

**EXTERNAL AFFAIRS COMMITTEE
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CA. 90712
11:00 AM, MONDAY, JULY 09, 2018**

AGENDA

Each item on the agenda, no matter how described, shall be deemed to include any appropriate motion, whether to adopt minute motion, resolution, payment of any bill, approval of any matter or action, or any other action. Items listed as "For information" or "For discussion" 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**
- 3. LEGISLATIVE REPORT**
Staff Recommendation: For discussion and possible action.
- 4. WRD EDUCATION OUTREACH**
Staff Recommendation: For discussion only.
- 5. EXTERNAL AFFAIRS DEPARTMENT REPORT FOR FISCAL YEAR 2017-18**
Staff Recommendation: The Committee will receive and file report.
- 6. CONFERENCE PARTICIPATION FOR JULY 2018 THROUGH DECEMBER 2018**
Staff Recommendation: The Committee will receive and file report.
- 7. CALIFORNIA LEAGUE OF CITIES SPONSORSHIP**
Staff Recommendation: The External Affairs Committee recommends the Board of Directors approve an additional \$5,000 sponsorship participation level with the California League of Cities' Women's Caucus.
- 8. WEFTEC CONFERENCE PARTICIPATION**
Staff Recommendation: The External Affairs Committee recommends the Board of Directors approve WRD's sponsorship participation to Water Environment Federation (WEFTEC) for an amount not to exceed \$5,000.
- 9. DEPARTMENT REPORT**
Staff Recommendation: The External Affairs Committee receive and file the report.

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

11. ADJOURNMENT

Agenda posted by Sherri Brown, on 07/06/2018. 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 meeting, please contact Deputy Secretary 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, www.wrd.org.

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 Deputy Secretary at, or prior to, the public hearing. Any written correspondence delivered to the District office before the District's final action on a matter will become a part of the administrative record.

**MEMORANDUM****ITEM NO. 4**

DATE: JULY 09, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: WRD EDUCATION OUTREACH

SUMMARY

The WRD Education Program provides a K-12 interactive curriculum and lesson plans that demonstrate the importance of groundwater, the basics of water sources and treatment, and the need for conservation. WRD Education staff are available for in-classroom demonstrations, exhibiting at environmental/education fairs, and as a resource for any water science related questions.

Knowing there are multiple water agencies across California with a mission to educate people on groundwater, water, conservation, water replenishment, and more, staff will discuss efforts necessary for outreach to other water agencies to collaborate in developing a unified water education curriculum.

FISCAL IMPACT

None at this time.

STAFF RECOMMENDATION

For discussion only.

**MEMORANDUM****ITEM NO. 5**

DATE: JULY 09, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: EXTERNAL AFFAIRS DEPARTMENT REPORT FOR FISCAL YEAR 2017-18

SUMMARY

The External Affairs Department provides a critical function to the success of WRD. Its mission is to provide for clear communications to the public, to the District's pumpers, and to local, state and federal legislators about the important role WRD plays in meeting the region's water needs. To that end, the External Affairs Department must provide effective communication outreach efforts, consistent outreach to legislative offices, carefully targeted education outreach services to different audiences and a visible conservation outreach program.

The duties and responsibilities in WRD's External Affairs Department fall into five broad categories:

1. Communications
2. Legislative Outreach
3. Education
4. Conservation
5. Event Planning

Staff will provide a summary of the department's FY 2017-18 accomplishments.

FISCAL IMPACT

None at this time

STAFF RECOMMENDATION

The Committee will receive and file report.

**MEMORANDUM****ITEM NO. 6**

DATE: JULY 9, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

**SUBJECT: CONFERENCE PARTICIPATION FOR JULY 2018 THROUGH
DECEMBER 2018**

SUMMARY

WRD has routinely participated in water industry and association conferences as part of its ongoing effort to engage organizations and educate industry leaders about the Water Independence Now (WIN) Program and the Albert Robles Center for Water Recycling and Environmental Learning. Through this outreach, WRD has had the opportunity to increase awareness of our mission to provide and protect high-quality groundwater to the region, as well as develop key relationships and partnerships with others who share this mission.

Regular participation in several water associations is pre-approved and allocated for in the annual budget and does not typically warrant additional Board approval. However, the conference participation outlined below includes events hosted by organizations not specifically included in the current FY 2018-19 budget, but with sponsorship opportunities falling within the allocated funds available for all conference and meeting participation.

Urban Water Institute Summer Conference

August 22-24, 2018 in San Diego, CA. WRD is sponsoring the Welcome Reception at the conference. The sponsorship amount is not to exceed \$2,500.

WaterReuse Annual Symposium

September 9-12, 2018 in Austin, TX. WRD is sponsoring as a Visionary Sponsor. This sponsorship includes 3 complimentary registrations and the opportunity for the Company Name and Logo on Official Symposium Bag Provided to Every Attendee (or on Hotel Key Cards Provided to All Attendees Staying at the Official Symposium Hotel). The sponsorship amount is not to exceed \$7,500.

Groundwater Resource Association – First Annual Western Groundwater Congress

September 25-27, 2018 in Sacramento, CA. WRD is sponsoring the President's Reception. The sponsorship amount is not to exceed \$2,250.

Association of California Water Agencies Fall Conference

November 27-30, 2018 in San Diego, CA. WRD is sponsoring at the "Fruit & Fused" level. The sponsorship amount is not to exceed \$1,500.

Approved funding exists in the FY 2018-19 budget to cover these sponsorships.

FISCAL IMPACT

None at this time.

STAFF RECOMMENDATION

The Committee will receive and file report.

**MEMORANDUM****ITEM NO. 7**

DATE: JULY 09, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: CALIFORNIA LEAGUE OF CITIES SPONSORSHIP

SUMMARY

September 12-14, 2016 in Long Beach, CA, WRD will be a sponsor of the Legislative Reception for the Women's Caucus of the California League of Cities. The Women's Caucus is a non-partisan diversity caucus organized within the League of California Cities. The Women's Caucus endorses and supports the League of California Cities (LCC) mission to restore and protect local control for cities through education and advocacy and to support policies that directly promote the development and redevelopment of safe and healthy cities. This event will provide WRD an opportunity to highlight our work on WIN and educate officials about the progress of GRIP. WRD had already committed to a \$5,000 sponsorship level. Due to a larger than anticipated rsvp response, organizers have requested WRD participate at a higher sponsorship level. Sponsorship funding is in the 2017-18 budget and would not to exceed a total amount of \$10,000.

FISCAL IMPACT

Funds for this purpose have been budgeted in account number: EAC 5910.

STAFF RECOMMENDATION

The External Affairs Committee recommends the Board of Directors approve an additional \$5,000 sponsorship participation level with the California League of Cities' Women's Caucus.

**MEMORANDUM****ITEM NO. 8**

DATE: JULY 9, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: WEFTEC CONFERENCE PARTICIPATION

SUMMARY

The Water Environment Federation (WEF) is a not-for-profit technical and educational organization of 34,000 individual members and 75 affiliated Member Associations representing water quality professionals around the world. Since 1928, WEF and its members have protected public health and the environment. As a global water sector leader, our mission is to connect water professionals; enrich the expertise of water professionals; increase the awareness of the impact and value of water; and provide a platform for water sector innovation.

WEF is the non-profit organization that brings you WEFTEC and this year, the conference will be held at the New Orleans Morial Convention Center on September 29 – October 3, 2018. Assistant General Manager Ken Ortega and External Affairs Manager Pete Brown will be giving a technical presentation and WRD is pursuing hosting a Private Dinner & Reception. The sponsorship amount is not to exceed \$5,000.

FISCAL IMPACT

Funds exist in the EA budget for the 2018-19 Fiscal Year.

STAFF RECOMMENDATION

The External Affairs Committee recommends the Board of Directors approve WRD's sponsorship participation to Water Environment Federation (WEFTEC) for an amount not to exceed \$5,000.



MEMORANDUM

ITEM NO. 9

DATE: JULY 9, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: DEPARTMENT REPORT

SUMMARY

Staff will report any significant department activities that are not agendaized and require no action on the part of the Committee.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

The External Affairs Committee receive and file the report.