

**MEETING OF THE EXTERNAL AFFAIRS COMMITTEE
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA
4040 PARAMOUNT BLVD., LAKEWOOD, CA. 90712
11:00 AM, MONDAY, MARCH 11, 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. CALIFORNIA LATINO LEADERSHIP INSTITUTE SOUTHEAST YOUTH PROGRAM SPONSORSHIP**
Staff Recommendation: The External Affairs Committee recommends that the Board of Directors approve a sponsorship for the California Latino Leadership Institute for an amount not to exceed \$5,000.
- 5. CORO SOUTHERN CALIFORNIA PARTNERSHIP**
Staff Recommendation: The External Affairs Committee recommends that the Board of Directors approve the District's partnership with Coro Southern California for an amount not to exceed \$1,500.
- 6. SOCIAL MEDIA POLICY**
Staff Recommendation: External Affairs Committee recommends that the Board of Directors adopt the proposed WRD Social Media Policy.
- 7. SOCIAL MEDIA ARCHIVING SERVICE**
Staff Recommendation: The External Affairs Committee recommends that the Board of Directors direct staff to purchase social media archiving services from ArchiveSocial and join the Government Social Media Organization.
- 8. 2019 WRD SPECIAL EVENTS 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 report.

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

12. ADJOURNMENT

The Committee will adjourn to the next regularly scheduled meeting on April 8, 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, Board 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.

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: MARCH 11, 2019
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: LEGISLATIVE REPORT

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: MARCH 11, 2019

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: CALIFORNIA LATINO LEADERSHIP INSTITUTE SOUTHEAST YOUTH PROGRAM SPONSORSHIP

SUMMARY

The mission of the California Latino Leadership Institute (CLLI) is to develop diverse and entrepreneurial public, corporate and community leaders creating a better future for California. The vision of CLLI is to educate, train and prepare leaders who can address challenges facing California, leading to empower the next generation.

The Southeast Youth Workforce Development and Civic Engagement Program is focused on creating inclusive environments for learning skills that address: soft skills development, conflict negotiation, team building, workforce career "tool kits" and mentoring. The Youth Program includes a *one of a kind* rigorous paid (\$1000 stipend) summer internship within a Southeast community agency for 16 Southeast residents who are local high school juniors and seniors, ages 16 to 1-18. Each participant is provided with an individual tool kit (valued at \$1500) which includes: one Dell lap top computer, computer bag, Microsoft operating system and maintenance service for one-year, digital head shot, two custom team uniform shirts, and personal binder with reading materials. The students also learn about WRD's projects and programs through a one-day tour and groundwater workshop hosted by WRD.

In 2018, the WRD Board of Directors approved a sponsorship of \$5,000 for that year's program. CLLI is requesting a sponsorship for this year's program in the amount not to exceed of \$5,000. WRD funds will be used to cover the hard costs for Southeast Fellows' tool kits, internship stipends, graduation, transportation and field trip costs.

FISCAL IMPACT

Fiscal impact to the 2018/19 budget is \$5,000. This expense was not specifically budgeted; however the cost will be paid for through Miscellaneous Regional Sponsorships and will not impact reserves.

STAFF RECOMMENDATION

The External Affairs Committee recommends that the Board of Directors to approve a sponsorship for the California Latino Leadership Institute for an amount not to exceed \$5,000.



MEMORANDUM

ITEM NO. 5

DATE: MARCH 11, 2019

TO: EXTERNAL AFFAIRS COMMITTEE

FROM: ROBB WHITAKER, GENERAL MANAGER

SUBJECT: CORO SOUTHERN CALIFORNIA PARTNERSHIP

SUMMARY

Coro's mission is to strengthen the democratic process by preparing emerging leaders for effective and ethical leadership in public affairs. For over 60 years, Coro Southern California has used the region as its classroom, teaching students and executives, community leaders and entrepreneurs, public officials and aspiring public servants how Southern California works so they can make it better.

Each year, the program serves a diverse cohort of twelve emerging leaders who are recruited nationally to gain a deep understanding of the Southern California region. Fellows complete placements at a variety of partner organizations throughout six different sectors, and learn how the connectivity between sectors influences the way the municipalities function. Participants also lead dozens of independent and group projects, conduct in-depth interviews with community leaders, and spend hundreds of hours reflecting on and learning from their experiences in seminar-style leadership training, giving them diverse perspectives on leadership issues being faced today.

This year, from May 20-31, Coro will create an opportunity for Fellows to engage in deep water learning during the Water Focus Week. California's water management challenges continue to intensify. Climate change will exacerbate the underlying strains impacting water delivery systems throughout the State, while the flexibility and capability to successfully manage the often conflicting demands of water supply reliability, environmental management, species health, water quality, social equity, headwaters, and water rights is intensifying with undoubtedly serious ramifications for California, its economy, our quality of life, and the State's extraordinary aquatic and water dependent ecosystems.

WRD's investment in Coro Southern California will allow access to Coro's wide network of leaders from diverse sectors, and support our commitment to creating a deep impact on the people and institutions in the region.

FISCAL IMPACT

The fiscal impact to the WRD FY18/19 budget is \$1,500. The amount will be drawn from budgeted funds and will be allocated to the Department 1020 as a "Regional Sponsorship" under project number EAC0000 and general ledger code 5910 – Non RA Expense

STAFF RECOMMENDATION

The External Affairs Committee recommends that the Board of Directors approve the District's partnership with Coro Southern California for an amount not to exceed \$1,500.



MEMORANDUM
ITEM NO. 6

DATE: MARCH 11, 2019
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: SOCIAL MEDIA POLICY

SUMMARY

WRD has maintained a robust social media presence by developing approved content to be delivered consistently across multiple social media platforms. Content is focused 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. However, our social media program has been on hiatus pending review of our social media policy and means for moderation of comments.

After researching how other local public agencies address the issue of comment moderation and conferring with District counsel, staff has drafted language for a WRD social media policy and will present it for review from the Board. The policy will be posted publicly on all WRD social media accounts, comments will be moderated based on the posted policy, and activity on WRD social media platforms will be recorded by a third-party archiving service.

FISCAL IMPACT

None

STAFF RECOMMENDATION

The External Affairs Committee recommends that the Board of Directors adopt the proposed WRD Social Media Policy.

WRD SOCIAL MEDIA POLICY

External Affairs Committee

March 11th, 2019

The Water Replenishment District of Southern California (WRD) maintains social media pages to provide information to the public on water-related, environmental, and community issues. Users and visitors to this social media site shall be notified that the intended purpose of the site is to serve as a mechanism for the WRD and to share information with the public.

The posts and comments expressed on this site by the public are not in any way statements on behalf of WRD, its officers or employees. "Liking" or other connections between WRD and another person/organization does not imply endorsement of that person/organization or that person/organization's actions or comments.

WRD neither endorses nor is connected to any posting or comment by a member of the public; nor any commercial activity or promotion, solicitation of commerce, business, or other outside entity that is mentioned or linked on WRD's social media pages.

Posting or submitting content on the WRD social media site signifies that the poster has read, and agrees to the following terms:

- WRD does not claim or assert any ownership, or interest in, any of the material posted to the page.
- All postings and other content on WRD's social media pages are public, and subject to the California Public Records Act and discovery laws. The District will disclose any content or submission you post without any prior notice to you. The District has the right at all times to disclose any information to satisfy any and all applicable laws, regulations, legal process or governmental request and to edit, refuse to post or remove any information or materials posted here.
- WRD does not accept any statutory notice required to be given to WRD by any law, regulation or contract on social media websites. All such notices shall be provided and delivered to the District in the manner described by applicable law, regulation or contract.
- Members of the public, including WRD employees, may not use WRD's social media accounts for inappropriate or unlawful content (including through links). WRD reserves the right to restrict or remove any posting or other content from its social media pages that it deems violates any applicable law or this policy with materials that include:
 - sexual content, profanity, vulgarity, obscenity, racism, hatred, slander, threats and/or violence;
 - discriminatory or harassing content based on a legally protected class, such as race, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;

- defamation, abuse, harassment, stalking, or threatens or violates the legal rights of others;
- statements that compromise the public's health, safety or welfare, security of the public, public systems, or WRD's systems;
- content that violates intellectual property law or other legal ownership interests;
- content that contains spam or advertisements, solicitations of commerce, commercial promotions, or links to commercial sites;
- personal information about another person or information that violates a person's privacy;
- personal attacks, defamatory attacks, or any type of comment that is hateful, spiteful or insulting
- links to inappropriate websites, or links that do not directly relate to WRD content
- content in support of, or opposition to, campaigns for political candidates; and
- encouragement of illegal activity.

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MEMORANDUM
ITEM NO. 7

DATE: MARCH 11, 2019
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: SOCIAL MEDIA ARCHIVING SERVICE

SUMMARY

WRD has maintained a robust social media presence by developing approved content to be delivered consistently across multiple social media platforms. However, our social media program has been on hiatus pending review of our social media policy.

While researching the issue, staff discovered that if WRD plans to moderate comments across its social media platforms, it is considered a best practice to post a publicly available policy, as well as archive all activity taking place on the platform.

For the latter, staff researched and received quotes from three services that offer social media archiving solutions for record keeping and compliance:

- **Archive Social:** \$199/month; \$2,388/year
- **PageFreezer:** \$2,500 per year
- **Smarsh Archiving:** \$200/month; \$2,400/year

Upon review of the services and quotes, staff recommends Archive Social not only because it's the cheapest, but because its service is built to address specific challenges related to the capture of records from social networking platforms for public agencies. Their clientele is 95% public agencies and includes the cities of Long Beach, Signal Hill and Carson.

To further inform staff of possible future challenges or social media strategies, staff recommends that WRD join the Government Social Media Organization (GSMO) by purchasing an annual membership for \$185. The 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, and share best practices for using social media.

FISCAL IMPACT

The total cost of a subscription to ArchiveSocial will not exceed \$2,400 per year and the total cost of the Government Social Media Organization annual membership is \$185.

The Fiscal Impact to the WRD 2018/19 budget is \$2,685.00. These expenses are not specifically budgeted; however, sufficient funds are available in the current year's budget for ArchiveSocial and the Government Social Media Organization.

STAFF RECOMMENDATION

The External Affairs Committee recommends that the Board of Directors direct staff to purchase social media archiving services from ArchiveSocial and join the Government Social Media Organization.



MEMORANDUM

ITEM NO. 8

DATE: MARCH 11, 2019
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 two major events including the Grand Opening of ARC and WRD's 60th Anniversary Celebration. Staff will provide the Committee an update on planning efforts for each of the events mentioned above.

FISCAL IMPACT

None at this time.

EXTERNAL AFFAIRS COMMITTEE RECOMMENDATION

For discussion and possible action.



MEMORANDUM
ITEM NO. 9

DATE: MARCH 11, 2019
TO: EXTERNAL AFFAIRS COMMITTEE
FROM: ROBB WHITAKER, GENERAL MANAGER
SUBJECT: WRD EDUCATION OUTREACH

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 at this time.

STAFF RECOMMENDATION

For discussion and possible action.



MEMORANDUM
ITEM NO. 10

DATE: FEBRUARY 11, 2019
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 part of the committee.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

The External Affairs Committee receive and file the report.