

**MEETING OF THE  
EXTERNAL AFFAIRS COMMITTEE  
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA  
4040 PARAMOUNT BLVD., LAKEWOOD, CA 90712  
9:30 AM, MONDAY, MARCH 9, 2020**

**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. WRD EDUCATION PROGRAMS REPORT**  
*Staff Recommendation:* For discussion and possible action.
- 5. AWARD OF GENERAL SERVICES AGREEMENT WITH GEIGER WEST FOR THE PURCHASE OF PROMOTIONAL ITEMS**  
*Staff Recommendation:* The External Affairs Committee recommends that the Board of Directors enter into a General Services Agreement, subject to approval as to form by District Counsel, with Geiger West for an amount not to exceed \$80,000 for a one-year contract.
- 6. DEPARTMENT REPORT**  
*Staff Recommendation:* For discussion and possible action.
- 7. DIRECTORS' REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**
- 8. ADJOURNMENT**  
*The Committee will adjourn to the next currently scheduled meeting on April 13, 2020.*

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 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: MARCH 9, 2020**  
**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.

Legislative Consultants:

Julie Chlopecki, Pacific Atlantic Partners  
Bob Reeb, Reeb Government Relations, LLC  
Awet Kidane, Lang, Hansen, O'Malley & Miller  
Bob Giroux, Lang, Hansen, O'Malley & Miller

**FISCAL IMPACT**

None

**STAFF RECOMMENDATION**

For discussion and possible action.



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

**DATE: MARCH 9, 2020**  
**TO: EXTERNAL AFFAIRS COMMITTEE**  
**FROM: ROBB WHITAKER, GENERAL MANAGER**  
**SUBJECT: WRD EDUCATION PROGRAM 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 the Spring Pilot Program.

**FISCAL IMPACT**

None

**STAFF RECOMMENDATION**

For discussion and possible action.



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

**DATE: MARCH 9, 2020**

**TO: EXTERNAL AFFAIRS COMMITTEE**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: AWARD OF GENERAL SERVICES AGREEMENT WITH GEIGER WEST FOR PROMOTIONAL ITEMS**

**SUMMARY**

As part of WRD outreach program, the District distributes WRD branded promotional items throughout its service area. Promotional products are an effective marketing tool that allow the District to connect with residents in the service area by promoting water conservation with conservation-focused items like shower timers, reusable grocery totes, and pet waste bags.

WRD-branded items have helped the District become recognizable in its service area. WRD's conservation focused promotional items ensure that the District can create a presence in the vast service area and communicate with local elected leaders and residents about WRD's projects and programs that help secure a sustainable groundwater supply in southern Los Angeles County.

On February 6, 2020 the Board of Directors approved the preparation and release of a request for proposals for promotional items.

The District received four (4) proposals by the deadline on March 2, 2020.

Name of Vendor	
AMC Promotional Products	Geiger
Authentic Promotions	Gorilla Marketing

After reviewing the proposals, staff recommends that Geiger West be awarded a contract for \$80,000 to provide promotional items for the District.

**FISCAL IMPACT**

The total cost of this 1-year contract is \$80,000. There are sufficient appropriations in the current fiscal year EAC operating budget.

**STAFF RECOMMENDATION**

The External Affairs Committee recommends that the Board of Directors enter into a General Services Agreement, subject to approval as to form by District Counsel, with Geiger West for an amount not to exceed \$80,000 for a one-year contract.