Kuehl, Irma Munoz (Mujeras de la Tierra) and the Water Foundation. There is sufficient funding in the WRD Regional Sponsorship budget to cover the cost.

FISCAL IMPACT

Not to exceed \$2,500.

STAFF RECOMMENDATION

The External Affairs Committee recommends that the Board of Directors approve sponsorship for Council for Watershed Health 20th Anniversary Event for an amount not to exceed \$2,500.