

**SPECIAL MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
OF THE BOARD OF DIRECTORS
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CALIFORNIA 90712
11:00 A.M., MONDAY, OCTOBER 16, 2017**

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. LEGISLATIVE REPORT**
Staff Recommendation: For discussion and possible action.
- 4. SOCIAL MEDIA UPDATE**
Staff Recommendation: For discussion.
- 5. WATER CONSERVATION MATERIALS AND BOTTLED WATER**
Staff Recommendation: For discussion and possible action.
- 6. DEPARTMENT REPORT**
Staff Recommendation: For discussion and possible action.
- 7. DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**
Staff Recommendation: For discussion and possible action.

8. ADJOURNMENT

Adjourn to the next regularly scheduled meeting of November 13, 2017.

Agenda posted by Sherri Brown, Senior Administrative Specialist on October 13, 2017. 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 Senior Administrative Specialist 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 District at, or prior to, the public hearing. Any written correspondence delivered to the District before the District's final action on a matter will become a part of the administrative record.



MEMORANDUM

ITEM NO. 3

DATE: OCTOBER 16, 2017
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: LEGISLATIVE REPORT

SUMMARY

Verbal reports on current legislation will be provided by Sacramento and Washington D.C. advocates.

State Legislative Calendar

September

Sept. 15 Interim Recess begins on adjournment.

Oct. 15 Last day for Governor to sign or veto bills passed by the Legislature on or before Sept. 15 and in the Governor's possession after Sept. 15.

2018

Jan. 1 Statutes take effect.

Jan. 3 Legislature reconvenes.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For discussion and possible action.



MEMORANDUM

ITEM NO. 4

DATE: OCTOBER 16, 2017
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: SOCIAL MEDIA UPDATE

SUMMARY

Communications and outreach through internet and social media platforms has become a critical communication tool for reaching broad audiences, including the general public, public officials, environmental organizations, media and other target populations concerned about groundwater. The Board of Directors recently authorized a radio advertising campaign on KNX-1070 AM News Radio to promote awareness of the District's efforts to become independent of imported water through development of locally sustainable projects. Staff will provide an update on social media progress and activities.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

For discussion.



MEMORANDUM

ITEM NO. 5

DATE: OCTOBER 16, 2017
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: WATER CONSERVATION MATERIALS AND BOTTLED WATER

SUMMARY

The Water Replenishment District of Southern California (WRD) participates in multiple community and outreach events throughout the year to educate the public about water and groundwater resources, particularly about WRD's role in providing half of the water supply for four million residents throughout the 43-city service area. As part of that participation, WRD often provides water conservation materials to promote conservation and bottled water to promote the District and its mission.

In recent years, demand for in-kind contributions have risen, allowing for increased opportunity for WRD External Affairs staff to broaden its communication outreach efforts. To meet the increased demand in the future, additional funding may be needed. Staff will provide an analysis on the past years' demands and forecasts for the future.

FISCAL IMPACT

None

STAFF RECOMMENDATION

For discussion and possible action.