



External Affairs Group

- External Affairs Monthly Activities Report for October 2024

Summary

This report provides a summary of External Affairs’ group activities for October 2024.

Purpose

Informational

Detailed Report

Highlights

Directors Erdman and Dennstedt accepted Water Environment Federation's Technical Exhibition and Conference’s (WEFTEC’s) Utility of the Future award for Metropolitan, recognizing the district’s commitment to local resource development, conservation and community partnering programs. (October 8)

Chair Ortega and Director Dennstedt attended the Hispanic Coalition for Small Business event honoring Metropolitan engineer Johanna Clemens with the Latinícima Rumbo a La Cima Award. (October 16)

Director Quinn and SRI Officer Crosson represented Metropolitan at LA Waterkeepers Making the Waves event (October 18)

Chair Ortega received the LEGADO Award for Community Commitment from the Museum of Latin American Art (MOLAA), underscoring his dedication to water issues and the importance of water in the story of Southern California as told through art. (October 19)

Metropolitan sponsored and staffed a booth promoting conservation and workforce development at the Taste of Soul annual street festival. (October 19)



Directors Erdman and Dennstedt receive the “Utility of the Future” awarded at WEFTEC conference; Senator Padilla, Chair Ortega and Las Virgenes GM Pedersen at the Museum of Latin American Art event; Chair Ortega and Director Dennstedt with honoree Johanna Clemens at the Hispanic Coalition of Small Business Latinicima event.

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Five decades of commitment to preserving the quality and safety of water were recognized at an event celebrating the 50th anniversary of Metropolitan's Water Quality Lab. State Water Board Chair Esquivel joined Chair Ortega, Directors Fellow, Garza and Seckel, and more than 100 staff and guests at the event. (October 24)



Officials gathered for the Water Quality Laboratory's 50th anniversary event.

Chair Ortega, Interim GM Upadhyay and SRI Officer Crosson spoke to the Torrance Water Commission to discuss regional and local community priorities, including water supply conditions and the Climate Adaptation Master Plan for Water. Director Lefevre was in attendance. (October 25)

Director McMillan and Metropolitan staff attended the Women in Non-Traditional Employment Roles (WINTER) event to celebrate the work to empower more women in the building and construction trades. (October 26)



Director McMillan and Metropolitan staff at the WINTER event

Metropolitan hosted a visit from members of the Colorado River Indian Tribes (CRIT) for meetings and tours of Pure Water Southern California and other facilities. (October 28–29)

No Federal Report

State Activities

Assemblymember Wicks (D-Oakland) convened the Select Committee on Permit Reform to discuss opportunities relating to permits for projects that support resilience against climate change. This hearing was part of a series to address different aspects of permit reform. (October 16)

Local Activities

This month, Metropolitan staff presented, monitored, and/or participated in 76 webinars, meetings, and events with community organizations and trade associations, board members and federal and state elected officials on Metropolitan activities, issues and other topics.

Metropolitan hosted a delegation from Singapore's national water agency. (October 2)

Metropolitan staff attended the Ventura Council of Governments Dinner and Reception. (October 10)



Metropolitan leaders met with officials from Singapore to discuss water supply issues and local resources development strategies.

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Metropolitan hosted a delegation from the city of Los Angeles for tours of the Jensen Water Treatment Plant and Pure Water Southern California. The delegation was led by Director Sutley and included representatives from Mayor Bass's office, the Board of Public Works, Board of Water and Power Commissioners, LADWP, and LA Sanitation & Environment. (October 4 and October 11)

Media and Communications

Coordinated interviews with Public Affairs Representatives Mendez (English) and Castillo (Spanish) regarding Pure Water Southern California for Upper San Gabriel Valley MWD's Conserve-a-palooza campaign.

Arranged an interview between LAist/KPCC reporter Erin Stone and Group Manager Chaudhuri on new DPR regulations and their potential role in Pure Water Southern California.

Coordinated an interview with LA Times reporter Ian James and Chair Ortega regarding GM investigation.

Provided a statement to LA Times reporter Ian James regarding long-term operations of State Water Project and Central Valley Project.

Issued the following press releases:

- Start of new water year and Metropolitan's supply outlook
- Re-election of board chair Ortega
- Extension of GM Hagekhalil's administrative leave as investigation into various personnel matters continues
- Metropolitan celebrating 50th anniversary of Water Quality Section
- Joint press release with Los Angeles County Sanitation Districts on agencies' expanded partnership to advance Pure Water Southern California
- Provided quote to WaterReuse California from Interim GM Upadhyay regarding new DPR regulations taking effect



Creative Design

Completed annual Project Labor Agreement report; prepared signage and collateral materials for Taste of Soul booth; designed new banners for the MetWorks program and new Delta Conveyance Project fact sheet; created an Ethics Office logo.

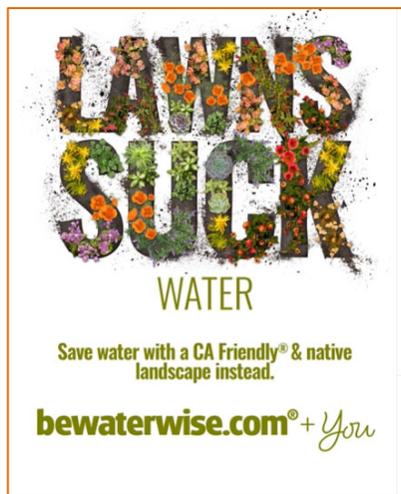
Provided video coverage for the Water Quality 50th Anniversary program, taping Chair Ortega for a Safe Drinking Water Act video, introduction by Interim GM Upadhyay for Civil & Inclusive Workplace training.

Social Media

Launched the 12-week Goodbye Grass conservation campaign series, running four different assets including a Spanish-language version until the end of the year. In the first three weeks, the campaign has generated more than 750,000 impressions and nearly 8,000 clicks to bewaterwise.com.

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Continued Water Champions employee series, featuring Carolyn Schaffer from Sustainability and Resilience; Noosha Razavian from Water Resource Management; Shannon Maceiko, who works on Pure Water Southern California; and Assistant Ethics Officer Kelli Shope.



Social media posts from October 2024

Celebrated Water Professionals Appreciation Week by featuring employees from Water Resource Management, Safety Security and Protection, Engineering Services, External Affairs, Conveyance and Distribution, and Water Quality in a fun "Of Course" reel that showcased employees in jobs that all help ensure the delivery of reliable drinking water to Southern California.

Supported Imagine a Day Without Water by featuring interviews with fourth grade students from a Hemet elementary school discussing what a day without water means to them.

Recognized the Great California Shakeout with an explainer on how Metropolitan is managing the risk of a major quake.

Shared information about the water new year with a video of Water Resource Management Manager Polyzos.

Website

Continued to remediate more than 2,000 electronic documents to comply with Americans with Disabilities Act requirements, and migrating all IntraMet content to a newer server, which included quality checks of all pages and applications to ensure that links remained secure.

Recorded 58,000 visits to mwdh2o.com, with careers, job listings, and board pages generating the most visits beyond the home page. Generated just over 28,000 visits to bewaterwise.com, with Goodbye Grass, turf replacement, rebates, and California Friendly® Native Plants pages driving the most visits.

Community Outreach

Sponsored events in the month of October included:

- Pando Populus Pando Days 2024 at Cal Tech (October 1)
- City of Pomona—Wyland Mobile Water Education Experience (October 1)
- Environmental Nature Center Water Education at the Center (October 4)
- Nature Collective—Pollinator & Indigenous Plant School Waterwise Garden (October 7)
- California Greenworks Climate Justice Conference—Watershed Education (October 15)
- Weaving Earth Walks of Resilience (October 25)

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Ongoing coordination with City of LA Councilmember McOsker's office on the Second Lower Feeder Reach 3B-Phase 2 rehabilitation project.

Presentation to the Harbor Gateway South Neighborhood Council for Second Lower Feeder. (October 10)

Notices to residents and businesses for the Santa Monica Feeder shutdown and the San Diego shutdown; cities of Los Angeles and Torrance related to Second Lower Feeder project in Los Angeles, Torrance, and Orange County.

Other Metropolitan Events and Tours

Inspection trip to Hoover/CRA with Directors McMillan and Luna (October 1–3); and Directors Bryant and De Jesus (October 4–6).

SWP Inspection Trip with Directors Lefevre and Morris (October 1–3); Directors Cordero and Ramos (October 4–5); Directors Armstrong and Miller (October 17–18); Directors Dennstedt and Faessel (October 24–26).



Guests on State Water Project Inspection Trip with Eastern MWD Director Armstrong and San Diego County Water Authority Director Miller

Business Model Retreat with Member Agencies (October 10–11)

CAMP4W Member Agency Outreach Working Group (October 17)

Member Agency Managers Meeting (October 18)

Tour of DVL for Memorandum of Intent Committee (October 23); Tour of Weymouth/Water Quality Lab for Operators/Staff from Golden State Water Company (October 23)

Meeting with Metropolitan DEI, EA, and SRI Representatives and UC Berkeley Center for Humility (October 28)

Pure Water Southern California

Metropolitan staff provided tours for the Council for Watershed Health Water (R)evolution symposium (October 15); West Basin Municipal Water District (October 21); Colorado River Indian Tribes (October 29); Water Journeys CSULA students (October 29); staff from Azusa Light and Power (October 30).

Outreach Workgroup Meeting w/Member Agency PIOs (October 2); Meeting with San Francisco Public Utilities Commission to share public opinion research and outreach strategies (October 3); hosted a booth at West Basin Water Harvest (October 5); presentation to Raymond Basin Board (October 16); staffed a booth at MetWorks event on Thursday (October 17); meeting with Southern California Edison leadership (October 18); and presentation to Central Basin Board (October 28).

Education

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Interacted with over 2,000 teachers, students, and adults through in-person and online field trips, community events, and meetings.

Participated in meetings with Water Energy Education Alliance Leadership Roundtable, University of La Verne's Business Council, WRD's Water Industry Workforce Development, the California Environmental Safe Schools Conference, and the Compton Unified Academy of Tech and Innovation Advisory Council.

Participated in an Education Summit at Loyola Marymount University sponsored by the Los Angeles Chamber of Commerce to discuss career pathways for high growth industries and sustainable careers.

Staffed information tables at the Menifee Clean Air Day and at the Future Green Leaders' Summit, a STEM careers day event for City of Sylmar middle school students.

Displayed Being Water Wise Traveling Student Art Show at Padre Dam Municipal Water District and Las Virgenes Municipal Water District..

Held Water Engineering 4 Good teacher workshop and kickoff for six participating middle and high schools.



External Affairs' Public Affairs Representative Martz pictured with the traveling art display.