

**SPECIAL MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF
THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CALIFORNIA 90712
3:00 P.M., WEDNESDAY, JULY 6, 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 APRIL 6, 2016 AND MAY 2, 2016**
Staff Recommendation: Approve as submitted.
- 4. LEGISLATIVE REPORT**
Staff Recommendation: For discussion and possible action.
- 5. WEB SITE AND SOCIAL MEDIA REPORT**
Staff Recommendation: For information.
- 6. SELECTION OF GREEN MEDIA CREATIONS (GMC) TO PROVIDE PROFESSIONAL CONSULTING SERVICES FOR IMPLEMENTING THE DISTRICT'S ECO-GARDENER, ECO-PROFESSIONAL, AND ECO-KIDS EDUCATION AND OUTREACH PROGRAMS**
Staff Recommendation: Staff recommends that the External Affairs Committee authorize the General Manager to execute a professional services agreement with Green Media Creations, subject to District Counsel approval as to form, for the implementation of the Eco-Gardener, Eco-Professional, and Eco-Kids Programs for a total not to exceed amount of \$50,000.00, plus a 10-percent contingency allowance totaling \$5,000.00, for a total project budget amount of \$55,000.00.
- 7. DEPARTMENT REPORT**
Staff Recommendation: For discussion and possible action.
- 8. DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**

9. ADJOURNMENT

The External Affairs Committee will adjourn to the next regular meeting scheduled for Monday, August 1, 2016

Agenda posted by Scott M. Ota, Chief Financial Officer, July 5, 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 APRIL 6, 2016
SPECIAL 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 Wednesday, April 6, 2016 at 2:10 P.M., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. Committee Chairperson Willard H. Murray, Jr. called the meeting to order and presided thereafter. Acting Deputy Secretary Sherri Brown recorded the minutes.

1. DETERMINATION OF A QUORUM

Committee: Willard H. Murray, Jr. and Rob Katherman
Staff: Robb Whitaker, Ken Ortega, Scott Ota, Brett Glasscock, Esther Rojas, Monica Serrano, and Tracey Burke

**2. PUBLIC COMMENT
PURSUANT TO GOVERNMENT CODE SECTION 54954.3**

None.

3. LEGISLATIVE REPORT

Bob Reeb of Reeb Government Relations provided the state legislative update via teleconference. Mr. Reeb stated that California Natural Resources Secretary John Laird announced that WRD was one of 37 appointments to the new Lower Los Angeles River Working Group, which was created by recent legislation to develop a revitalization plan for the Lower Los Angeles River and its tributaries. He also provided an update on Greenhouse Gas Reduction Fund.

Tammy Lindenberg of Pacific Atlantic Partners provided the federal legislative update via teleconference. Ms. Lindenberg stated that Congress was back today from the winter recess. She informed every one the status of Senator Feinstein's drought relief bill. Regarding the Washington, D.C. trip, Tammy added that in light of tight schedules, she can arrange meeting dates here with local officials.

4. ASSEMBLY CALIFORNIA AMENDMENT (ACA) - 8

ACA 8 amends Proposition 13's requirement that local "special taxes" (taxes intended for a specific purpose or purposes) be approved by a two-thirds vote. Instead special taxes imposed for the repayment of bonded indebtedness would be reduced to 55%. Funds can only be used for the construction, reconstruction, rehabilitation, or replacement of wastewater treatment facilities. West Basin Municipal Water District supports amendment and asks the WRD to also take a support position. The District may have to amend the Water Code to reflect the change in the law if ACA 8 passes.

The Committee unanimously recommended the Board of Directors support Assembly Constitutional Amendment No. 8.

5. CALIFORNIA CONTRACT CITIES SPRING MUNICIPAL SEMINAR

Ken Ortega provided the staff report stating that the California Contract Cities Association Spring Seminar provides a new opportunity to educate the community about relevant water issues and specifically provide the status of the Groundwater Reliability Improvement Project (GRIP) Advanced Water Treatment Facility (AWTF). The cost of sponsorship is for an amount not to exceed \$3,500.

The Committee unanimously recommended that the Board of Directors approved a conference sponsorship not to exceed \$3,500.

6. GROUNDWATER FESTIVAL UPDATE

Ms. Monica Serrano and Ms. Tracey Burke provided an update of the groundwater festival. Discussion followed.

In 2015 the District obtained its highest level of sponsorship at \$19,500. In comparison, to date, there are 38 sponsors and currently \$48,000 in sponsorship funds. There will be several different attractions and booths provided for the attendees.

Additionally, there will be several honorees awarded as part of the festival: Stacey Michaels, a teacher from 232nd Street Elementary School who assisted the District with its WRD calendar and art contest; Councilman Gustavo V. Camacho of Pico Rivera; and Councilman Isaac Galvan of the City of Compton.

7. DEPARTMENT REPORT

Ken Ortega informed the Committee that staff had a “Meet Your Neighbor” event held on Saturday, April 2, 2016. The event was held to explain the various construction activities at the Groundwater Reliability Improvement Project (GRIP) in Pico Rivera to the surrounding community.

He also reminded the Committee that there would be a press conference to be held at the GRIP site on Thursday, April 7, 2016 at 10:00 a.m. highlighting the joint WRD and Los Angeles County Fire Department project; allowing the Los Angeles County Fire Department to utilize the buildings for training purposes prior to demolition. Mr. Ortega showed the Committee a live feed of the GRIP construction site via a webcam mounted by WRD so staff can monitor the progress of the project.

Ms. Esther Rojas stated the District has the opportunity to apply for an education grant for \$10,000 – \$30,000 which will help fund the District’s education program, specifically the District’s Water Science Day that we host a various schools within the District boundaries. In order to be competitive in the process, the District is partnering with Katherine Edwards Middle School and Science Technology Engineering and Math (STEM) Academy.

8. ADJOURNMENT

President Murray requested that the next External Affairs Committee meeting scheduled for May 2, 2016 be moved to a Special External Affairs Committee Meeting on May 10th at 2:00 p.m.; and all the regular External Affairs Committee

meetings held on the first Monday of each month be changed from 1:00 p.m. to 2:00 p.m.

Director Katherman moved to adjourn; President Murray seconded. The meeting adjourned at 2:58 p.m.

Chair

ATTEST:

Member

Approved in minutes of:

Unapproved Minutes

**MINUTES OF MAY 2, 2016
SPECIAL 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 2:42 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. Acting Deputy Secretary Sherri Brown recorded the minutes.

1. DETERMINATION OF A QUORUM

Committee: Willard H. Murray, Jr., Sergio Calderone (alternate; arrived late).
Staff: Ken Ortega, Pete Brown
Public: Tammy Lindgren, Bob Reeb, Rick Taylor

2. PUBLIC COMMENT

Pursuant to Government Code Section 54954.3
None.

3. LEGISLATIVE REPORT

Tammy Lindenberg of Pacific Atlantic Partners provided the federal legislative update via teleconference. Ms. Lindenberg stated that she had three items to report today.

Her first subject item was regarding meetings. She said there were no good dates to schedule meetings in D.C.; therefore some potential dates have been sent to Senior Water Resources Planner Esther Rojas to coordinate schedules with members of congress and agencies locally instead of in D.C. The second item that Ms. Lindenberg presented was a water resources bill that had just come out of Senate Committee and will likely become law at some point this year. She said that it contains a number of policy provisions that will be beneficial to WRD, such as permits being allowed at the district level as opposed to approval having to go to national headquarters; and a new grant program for innovative water technologies. The third item Ms. Lindenberg reported on was drought legislation, of which she stated there had been minimal activity. Discussion followed.

Bob Reeb of Reeb Government Relations provided the state legislative update via teleconference. Mr. Reeb said that bills that have fiscal impacts are being currently reviewed in Sacramento. He stated that a week from this Friday is the last day for policy committees to meet until June 6; the last day for Appropriations committees to hear and to take action is May 27; the week after Memorial Day holiday is floor

session only, which is May 31-June 3. The legislature takes their summer break starting July 1 and will return on August 1.

Mr. Reeb highlighted actions he has been taken on behalf of the District, such as monitoring funding opportunity announcements; staff has been before state agencies to talk about the Groundwater Reliability Improvement Program and other Capital Improvement Projects programs. Discussion followed.

4. INDEPENDENT CITIES ASSOCIATION SUMMER CONFERENCE

Director Calderon arrived.

Manager of External Affairs Pete Brown provided a report on and extended an invitation to WRD from Independent Cities Association (ICA) for the ICA Summer Conference. He gave a brief summary of the organization which described them as 48 cities of which 29 of the cities fall in the WRD district. He said ICA is requesting WRD staff participation by way of a presentation, and a sponsorship amount of up to \$5,000. Mr. Brown stated that WRD had similarly been involved with the ICA seminar in 2015, and that the sponsorship amount is budgeted for 2016.

The Committee unanimously recommended that the Board authorize on Consent Calendar, WRD to prepare a presentation and a sponsorship amount not to exceed \$5,000 for the 2016 Independent Cities Association Summer Conference.

5. INNOVATION GAMES UPDATE

Mr. Brown presented an update to a request previously made by a Director to create online games that address water-related issues. He said the project would mirror a program currently used by Ventura County which engages schools and students to address recycled water aversion with innovative solutions, and to better educate the public and their peers to the benefits of recycled water.

He said that the cost of such a program would be approximately \$20,000 and could be split with other local water agencies such as the West Basin Municipal Water District. He stated that if it is the Committee's direction after this update, he will come back with a more concrete, detailed plan to present at an upcoming meeting. Mr. Ortega stated that the funding for such a program is not budgeted and would have to come out of the reserves or re-designation of other budget priorities. Discussion followed.

The Committee unanimously approved that Mr. Brown move forward with researching and preparing a more detailed plan for reasons of conservation, public awareness and preservation. Mr. Brown will bring solid plan details to a future meeting. Discussion followed.

6. GROUNDWATER FESTIVAL UPDATE

Mr. Brown provided the update for the 2016 Groundwater Festival event. He stated that in 2015 the sponsorship amount was just under \$20,000. For the 2016 festival which is approximately three weeks away, the sponsorship amount is currently above \$65,000, and is expected to be one of the biggest events held by WRD. He

said that various methods and locations to advertise the event have been applied, including social media. Mr. Brown noted there are several honorees who have been identified for the festival. He also highlighted the many features that will be at the festival, such as food, music, a petting zoo and prizes. Discussion followed.

7. DEPARTMENT REPORT

Mr. Brown thanked the Committee for addition of new staff to the External Affairs Department to fulfill outreach demands. Discussion followed.

General Manager Robb Whitaker joined the meeting. Director Calderon proposed that WRD develop several water-related information and updates phone apps such as ones that would provide a reporting method of community water-wasters, show SoCal water status, GRIP and WRD project interactive tours, and other such technology. Assistant General Manager Ken Ortega stated that these types of apps and technologies have previously been discussed, and he will bring back more updates, ideas and details to a future Committee meeting.

8. ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 3:27 p.m.

Chair

ATTEST:

Member

Approved in minutes of:



MEMORANDUM

ITEM NO. 4

DATE: JULY 6, 2016

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: LEGISLATIVE REPORT

SUMMARY

State Legislative Calendar

July Deadlines

July 1 Last day for policy committees to meet and report bills. Summer Recess begins.
July 4 Independence Day observed.

August Deadlines

Aug. 1 Legislature reconvenes from Summer Recess.
Aug. 12 Last day for fiscal committees to meet and report bills.
Aug. 15-31 Floor Session only. No committee may meet for any purpose except Rules Committee and Conference Committees.
Aug. 19 Last day to amend on the Floor.
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.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For discussion and possible action.



MEMORANDUM

ITEM NO. 5

DATE: JULY 6, 2016

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: WEB SITE AND SOCIAL MEDIA REPORT

Summary

WRD plans to grow its social media presence by developing approved scheduled content to be delivered consistently across multiple social media platforms. Content will focus on photo and video elements to maximize engagement, with the goal of educating the public on water issues by promoting district projects and events, the WIN initiative and Board of Directors' policy directives.

Elements

- Social media campaign
 - Generating in-house, approved content
 - Scheduled content
 - Creating photo and video content
 - Monitoring and reporting on monthly social media analytics
 - Driving target audience to social media platforms and WRD website through strategic content marketing, advertising, boosting, and search engine optimization
 - Building on new WRD accounts for Instagram, LinkedIn, and Snapchat
 - Revitalizing YouTube and Pinterest accounts with updated branding and new content

Social Media Summary May 2016- June 2016

WRD generated an increased presence on social media during the month of May in preparation for 2016's Groundwater Festival. Below is a summary of social media analytics for a 28-day period May-June 2016. Staff believes the large increase in followers across WRD's social media platforms can be attributed to three giveaway raffles that were conducted in the weeks leading up the festival (at no expense to the district), as well as daily visual posts featuring and tagging our honorees for the festival. Please see additional data provided for Facebook, Twitter, and Instagram.

WRD gained **766** followers during this 28-day period across all social media platforms and introduced a WRD Instagram account.

Followers to date:

Facebook (1,538)

Twitter (1,131)

Instagram (212)

FACEBOOK

WRD gained 246 likes (+970%), had 2,204 direct page views (+1,181%), and reached an audience of 21,102 during this period (+113%).

TWITTER

WRD gained 285 followers (+650%), had 682 profile visits (+167%), and reached an audience of 12,200 (+127%) during this period.

INSTAGRAM

WRD gained 210 followers during this period. WRD does not have detailed analytics for Instagram at the time of this report (paid service).

Targeted Promotion

WRD piloted an idea with a targeted promotion budget for the three events last week (Independent Cities Association, Gold Nugget Awards, and NALEO) with the plan to increase viewership per event to boost our reach on social media. Below is a sample result for the ICA post that included a video of Assistant General Manager Ken Ortega discussing WIN. This is an example of how WRD can reach a relatively large audience with a limited budget when advertising an event or important initiative.

Facebook post June 24, 2016 (\$50) boost

Water Replenishment District of Southern California at **Park Hyatt Aviara Resort.**
 June 24 at 3:28pm · Carlsbad · 🌐

Here's a clip of WRD Asst. General Manager Ken Ortega at **Independent Cities Association**, explaining how WRD is creating California's first locally sustainable groundwater basins through increased stormwater capture and recycled water use – right here in Southern California.

<http://www.wrd.org/win/>



00:41

6,743 people reached

[View Results](#)

Angie Mancillas, Yolanda Maraden and 27 others · 1 Comment

Like · Comment · Share · Buffer · Hootlet

6,743 People Reached

2,862 Video Views

53 Reactions, Comments & Shares

43 Like	27 On Post	16 On Shares
2 Love	2 On Post	0 On Shares
6 Comments	1 On Post	5 On Shares
2 Shares	0 On Post	2 On Shares

102 Post Clicks

34 Clicks to Play	6 Link Clicks	62 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For information.



MEMORANDUM

ITEM NO. 6

DATE: JULY 6, 2016

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: SELECTION OF GREEN MEDIA CREATIONS (GMC) TO PROVIDE PROFESSIONAL CONSULTING SERVICES FOR IMPLEMENTING THE DISTRICT'S ECO-GARDENER, ECO-PROFESSIONAL, AND ECO-KIDS EDUCATION AND OUTREACH PROGRAMS

SUMMARY

In 2006 WRD (District) began an Eco-Gardener education and outreach program which provided the public with hands-on training to address the pressing issues by the State of California's mandated 20% reduction in per capita water use by 2020 and drought in the Southern California region. The Eco-Gardener program provided residents with the skills necessary to be mindful and responsible "green" gardeners through practical water conservation practices for outdoor landscaping.

Since 2011, and with the success of the Eco-Gardener program, the District has expanded the program to include an additional Eco-Professional program which provides two separate series of classes:

- Track 1 offers training for low-skilled laborers in the informal landscaping business to become knowledgeable in water saving methods for gardening and,
- Track 2 offers training for professional landscapers not only in water efficient landscaping and irrigation systems but also on how to start and operate a landscaping business.

As the contract with the former water conservation education and outreach consultant recently expired in December 31, 2015, District staff released a Request for Qualifications (RFQ) in April 2016 for a consulting firm to further implement the Eco-Gardener, Eco-Professional program and create an Eco-Kids program which would provide youth the opportunity to learn about water issues and water conservation.

On May 2, 2016, the District received one (1) submittal which was subsequently evaluated by District staff. The evaluation criteria included, but was not limited to:

- project team qualifications and expertise,
- project understanding and approach,
- performance on similar or related projects, and
- project team's organization chart and staffing plan.

Based on the submitted and reviewed Statement of Qualifications (SOQ), Green Media Creations (GMC) appears to meet the District's requirements of what is expected to implement the Eco-Gardener, Eco-Professional, and Eco-Kids Programs. GMC has an experienced team of professionals who have numerous years of experience in implementing and providing similar water efficiency educational workshops, and demonstrates the necessary knowledge and understanding to implement these programs.

FISCAL IMPACT

Sufficient funds exist in the 2016-2017 approved budget for the Eco-Gardener, Eco-Professional, and Eco-Kids Programs, respectively.

STAFF RECOMMENDATION

Staff recommends that the External Affairs Committee authorize the General Manager to execute a professional services agreement with Green Media Creations, subject to District Counsel approval as to form, for the implementation of the Eco-Gardener, Eco-Professional, and Eco-Kids Programs for a total not to exceed amount of \$50,000, plus a 10-percent contingency allowance totaling \$5,000.00, for a total project budget of \$55,000.00.