

**MEETING OF THE EXTERNAL AFFAIRS COMMITTEE  
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA  
4040 PARAMOUNT BLVD., LAKEWOOD, CA., 90712  
11:00 AM, MONDAY, APRIL 8, 2019**

**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" 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. LEGISLATIVE REPORT**  
*Staff Recommendation: For discussion and possible action.*
- 4. APPROVAL OF PARTNERSHIP WITH THE LOS ANGELES REGIONAL ADULT EDUCATION CONSORTIUM (LARAEC)**  
*Staff Recommendation: The External Affairs Committee recommends that the Board of Directors approve a partnership with LARAEC.*
- 5. AUTHORIZATION TO EXECUTE AMENDMENT NO. 2 OF PROFESSIONAL SERVICES AGREEMENT NO. 835 WITH CCE CONSULTING FOR COMMUNITY OUTREACH SUPPORT SERVICES**  
*Staff Recommendation: The External Affairs Committee recommends that the Board of Directors approve Amendment 2 subject to approval as to form by District Counsel, with CCE Consulting Group for Community Outreach Support Services for an additional 18 months and an additional amount not to exceed \$200,000.*
- 6. APPROVAL OF A SPONSORSHIP FOR THE ANNUAL AMERICAN RED CROSS HOMETOWN HEROES LUNCHEON**  
*Staff Recommendation: The External Affairs Committee recommends that the Board of Directors approve a sponsorship for the Annual American Red Cross Hometown Heroes Luncheon for an amount not to exceed \$2,500.*
- 7. APPROVAL OF REGIONAL SPONSORSHIPS FOR FY2019-20**  
*Staff Recommendation: The External Affairs Committee recommends that the Board of Directors approve WRD's additional regional sponsorships for an amount not to exceed \$24,500.*
- 8. WEBSITE DISCUSSION**  
*Staff Recommendation: For discussion and possible action.*

**9. WRD EDUCATION OUTREACH REPORT**

*Staff Recommendation:* For discussion and possible action.

**10. DEPARTMENT REPORT**

*Staff Recommendation:* The External Affairs Committee receive and file the report.

**11. DIRECTORS' REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**

**12. ADJOURNMENT**

*The Committee will adjourn to the next regular meeting currently scheduled on May 13, 2019, at 11:00 a.m.*

In compliance with the Americans with Disabilities Act (ADA), if special assistance is needed to participate in the meeting, please contact Brandon Mims, 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 are available at the District's website, [www.wrd.org](http://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. 3**

**DATE: APRIL 8, 2019**  
**TO: EXTERNAL AFFAIRS COMMITTEE**  
**FROM: ROBB WHITAKER, GENERAL MANAGER**  
**SUBJECT: LEGISLATIVE REPORT**

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**SUMMARY**

WRD's Federal and State Legislative Consultants will update the External Affairs Committee on legislation impacting the District. They will also alert the committee about potential funding opportunities available to the district that will allow WRD to accomplish its goals.

In addition, our state consultants will update the committee on WRD sponsored legislation including AB955 (Needs Assessment Legislation) and SB519 (Underground Storage Tank Cleanup Fund Legislation)

Legislative Consultants:

Julie Chlopecki, Pacific Atlantic Partners

Bob Reeb, Reeb Government Relations, LLC

Awet Kidane, Kidane and Associates

Bob Giroux, Lang, Hansen, O'Malley & Miller

**FISCAL IMPACT**

None

**STAFF RECOMMENDATION**

For discussion and possible action.



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

**DATE:** APRIL 8, 2019  
**TO:** EXTERNAL AFFAIRS COMMITTEE  
**FROM:** ROBB WHITAKER, GENERAL MANAGER  
**SUBJECT:** APPROVAL OF PARTNERSHIP WITH THE LOS ANGELES REGIONAL ADULT EDUCATION CONSORTIUM (LARAEC)

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**SUMMARY**

Los Angeles Regional Adult Education Consortium's (LARAEC) mission is to sustain, expand, and improve adult education. LAREAC serves as the largest adult education consortium in California, with a geographic footprint of over 800 miles and 100,000 students. They work in collaboration with five member districts: Burbank USD, Culver City USD, LAUSD, Montebello USD, and the Los Angeles Community College District.

By partnering with LAREAC, the Water Replenishment District will be able to disseminate important information regarding groundwater and upcoming projects. LARAEC also provides a forum for WRD to communicate to the community it serves about the Albert Robles Center for water Recycling and Environmental Learning. This partnership would also allow WRD to place our logo alongside LARAEC's on promotional items including tote bags.

**FISCAL IMPACT**

None

**STAFF RECOMMENDATION**

The External Affairs Committee recommends that the Board of Directors approve a partnership with LARAEC.



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

**DATE: APRIL 8, 2019**

**TO: EXTERNAL AFFAIRS COMMITTEE**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: AUTHORIZATION TO EXECUTE AMENDMENT NO. 2 OF PROFESSIONAL SERVICES AGREEMENT NO. 835 WITH CCE CONSULTING FOR COMMUNITY OUTREACH SUPPORT SERVICES**

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**SUMMARY**

The CCE Consulting Group has assisted WRD in its outreach efforts with the Albert Robles Center (ARC) as part of the public advocacy and awareness campaign to educate and gain support from various stakeholders of the District's ARC outreach initiatives. These efforts include conducting community outreach activities, identifying stakeholders within WRD's service area, Spanish Media Outreach, and 24-hour hotline response.

The District is seeking to extend the period of the contract and provide an additional budget amount for the increased scope of work as defined in Exhibit B of Amendment No. 2.

Additional outreach is needed to inform the public WRD's new Advanced Water Treatment Facility and Learning Center in the city of Pico Rivera. These outreach efforts will build upon the trusting working relationships with District stakeholders, community members, educators, and more. Staff recommends a monthly retainer of \$10,000 for a total contract amount not to exceed \$200,000 and expiring on December 31, 2020.

**FISCAL IMPACT**

The total cost of this Amendment is \$10,000 a month for a total amount not to exceed of \$200,000.00. Funds for this amendment will be budgeted in FY 19/20 and FY 20/21

**STAFF RECOMMENDATION**

The External Affairs Committee recommends that the Board of Directors approve Amendment 2 subject to approval as to form by District Counsel, with CCE Consulting

Group for Community Outreach Support Services for an additional 18 months and an additional amount not to exceed \$200,000.

**AMENDMENT NO.2 TO CONTRACT NO. 835  
AGREEMENT FOR PROFESSIONAL SERVICES  
BETWEEN  
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA  
AND  
CCE CONSULTING GROUP**

This Amendment No.2 to Contract No. 835 (“Amendment No. 2”), is made and entered into this \_\_\_ day of March, 2019 (“Effective Date”), by and between the Water Replenishment District of Southern California (hereinafter “District”), and CCE Consulting Group, (hereinafter “Consultant”). The District and Consultant are collectively referred to herein as the “Parties”.

**I. RECITALS**

A. WHEREAS, On July 16, 2015, a certain agreement, hereinafter referred to as Contract No. 835 (“Agreement”), was executed between the District and Consultant for Consultant to assist the District in its public outreach efforts related to the Groundwater Reliability Improvement Project (GRIP); and

B. WHEREAS, on May 16<sup>th</sup>, 2018 the District and Consultant entered into Amendment No. 1 in order to extend the term of the Agreement and increase the budgetary amount; and

C. WHEREAS, District and Consultant desire to enter into this Amendment No.2 in order to increase the budgetary amount, revise the Consultant’s Scope of Work and extend the term of the Agreement, as set forth below.

**II. AMENDMENT**

NOW, THEREFORE, in consideration of the mutual covenants, promises and agreements set forth, it is agreed the aforesaid Agreement as amended to date, a copy of which is attached hereto as Exhibit “A”, and incorporated herein by reference, shall remain in full force and effect except as otherwise hereinafter provided.

1. Term of Agreement: The term of the Agreement shall be extended to December 31, 2020 (the “Expiration Date”).

2. Consultant Rate Schedule: The existing budgetary amount shall be increased by an amount not to exceed Two Hundred Thousand Dollars (\$200,000.00) for the services contemplated by this Amendment No. 2. As of the date of this Amendment No. 2, Consultant shall be compensated with a monthly fee of \$10,000.00 for all services outlined herein;

3. Scope of Work: The existing Scope of Work of the Agreement is hereby supplanted with the scope of work attached hereto as Exhibit “B” and incorporated herein by this reference.

4. Remaining Portion of the Agreement: Except as otherwise expressly set forth in this Amendment No.2, all other provision of the Agreement as amended to date shall remain in full force and effect between the Parties.

IN WITNESS WHEREOF, the parties have caused this Amendment No. 2 to the Agreement to be executed as of the Effective Date.

**CCE CONSULTING GROUP, ("CONSULTANT")**

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Print Name*

\_\_\_\_\_  
*Title*

**WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA**

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Print Name*

President, Board of Directors

\_\_\_\_\_  
*Title*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Print Name*

Secretary, Board of Directors

\_\_\_\_\_  
*Title*

**Approved As To Form**

\_\_\_\_\_  
Leal Trejo, APC Attorneys for the Water  
Replenishment District of Southern California



**EXHIBIT "A"**

**EXHIBIT “B”**  
**SCOPE OF WORK**

CCE Consulting Group will provide a variety of public relations consulting services to include, but not limited to, the following community outreach services as part of WRD’s overall public advocacy and awareness campaigns to educate various stakeholders of WRD’s groundwater replenishment and conservation initiatives.

1.0 Stakeholder Outreach:

CCE Consulting Group will identify and reach out to key stakeholders within the WRD service area. These stakeholders include but are not limited to: government officials, community leaders, school districts, private industries, religious leaders, labor organizations, environmental groups, chambers of commerce, community-based organizations, service organizations, neighborhood councils, and homeowners associations.

CCE Consulting Group will identify these stakeholders and assist in coordinating, conducting, and implementing direct outreach activities and tours to educate stakeholders of ARC initiatives. CCE Consulting Group will setup meetings with key stakeholders and help identify, develop, and implement various outreach methods to best reach out to all stakeholders within WRD’s service area.

CCE will continue to identify key stakeholder categories to conduct community engagement activities for the duration of the contract, and will remain flexible and conduct community outreach activities as it becomes appropriate and as instructed by WRD.

2.0 Spanish Speaking Media Outreach:

CCE will reach out to the diverse Spanish-speaking media and constituents across the WRD service areas as instructed by WRD.

CCE will coordinate and serve as a liaison with Spanish media for interview and coverage opportunities. Working closely with the team, CCE will reach out to Spanish language media with messages to target key demographics in the Spanish language market. Messages will be developed by working closely with the Strategic Media Director to ensure that the overall messaging is consistent with WRD’s outreach programs.

CCE will also seek earned media opportunities with Spanish language media outlets to complement the strategic outreach efforts of WRD. CCE will seek earned media opportunities in print with op-ed pieces, and through local radio and television programs that emphasize public affairs and local issues.



## **MEMORANDUM**

### **ITEM NO. 6**

**DATE: APRIL 8, 2019**

**TO: BOARD OF DIRECTORS**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: APPROVAL OF A SPONSORSHIP FOR THE ANNUAL AMERICAN RED CROSS HOMETOWN HEROES LUNCHEON**

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### **SUMMARY**

Each year, the American Red Cross honors community members who have demonstrated heroism through extraordinary acts of courage and humanitarian service. This event is being held in the City of Carson and will be attended by community leaders from throughout WRD's service area.

A sponsorship includes a recognition at the event as well as opportunities for hosting an emergency preparedness class at the WRD Headquarters and Employee Engagement opportunities with the American Red Cross.

### **FISCAL IMPACT**

Fiscal impact to the 2018-19 budget is \$2,500. This expense was not specifically budgeted; so the amount will come from reserves.

### **STAFF RECOMMENDATION**

The External Affairs Committee recommends that the Board of Directors approve a sponsorship for the Annual American Red Cross Hometown Heroes Luncheon for an amount not to exceed \$2,500.



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

**DATE: APRIL 8, 2019**

**TO: EXTERNAL AFFAIRS COMMITTEE**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: APPROVAL OF REGIONAL SPONSORSHIPS FOR FY2019-20**

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**SUMMARY**

As part of the District's water education program, WRD provides regional sponsorships to organizations throughout the service area to advance WRD's outreach efforts and educate the public about WRD's vital function in our service area's water infrastructure. Through these sponsorships, the District has successfully raised awareness about WRD's efforts to create locally sustainable and resilient projects that will protect the region from future droughts.

The board has previously approved a list of regional sponsorships totaling \$90,000. The attached list of regional sponsorships represents sponsorships that are beneficial to the district's outreach programs but were not identified in the previous list. These regional sponsorships equal \$24,500 for a total of \$114,500 in regional sponsorships for FY2019-20.

**FISCAL IMPACT**

The fiscal impact to the 2019-20 Budget will be \$24,500. The funds will be added to the District's Regional Sponsorships as part of the 2019-20 budget adoption process. Regional sponsorships are paid for through non-replenishment assessment revenue (interest income or property tax income).

**STAFF RECOMMENDATION**

The External Affairs Committee recommends that the Board of Directors approve WRD's additional regional sponsorships for an amount not to exceed \$24,500.

<b>Item</b>	<b>Description</b>	<b>Budget</b>
NAACP Conference	Sponsorship	\$2,500
Climate Resolve Annual Gala	Sponsorship	\$1,000
Coro Fellowship	Sponsorship	\$1,500
South County Labor Annual Breakfast	Sponsorship	\$2,000
Greater Los Angeles African American Chamber of Commerce Gala	Sponsorship	\$5,000
SCAQMD Environmental Justice Conference	Sponsorship	\$2,500
Upgrade LA Meet the Decision Makers Breakfast	Sponsorship	\$2,500
American Red Cross Hometown Heroes Awards Banquet	Sponsorship	\$2,500
California Environmental Education Foundation (CEEF) Alliance	Sponsorship	\$2,500
Young Invincibles	Sponsorship	\$2,500
		\$24,500

## External Affairs Regional Sponsorships\*

Item	Description	2019-20 Budget
Cabrillo Marine Aquarium	5 tickets	\$ 5,000
California Latino Leadership Institute	Sponsorship	\$ 5,000
Sen. Holly Mitchell Youth Outreach Event	Sponsorship	\$ 3,000
Sanitation Districts Annual Earth Day Event	Sponsorship	\$ 2,500
Friends of the Los Angeles River - Annual Cleanup	Sponsorship	\$ 1,500
Friends of the Los Angeles River	Membership	\$ 5,000
Heal The Bay Annual Gala	Annual Dinner	\$ 3,000
Heal the Bay Coastal Cleanup	Sponsorship	\$ 2,000
South Bay Cities Council of Governments (SBCCOG) -	Annual Gen. Assembly	\$ 2,500
Miguel Contreras Foundation	Sponsorship	\$ 3,500
MLK Day Parade (Long Beach & LA)	Sponsorship	\$ 1,000
Southern California Water Committee (Coalition)	Patron Membership	\$ 5,000
VerdeXchange	Sponsorship	\$ 6,000
West Basin Harvest Festival	Sponsorship	\$ 2,500
West Basin Art Contest	Sponsorship	\$ 2,000
District-wide Congressional Art Competitions	Sponsorship (multiple)	\$ 5,000
District-wide State of the County/State of the Nation Events	Sponsorship (multiple)	\$ 6,000
District-wide Legislator-Speaking Events	Sponsorship	\$ 6,000
Los Angeles Business Council - Sustainability Summit	Sponsorship	\$ 5,000
WELL - Water Education for Latino Leaders	Sponsorship	\$ 10,000
		\$ 81,500
Misc Regional Sponsorships**		<b>\$ 8,500</b>
<b>Total Budgeted for FY 2018-19 Regional Sponsorships</b>		<b>TOTAL \$ 90,000</b>

\* Covers more than 3 Divisions

\*\* Event not planned



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

**DATE: APRIL 8, 2019**  
**TO: EXTERNAL AFFAIRS COMMITTEE**  
**FROM: ROBB WHITAKER, GENERAL MANAGER**  
**SUBJECT: WEBSITE DISCUSSION**

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**SUMMARY**

The WRD website is a resource for staff, our stakeholders and the general public. The website features information on regularly scheduled and special meetings as well as WRD's history, mission, and projects and programs. It acts as a document repository for several document types including agendas packets, reports, technical bulletins, press releases, education curricular resources and Watermaster administrative body forms.

A full redesign of the website was unrolled in 2017, and since then both Public Affairs and Internal Services staff have worked to make further improvements and updates.

With the transition of the naming of WRD projects (eg: GRIP to ARC), and other new projects on the horizon such as WIN 4 ALL, it's important that necessary updates become integrated and are easily searchable.

The External Affairs Committee will discuss possible improvements to the website that will facilitate navigation and improve the district's visibility.

**FISCAL IMPACT**

None

**STAFF RECOMMENDATION**

For discussion and possible action.



**MEMORANDUM**  
**ITEM NO. 9**

**DATE: APRIL 8, 2019**  
**TO: EXTERNAL AFFAIRS COMMITTEE**  
**FROM: ROBB WHITAKER, GENERAL MANAGER**  
**SUBJECT: WRD EDUCATION OUTREACH REPORT**

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**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.

WRD's education team will provide an update on staff's educational activities throughout the service area.

**FISCAL IMPACT**

None

**STAFF RECOMMENDATION**

For discussion and possible action.





**MEMORANDUM**  
**ITEM NO. 10**

**DATE: APRIL 8, 2019**  
**TO: EXTERNAL AFFAIRS COMMITTEE**  
**FROM: ROBB WHITAKER, GENERAL MANAGER**  
**SUBJECT: DEPARTMENT REPORT**

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**SUMMARY**

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

**FISCAL IMPACT**

None

**STAFF RECOMMENDATION**

The External Affairs Committee receive and file the report.