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**
   
   *Pursuant to Government Code Section 54954.3*

3. **APPROVE MINUTES OF APRIL 9, 2018 MEETING OF THE EXTERNAL AFFAIRS COMMITTEE**
   
   *Staff Recommendation: The External Affairs Committee will approve minutes as submitted.*

4. **APPROVE MINUTES OF JULY 9, 2018 MEETING OF THE EXTERNAL AFFAIRS COMMITTEE**
   
   *Staff Recommendation: The External Affairs Committee will approve minutes as submitted.*

5. **APPROVE MINUTES OF AUGUST 13, 2018 MEETING OF THE EXTERNAL AFFAIRS COMMITTEE**
   
   *Staff Recommendation: The External Affairs Committee will approve minutes as submitted.*

6. **LEGISLATIVE REPORT**
   
   *Staff Recommendation: For discussion only.*

7. **DEVELOPMENT OF EDUCATIONAL WRD SERVICE AREA MAP TO ACCOMPANY ARC SCHOOL PROGRAM**
   
   *Staff Recommendation: The External Affairs Committee recommends the Board of Directors approve WRD's development of an educational WRD service area map to accompany the Albert Robles Center (ARC) School Program for an amount not to exceed $6,000.*

8. **GOVERNMENT SOCIAL MEDIA ORGANIZATION ANNUAL MEMBERSHIP**
   
   *Staff Recommendation: The External Affairs Committee recommends the Board of Directors approve WRD's membership to the Government Social Media Organization (GSMO) for an amount not to exceed $185 annually.*
9. **NEWSPAPERS IN EDUCATION PROGRAM**  
*Staff Recommendation:* The External Affairs Committee recommends the Board of Directors approve sponsorship of the Daily Breeze Newspapers in Education program for the 2018-19 school year in an amount not to exceed $1,200.

10. **LONG BEACH CHAMBER OF COMMERCE SPONSORSHIP**  
*Staff Recommendation:* The External Affairs Committee recommends the Board of Directors approve WRD's sponsorship participation to the Long Beach Chamber of Commerce State of the County event at the non-profit level for an amount not to exceed $1,095.

11. **WRD EDUCATION OUTREACH UPDATE**  
*Staff Recommendation:* For discussion only.

12. **2019 WRD SPECIAL EVENTS DISCUSSION**  
*Staff Recommendation:* For discussion only.

13. **SUPPORT FOR MEASURE W - SAFE CLEAN WATER PROGRAM**  
*Staff Recommendation:* The External Affairs Committee recommends the Board of Directors to support Measure W to allow for local, dedicated funding to increase our local water supply, improve water quality, and protect public health.

14. **DEPARTMENT REPORT**  
*Staff Recommendation:* The Committee will receive and file report.

15. **DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**  
*Staff Recommendation:* For discussion and possible action.

16. **ADJOURNMENT**  
*WRD offices will be closed on October 8 due to Indigenous Peoples’ Day. The next External Affairs Committee meeting date to be determined.*

Agenda posted by SHERRI BROWN, on 09/09/2018. In compliance with ADA requirements, this document can be made available in alternative formats upon request.
DATE: SEPTEMBER 10, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: APPROVE MINUTES OF APRIL 9, 2018 MEETING OF THE EXTERNAL AFFAIRS COMMITTEE

SUMMARY

A meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on April 9, 2018 at 11:10 a.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. Committee Chair Pro Tem Albert Robles called the meeting to order and presided thereafter. Senior Administrative Specialist Sherri Brown recorded the minutes.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

The External Affairs Committee will approve minutes as submitted.
A meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on April 9, 2018 at 11:10 a.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. Committee Chair Pro Tem Albert Robles called the meeting to order and presided thereafter. Senior Administrative Specialist Sherri Brown recorded the minutes.

1. DETERMINATION OF A QUORUM

A quorum was present, which included:
Committee: Committee Chair Pro Tem Albert Robles and Director Rob Katherman. President John D. S. Allen and.
Staff: Ken Ortega; Pete Brown; Andrew Thomas; Lyndsey Bloxom; Kim Bedescu; Jen Swart; Monica Sijder.
Public: Rick Taylor – Dakota Communications; Via Phone: Julie Chlopecki - Pacific Atlantic Partners; Bob Reeb - Reeb Government Relations, LLC; Awet Kidane - Kidane and Assoc..

2. PUBLIC COMMENT

Pursuant to Government Code Section 54954.3
None.

3. APPROVE MINUTES OF THE SPECIAL MEETING OF JANUARY 8, 2018

Upon a motion duly made by Director Katherman, seconded by Committee Chair Pro Tem Robles, and unanimously approved with President Allen and Directors Murray and Calderon absent, it was

RESOLVED: The External Affairs Committee recommended that the Board of Directors approved the minutes as submitted.

4. LEGISLATIVE REPORT

Manager of External Affairs Pete Brown introduced the legislative consultants who were reporting via teleconference. Julie Chlopecki of Pacific Atlantic Partners provided a report on Federal activities. She reported that she had made an inquiry to the United States Bureau of Reclamation regarding timing and any action required to receive a check for a Title XVI grant for the District.
Assistant General Manager Ken Ortega stated that WRD staff had been contacted by the USBR and advised of next steps in the process to get the money to the District. Committee Chair Pro Tem Robles requested that efforts be made to encourage Senator Diane Feinstein to come out to a special event in the May/June time period to present the check. Discussion followed.

Ms. Chlopecki continued her report regarding possible upcoming opportunities for WRD.

Bob Reeb of Reeb Government Relations, LLC and Awet Kidane of Kidane and Associates of updated the Committee on the State legislative year and current matters of importance in Sacramento. Mr. Reeb reported that he, Mr. Kidane and others have been working with Committee staff on the amendment to remove the sunset clause in Senator Allen’s Water Replenishment District bill SB963. Discussion followed.

Mr. Ortega said he had provided a presentation to the California Water Action Collaborative (CWAC). The Committee would like to have staff agendize a discussion regarding a possible interest in WRD rejoining the organization. Discussion followed.

The Committee Chair Pro Tem launched a discussion regarding ambassadors and past and possible recognitions for the Groundwater Festival in May. Discussion followed.

No action was taken on this item.

5. **AUTHORIZE AMENDMENT NO. 2 TO PROFESSIONAL SERVICES AGREEMENT FOR MEDIA TRAINING AND OUTREACH SUPPORT WITH MILAGRO STRATEGY GROUP**

   Upon a motion duly made by Director Katherman, seconded by Committee Chair Pro Tem Robles, and unanimously approved with President Allen and Directors Murray and Calderon absent, it was

   **RESOLVED:** The External Affairs Committee recommended that the Board of Directors approve Amendment No. 2, subject to approval as to form by District Counsel, with Milagro Strategy Group for an additional contract amount not to exceed $20,000 and expiring on December 31, 2019.

   This item will be added to the Consent Calendar of the Board of Directors meeting.

   Director Katherman made a motion to add a Subsequent Need item to the agenda as 6.A for a sponsorship of $2,500 for the State of California Millennials. The motion was seconded by Committee Chair Pro Tem Robles.
6. APPROVE 2018 SOUTHEAST YOUTH PROGRAM SPONSORSHIP FOR THE CALIFORNIA LATINO LEADERSHIP INSTITUTE
Upon a motion duly made by Director Katherman, seconded by Committee Chair Pro Tem Robles, and unanimously approved with President Allen and Directors Murray and Calderon absent, it was

RESOLVED: The External Affairs Committee recommended that the Board of Directors approve a sponsorship participation with the California Latino Leadership Institute for an amount not to exceed $5,000.

6.A SUBSEQUENT NEED ITEM – STATE OF CALIFORNIA MILLENNIALS SPONSORSHIP
Upon a motion duly made by Director Katherman, seconded by Committee Chair Pro Tem Robles, and unanimously approved with President Allen and Directors Murray and Calderon absent, it was

RESOLVED: The External Affairs Committee recommended that the Board of Directors approve a sponsorship participation with the State of California Millennials for an amount not to exceed $2,500.

This item will be added to the Consent Calendar of the Board of Directors meeting.

7. CALIFORNIA LEAGUE OF CITIES SPONSORSHIP
Upon a motion duly made by Committee Chair Pro Tem Robles, seconded by Director Katherman, and unanimously approved with President Allen and Directors Murray and Calderon absent, it was

RESOLVED: The External Affairs Committee recommended that the Board of Directors approve a sponsorship participation with the California League of Cities’ Women’s Caucus for an amount not to exceed $7,500.

This item will be added to the Consent Calendar of the Board of Directors meeting.

8. DEPARTMENT REPORT
Mr. Brown reported that staff is finalizing plans for the May 12th WRD Annual Groundwater Festival, and that an approximate total of $60,000 in outside sponsorships has been accumulated for the event. He stated that the goal is to not utilize any taxpayer or Rate Assessment funds, and so far the goal is on target. He said staff is creating a list of possible guests to be recognized at the festival – Federal, State, city and community level recipients. Discussion followed.
Mr. Brown announced that WRD is sponsoring and staff volunteers will be participating at the Friends of L.A. River event on April 28th.

Mr. Ortega reported that WRD had received four proposals for the Regional Brackishwater feasibility study. Discussion followed.

No action was taken.

9. DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF
The Committee raised the possibility of reverting External Affairs titles for department and staff back to Public Affairs, and agreed to agendize for discussion at the next scheduled meeting.

Director Katherman suggested the District provide more focus on educating children on water conservation and water issues. He asked staff to delegate someone on the team to take on the project of going to schools and providing materials to school-age children. Discussion followed.

10. ADJOURNMENT
There being no further business to come before the Committee, the meeting was adjourned at 11:55 A.M.

_____________________________  Chair

ATTEST:

___________________________  Member

Approved in minutes of:
DATE: SEPTEMBER 10, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: APPROVE MINUTES OF JULY 9, 2018 MEETING OF THE EXTERNAL AFFAIRS COMMITTEE

SUMMARY

A meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on July 9, 2018 at 11:17 a.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. Chairman Pro Tem Sergio Calderon called the meeting to order and presided thereafter. Senior Administrative Specialist Sherri Brown recorded the minutes.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

The External Affairs Committee will approve minutes as submitted.
A meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on July 9, 2018 at 11:17 a.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. Chairman Pro Tem Sergio Calderon called the meeting to order and presided thereafter. Senior Administrative Specialist Sherri Brown recorded the minutes.

1. **DETERMINATION OF A QUORUM**

   A quorum was present, which included:
   
   Committee: Chair Pro Tem Sergio Calderon, President John D. S. Allen and Director Robert Katherman. Director Willard H. Murray, Jr. was excused.
   
   Staff: Pete Brown; Jenna Shaunessy; Monica Sijder; Kimberly Badescu
   
   Public: Maria Kennedy - Kennedy Communications; Via Phone: WRD President John D. S. Allen; Julie Chlopecki - Pacific Atlantic Partners; Bob Reeb - Reeb Government Relations, LLC; Rick Taylor - Dakota Communications

2. **PUBLIC COMMENT**

   Pursuant to Government Code Section 54954.3

   None.

3. **LEGISLATIVE REPORT**

   Bob Reeb of Reeb Government Relations, LLC updated the Committee on current State legislative matters of importance to WRD. He reported that the California State Legislature is currently in summer recess, and will return August 6th and work through August 31st to conclude the session. He also reported that Senate Bill 963 was on the Assembly third reading file ready to be read on the floor, but it has not yet been taken up as Assembly sponsor.

   Discussion of other matters followed.

   Julie Chlopecki of Pacific Atlantic Partners provided the report. She stated that the House and Senate are in recess at this time. Discussion followed.

   Maria Kennedy of Kennedy Communications stated that she is working on a letter of interest for Water Infrastructure Finance and Innovation Act (WFIA) funding for Sativa. Discussion followed.

   Manager of External Affairs Pete Brown reported the fall retreat will be scheduled for after the November elections and before the Christmas holidays. Discussion followed.
No action was taken on this item.

4. **WRD EDUCATION OUTREACH**

Mr. Brown provided the report. He presented an overview of the Water Education for Teachers (WET) Program. Communication and Education Services Representative Jenn Swart provided a detailed report of the curriculum for Education and Environment Institution (EEI).

Mr. Brown provided reports on upcoming Career Days and Science Fairs, and the Next Generation Science Standards Program, which will be set up at numerous schools of all levels including pre-service (about to move to classrooms to teach). Discussion followed.

Newest WRD Engineer Jessica Koop was introduced to the Committee.

No action was taken.

5. **EXTERNAL AFFAIRS DEPARTMENT REPORT FOR FISCAL YEAR 2017-18**

Mr. Brown presented an overview of External Affairs department accomplishments for 2017-18. He reported that the department is performing under budget. Discussion followed.

The Committee requested that staff consolidate the meeting calendars and event calendars to submit to them each week.

The External Affairs Committee received and filed report.

6. **CONFERENCE PARTICIPATION FOR JULY 2018 THROUGH DECEMBER 2018**

Mr. Brown provided the report. Discussion followed.

The External Affairs Committee received and filed report.

7. **CALIFORNIA LEAGUE OF CITIES SPONSORSHIP**

Upon a motion duly made by President Allen, seconded by Director Katherman, and unanimously approved with Director Murray absent, it was

RESOLVED: The External Affairs Committee recommended that the Board of Directors approve an additional $5,000 sponsorship participation level with the California League of Cities’ Women’s Caucus.

This will be a Consent Calendar item on the agenda of the next Board of Directors meeting.

8. **WEFTEC CONFERENCE PARTICIPATION**

Mr. Brown reported that the conference will be held in New Orleans in October. He stated that he and Assistant General Manager Ken Ortega are slated to speak at the event.
Upon a motion duly made by President Allen, seconded by Director Katherman, and unanimously approved with Director Murray absent, it was

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

This will be a Consent Calendar item on the agenda of the next Board of Directors meeting.

9. DEPARTMENT REPORT
Mr. Brown said that the company that was entrusted with the design-build project of the Administrative building lobby, MAD Systems will be utilizing WRD’s 4040 Paramount Boardroom and lobby space to host an Audio Visual Industry event on August 23rd.

10. DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF
President Allen requested a copy of the Budget Advisory Committee Resolution.
Director Katherman requested that staff add an agenda item to discuss the possibility of an Advisory Committee for Brackishwater for the Water Resources Committee meeting scheduled for July 17th and that staff also get together a list of possible stakeholders for the Advisory Committee. Discussion followed.
Ms. Kennedy reported that there is a possible dissolution of the Sativa Water District due to recent challenges they have faced. Discussion followed.
No action was taken.

11. ADJOURNMENT
There being no further business to come before the Committee, the meeting was adjourned at 12:51 P.M.

______________________________
Chair

ATTEST:

___________________________
Member

Approved in minutes of:
MEMORANDUM
ITEM NO. 5

DATE: SEPTEMBER 10, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: APPROVE MINUTES OF AUGUST 13, 2018 MEETING OF THE EXTERNAL AFFAIRS COMMITTEE

SUMMARY
A meeting of the External Affairs Committee of the Board of Directors of the Water Replenishment District of Southern California was held on August 13, 2018 at 11:13 a.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. Chairman Pro Tem John D. S. Allen called the meeting to order and presided thereafter. Senior Administrative Specialist Sherri Brown recorded the minutes.

FISCAL IMPACT
None.

STAFF RECOMMENDATION
The External Affairs Committee will approve minutes as submitted.
MINUTES OF AUGUST 13, 2018
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 August 13, 2018 at 11:13 a.m., at the District Office, 4040 Paramount Boulevard, Lakewood, California 90712. Chairman Pro Tem John D. S. Allen called the meeting to order and presided thereafter. Senior Administrative Specialist Sherri Brown recorded the minutes.

1. DETERMINATION OF A QUORUM
A quorum was present, which included:
Committee: Committee Chair Pro Tem John D. S. Allen; Director Rob Katherman. Director Willard H. Murray, Jr. arrived after the meeting recessed. Director Sergio Calderon was excused.
Staff: Pete Brown; Angie Mancillas; Kim Badescu; Jenn Swart
Public: Rick Taylor - Dakota Communications; Via Phone: Julie Chlopecki - Pacific Atlantic Partners; Bob Reeb - Reeb Government Relations, LLC; Awet Kidane - Kidane and Assoc.

2. PUBLIC COMMENT
Pursuant to Government Code Section 54954.3
None.

3. APPROVE MINUTES OF JUNE 11, 2018 MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
Upon a motion duly made by Director Katherman, seconded by Chair Pro Tem Allen, and unanimously approved with Directors Murray and Calderon absent, it was
RESOLVED: That the External Affairs Committee approved the minutes as submitted.

9. LEGISLATIVE REPORT
This item was taken out of order.

Awet Kidane of Kidane and Associates in Sacramento reported that Senate Bill 963 will be heard for a third reading on Thursday, August 16th with no opposition, and has received the green light from the Governor’s office that there are no problems. Discussion followed.

Manager of External Affairs provided a possible date for the Legislative Retreat as Tuesday, November 13th at 10:00 A.M. More details are to come, but they will also consider a tour at the Albert Robles Center construction site. Discussion followed.
Bob Reeb of Reeb Government Relations, LLC updated the Committee on current State legislative matters of importance to WRD. He reported that the pending Mike Gipson/Sativa legislation regarding the Urban Supplier Customer Water Tax Proposal is a work-in-progress. He provided more background about the purpose and status of the bill. Discussion followed.

Julie Chlopecki of Pacific Atlantic Partners reported that the House and Senate are currently out of session; but the Senate will be back in on Wednesday. She provided an update regarding other current government matters. Discussion followed.

No action was taken on this item.

4. **SPONSORSHIP FOR LADIES TKO WATER FOR LA COUNTY FIRE FIGHTERS**
   
   Manager of External Affairs Pete Brown provided an overview. Director Katherman reported on this item.

   Upon a motion duly made by Director Katherman, seconded by Chair Pro Tem Allen, and unanimously approved with Directors Murray and Calderon absent, it was

   **RESOLVED:** That the External Affairs Committee recommended the Board of Directors approve WRD's sponsorship participation to the Ladies TKO Water for Fire Fighters for an amount not to exceed $1,000.

   This item will be added to the Consent Calendar of the Board of Directors meeting.

5. **SOUTH COAST AIR QUALITY MANAGEMENT DISTRICT ENVIRONMENTAL JUSTICE CONFERENCE**

   Upon a motion duly made by Director Katherman, seconded by Chair Pro Tem Allen, and unanimously approved with Directors Murray and Calderon absent, it was

   **RESOLVED:** That the External Affairs Committee recommended the Board of Directors approve WRD's sponsorship participation to the South Coast Air Quality Management District Environmental Justice Conference for an amount not to exceed $2,500.

   This item will be added to the Consent Calendar of the Board of Directors meeting.

6. **SPONSORSHIP FOR ANNUAL LABOR BREAKFAST AND WORKING PEOPLE AWARDS**

   Upon a motion duly made by Director Katherman, seconded by Chair Pro Tem Allen, and unanimously approved with Directors Murray and Calderon absent, it was
RESOLVED: That the External Affairs Committee recommended the Board of Directors approve WRD’s sponsorship participation to the Annual Labor Breakfast & Working People Awards for an amount not to exceed $2,500.

This item will be added to the Consent Calendar of the Board of Directors meeting.

7. **WRD WATER BOTTLE ANALYSIS**
Mr. Brown reported on the results of an analysis on the replacement of plastic water bottles with “boxed water” for distribution at community outreach events and programs. He showed that the research had found the cost of paper cartons was extremely higher, did not hold up in ice chests, increased cost for branding and held no redemption value in contrast to WRD’s currently utilized plastic bottles.

The Committee agreed that the District that it is in the best interest of the District financially to continue with plastic bottles.

8. **AUTHORIZE AMENDMENT NO. 1 TO PROFESSIONAL SERVICES AGREEMENT FOR LEGISLATIVE SUPPORT WITH KIDANE & ASSOCIATES AND LANG, HANSEN, O’MALLEY & MILLER**
Mr. Brown provided the report for this item. Discussion followed.

Upon a motion duly made by Director Katherman, seconded by Chair Pro Tem Allen, and unanimously approved with Directors Murray and Calderon absent, it was

RESOLVED: That the External Affairs Committee recommended the Board of Directors approve Amendment No. 1, subject to approval as to form by District Counsel, with Kidane & Associates, and Lang, Hansen, O’Malley & Miller for an additional amount not to exceed $144,000.00 and extend the term of the agreement to September 30, 2019.

This matter will be on the agenda of the next Board of Directors meeting as a regular item for review and approval.

10. **DEPARTMENT REPORT**
Mr. Brown reported that the Water Environment Federation's Technical Exhibition and Conference (WEFTEC) is coming up September 29-October 3, and updated the Committee on other upcoming events. Discussion followed.

11. **DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**
The Committee requested that staff bring back a report in writing to the next External Affairs Committee meeting regarding possibly increasing the allowances for grants and subscriptions, increasing Directors’ travel and legislative expenses, and increasing the Directors’ conference budget for more participation. Discussion followed.
The External Affairs Committee called for a recess at 12:30 p.m. until 2:00 p.m.
The meeting reconvened at 2:00 P.M. Director Katherman departed the meeting.
Director Murray arrived at the meeting and took his seat as the Chair. All items on
the agenda were recapped to bring the Committee Chair up to speed.

On Item 7, The Committee Chair moved to continue with plastic bottles. President
Allen seconded the motion.

The Committee went into Closed Session at 2:35 P.M.

The meeting reconvened at 2:38 P.M. President Allen reported out from Closed
Session that the discussion was regarding appropriate compensation for the
External Affairs Manager. He stated that this matter will be tabled for discussion in
Closed Session at the Board of Directors meeting.

12.  ADJOURNMENT
The Committee unanimously agreed to change the time for the meeting currently
scheduled for September 10th to 1:00 P.M.

There being no further business to come before the Committee, the meeting was
adjourned at 2:50 P.M.

______________________________  Chair

ATTEST:

______________________________  Member

Approved in minutes of:

MEMORANDUM
ITEM NO. 6

DATE:           SEPTEMBER 10, 2018

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, respectively.

2018 State Legislative Calendar

SEPTEMBER
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.

OCTOBER
Oct. 1 – Bills enacted on or before this date take effect January 1, 2019.

NOVEMBER
Nov. 6 – General Election.

FISCAL IMPACT

None at this time

STAFF RECOMMENDATION

For discussion only.
MEMORANDUM
ITEM NO. 7

DATE: SEPTEMBER 10, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: DEVELOPMENT OF EDUCATIONAL WRD SERVICE AREA MAP TO ACCOMPANY ARC SCHOOL PROGRAM

SUMMARY

As a supplement to WRD’s ongoing education program, staff has begun to develop curriculum, tours, and interactive programs that will coordinate with the future ARC exhibitry. Curriculum materials including lesson plans and worksheets will be provided to teachers, in conjunction with their visit to the center to maximize the educational opportunities provided to students.

In addition, WRD staff is developing an educational service area map that will be provided as a printed poster to classrooms located within the District’s service area. The map will include WRD owned facilities, other partner agency facilities, and other key water resource elements that will enable teachers and students to better connect with WRD as a management entity and truly understand "where they fall" in our world of water.

The purpose of this map requires that the content be relatable to the other programs and exhibits students will experience while visiting the ARC site. While curriculum development continues, WRD is in the process of developing educational exhibitry for the Albert Robles Center for Water Recycling and Environmental Learning (ARC). Ideally, the artwork for both the map and ARC exhibitry would be complimentary. For this reason, staff recommends using the consultant producing the exhibit design, Mad Systems, to develop the map graphics and layout, a task not included in the ARC exhibitry contract. This will not only produce a cohesive educational experience for students, but the consultant will also be able to capitalize on graphics that are already being developed for exhibits within ARC, which will reduce the overall production time and cost.
FISCAL IMPACT

The total project cost is not to exceed $6,000. Funds exit in the EA budget for the 2018-19 Fiscal Year under EAE 5620.

STAFF RECOMMENDATION

The External Affairs Committee recommends the Board of Directors approve WRD’s development of an educational WRD service area map to accompany the Albert Robles Center (ARC) School Program for an amount not to exceed $6,000.
MEMORANDUM
ITEM NO. 8

DATE: SEPTEMBER 10, 2018
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: GOVERNMENT SOCIAL MEDIA ORGANIZATION ANNUAL MEMBERSHIP

SUMMARY

WRD Public Affairs staff are continually working to keep up to date with current trends, best practices, and tools for a robust and effective social media presence. Being a government agency however, does present certain limitations or special parameters from which staff must operate WRD’s social media accounts such as (but not limited to) Facebook, Instagram, and Twitter.

As such, staff recommends that WRD join the Government Social Media Organization with an annual membership of $185 so that WRD can benefit from a national network of government agencies. Members have access to forums, groups, member-only monthly webinars and other exclusive online resources through GSMO.org. Perhaps the most valuable resource is the ability to make direct connection with counterparts in other agencies similar to WRD.

The Government Social Media Organization (GSMO) is the first national network for U.S. local, state and regional government social media managers. GSMO’s goal is to facilitate an environment where government entities can network, collaborate share best practices for using social media.

FISCAL IMPACT

$185 Annually. Funds exist in the EA budget for the 2018-19 Fiscal Year under EAE 5626 Regional Memberships.
STAFF RECOMMENDATION

The External Affairs Committee recommends the Board of Directors approve WRD’s membership to the Government Social Media Organization (GSMO) for an amount not to exceed $185 annually.
MEMORANDUM
ITEM NO. 9

DATE: SEPTEMBER 10, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: NEWSPAPERS IN EDUCATION PROGRAM

SUMMARY

The Daily Breeze established the Newspapers in Education Program as a tool to assist schools, teachers and students in classroom learning. This important program benefits our students by providing an innovative and interesting way of learning. Teachers use the newspaper to teach a variety of subjects including reading, math, science, writing and geography.

Support for this program provides the following benefits for schools:

- Each student in your sponsored classroom will receive a personal copy of the Newspaper.
- The students learn from an up-to-date real world source.
- Hard-working teachers receive lesson plans and other valuable teaching tools.

The Daily Breeze recognizes supporters of this youth and community program each month in their ‘Thank You’ advertisement in the Newspaper for an entire full year.

FISCAL IMPACT

The 2018-19 Newspapers in Education Program is not to exceed $1,200. Funding for the program is available in the approved budget for the 2018/2019 Fiscal Year under EAE 5623 “Newspapers.”
STAFF RECOMMENDATION

The External Affairs Committee recommends the Board of Directors approve sponsorship of the Daily Breeze Newspapers in Education program for the 2018-19 school year in an amount not to exceed $1,200.
MEMORANDUM
ITEM NO. 10

DATE: SEPTEMBER 10, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: LONG BEACH CHAMBER OF COMMERCE SPONSORSHIP

SUMMARY

On Thursday November 29, 2018 at 11:30 AM, the Long Beach Chamber of Commerce will host Los Angeles County Supervisor Janice Hahn during their 2018 State of the County Luncheon. The event offers WRD the opportunity to communicate the important work by the District, including the Albert Robles Center (ARC) and Leo J. Vander Lans Advanced Water Treatment Facility in Long Beach.

Last year, the District sponsored at the non-profit level and the Long Beach Chamber of Commerce has reached out to WRD to consider becoming a sponsor again for the FY 2018-19.

FISCAL IMPACT

$1,095. Funds exist in the EA budget for the 2018-19 Fiscal Year under EAC 5910 Regional Sponsorships.

STAFF RECOMMENDATION

The External Affairs Committee recommends the Board of Directors approve WRD’s sponsorship participation to the Long Beach Chamber of Commerce State of the County event at the non-profit level for an amount not to exceed $1,095.
MEMORANDUM
ITEM NO. 11

DATE: SEPTEMBER 10, 2018

TO: BOARD OF DIRECTORS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: WRD EDUCATION OUTREACH UPDATE

SUMMARY

The WRD Education Program features interactive lessons 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, WRD Staff is currently discussing collaboration opportunities with other Water Agencies to collaborate in creating a single, concise Water Education Curriculum.

This report is part of the monthly updates on the development of the curriculum and partnerships.

FISCAL IMPACT

None at this time

STAFF RECOMMENDATION

For discussion only.
DATE:          SEPTEMBER 10, 2018

TO:            EXTERNAL AFFAIRS COMMITTEE

FROM:          ROBB WHITAKER, GENERAL MANAGER

SUBJECT:       2019 WRD SPECIAL EVENTS DISCUSSION

SUMMARY

The 2019 WRD calendar is expected to be filled with multiple large events. WRD is expected to hold three major events including: (1) the Grand Opening of ARC; (2) The 12th Annual Groundwater Festival; and (3) the WRD 60th Anniversary Celebration. In addition, WRD will be hosting at least one tour for WateReuse in mid-March.

Staff will provide the Committee an update on planning efforts for each of the events mentioned above.

FISCAL IMPACT

None at this time

STAFF RECOMMENDATION

For discussion only.
MEMORANDUM
ITEM NO. 13

DATE: SEPTEMBER 10, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: SUPPORT FOR MEASURE W - SAFE CLEAN WATER PROGRAM

SUMMARY

The L.A. County Board of Supervisors approved the Safe Clean Water Program and funding measure at a public hearing on Tuesday, July 17, 2018. Approval by the L.A. County Board of Supervisors places this measure on the ballot for consideration by voters on November 6, 2018.

If approved by 66.7% of voters, the Safe, Clean Water Program would generate approximately $300 million per year by implementing a special parcel tax of 2.5 cents per square foot of impermeable surface area — paved/built areas where rainfall cannot be absorbed into the ground and instead runs off as stormwater — on private property in the L.A. County Flood Control District (about $83 per year for the median home). Publicly owned parcels, including schools, are exempt under state law. Credits for property owners who have installed stormwater-capture improvements are included. Qualifying low-income seniors and non-profit organizations are eligible for exemption. Developed in collaboration with public health, environmental groups, cities, business, labor, and community-based organizations, the Safe Clean Water Program would:

• Implement a new plan for L.A.’s water system to capture the billions of gallons of water we lose each year.
• Help protect our coastal waters and beaches from the trash and contaminants in stormwater that make people sick and threaten marine life.
• Modernize our 100 year-old water system infrastructure, using a combination of nature, science, and new technology.
• Help protect public health, ensuring safer, greener, healthier, and more livable spaces for all.
• Prepare our region for the effects of a changing climate — including recurring cycles of drought, wildfire, and flooding.
• Require strict community oversight and independent auditing which would ensure local monies raised would stay local.

FISCAL IMPACT

None

STAFF RECOMMENDATION

The External Affairs Committee recommends the Board of Directors to support Measure W to allow for local, dedicated funding to increase our local water supply, improve water quality, and protect public health.
MEMORANDUM
ITEM NO. 14

DATE: SEPTEMBER 10, 2018

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: DEPARTMENT REPORT

SUMMARY

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

FISCAL IMPACT

None

STAFF RECOMMENDATION

The Committee will receive and file report.