



External Affairs Group

- External Affairs Monthly Activities Report for July 2024

Summary

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

Purpose

Informational

Detailed Report

Highlights

Chair Ortega and Acting GM Chapman spoke to the Burbank City Council to discuss regional and local community priorities, including water supply conditions, CAMP4W, and budget issues. (July 16)

Partnered with Inland Empire Utilities Agency in hosting a Community Leader’s Briefing, featuring State Senator Rubio (D-Pomona). Chair Ortega provided opening comments, and Board Vice Chair Camacho, Director Fellow, and AGM Zinke were in attendance. (July 18)



Chair Ortega, AGM Chapman, Director Ramos Burbank City Council members



Senator Rubio and IEUA President Tule spoke with a large gathering of attendees at Metropolitan’s Community Leaders Briefing breakfast



Director Fellow and Metropolitan staff at a CAMP4W community meeting

Metropolitan staff, including Chief SRI Officer Crosson, joined Director Fellow and Upper District GM Love for a community briefing on Metropolitan’s Climate Adaptation Master Plan for Water. (July 19)

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Hosted Water Education for Latino Leaders UnTapped 2024 Fellowship cohort for a tour and briefing at Pure Water Southern California to kick off a six-month program on water issues. (July 20)

Chair Ortega, Directors Crawford, De Jesus, Dennstedt, and staff attended the Southern California Water Coalition Quarterly Luncheon. (July 26)

Federal

GM Upadhyay and Metropolitan staff provided a briefing on the latest water supply conditions and status of discussions on future operations of the Colorado River to Representative Napolitano. (July 23)

Chair Ortega, GM Upadhyay, and Metropolitan staff met with Bureau of Reclamation Deputy Commissioner Palumbo and Reclamation staff to discuss Metropolitan's large-scale water recycling funding award and the status of Colorado River discussions. (July 24)

State

The State Legislature passed the Safe Drinking Water, Wildfire Prevention, Drought Preparedness, and Clean Air Bond Act of 2024. This measure is now headed to the ballot for a vote in November. The bond includes a total of \$10 Billion, with \$3.8 Billion committed to water categories.

Local

This month, staff presented, monitored, and/or participated in 51 webinars, meetings, and events with community organizations and trade associations, board members, and federal and state elected officials on Metropolitan activities, issues, and other water-specific topics. Highlights included:

- Sponsored VICA After Dark. LA Councilmember Raman was a speaker at the event. (July 30)
- Metropolitan was a sponsor of the Orange County Business Council's Legislative Summit, which featured state legislators including Senators Archuleta, Min, Newman, and Blakespear as well as Assemblymembers Ta, Umberg, Dixon, and Valencia. (July 31)

Media and Communications

Coordinated interview between Courthouse News reporter Edvard Pettersson and Interim General Manager Upadhyay regarding Pure Water Southern California and climate change adaptation.

Arranged interview with Circle of Blue reporter Brett Walton and Colorado River Resources Manager Hasencamp regarding discussions on new ways of farming with Colorado River Indian Tribes.

Set up interview of External Affairs' Soni on KBLA-1580 "A More Perfect Union" on Pure Water Southern California as part of Metropolitan's Climate Justice partnership with the station.

Arranged interview of Chair Ortega for H2KnowItAll podcast coordinated with Rowland Water District.

Set up interview for Colorado River Resources Manager Hasencamp with Verabril, a production company based in Spain filming a documentary about treated water, water scarcity, and its solutions.

Coordinated Chief SRI Officer Crosson's appearance on Talking Water Podcast, with LADWP's Pettijohn.



Members of the 2024 WELL Cohort touring the Grace F. Napolitano Pure Water Innovation Center

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Press Releases

- Board action to provide \$3 million to eight planning studies and pilot tests to develop new local supplies, under Future Supply Actions Funding Program.
- Increasing turf rebate to \$3 per square foot for commercial, industrial, and institutional sectors and \$4 for public agencies.
- Fostering greater accessibility to Metropolitan’s Apprenticeship Program for mechanical and electrical technicians.

Creative Design

- Installed updated displays on conservation and Southern California water issues in Metropolitan’s room at DWR’s Vista del Lago Visitors Center.
- Completed Spanish language version of the district’s Annual Water Quality Report.
- Posted “A Legacy of Service”—a commemorative piece celebrating the 50th anniversary of the formation of Metropolitan’s Water Quality Branch.
- Designed Equal Employment Opportunity Office logo.
- Launched a targeted digital marketing campaign with ACWA’s QuenchCA campaign to increase public awareness of Metropolitan’s investments to bring new and reliable water sources to State Water Project dependent communities.



Updated displays have been installed in the Metropolitan room at Vista del Lago



Social Media

- Highlighted Employee Resource Group activities, including Pride at Metropolitan participation in the San Fernando Valley’s Pride March and the Hispanic Employee Association’s scholarship celebration.
- Featured five Metropolitan employees who have participated in the Apprenticeship program.
- Posted a video slideshow featuring Metropolitan’s approach to storing a record amount of water in preparation for the next drought.
- Received more than 1.7 million impressions and an engagement of over 156,000 for a Facebook posting of a recent photo of Lake Mead that went viral.

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- Featuring the district's work in the community with video reels on Pure Water Southern California, the CAMP4W, and Metropolitan's participation in Angel City Football Club's Pride Month Fan Fest.

Website

- Reported more than 55,000 visits to mwdh2o.com, with careers, job postings/descriptions, and Apprenticeship/Internship webpages the most popular.
- Logged more than 19,000 visitors to bewaterwise.com, with pages hosting native plants profiles, the watering calculator, and the Water Efficient Landscape Dual Certification Program the most visited.
- Added Ethics Office link to website's footer navigation for easier public access to lobbying information.
- Migrated Intranet development site to a newer server, replacing 20 year old system.

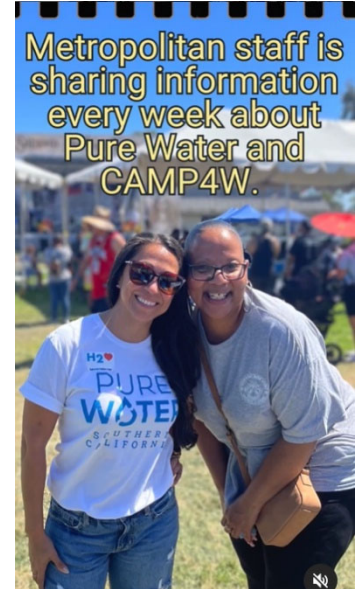
Community Outreach

Supported Science, Engineering, and Water Wise Night at the San Diego Children's Discovery Museum and Black Math Collective's Math and Water Testing Camp Program through the community partnering program.

Notified homes and businesses in Lake Forest of upcoming construction on the Allen McColluch Pipeline; contacted homes and businesses about geotechnical activities related to relining of the Second Lower Feeder.

Pure Water Southern California

- Provided tours of Napolitano Innovation Center to Crescenta Valley Water District (July 11) and Coca-Cola employees (July 25).
- Met with property management company RRBROS Inc. (July 10) and City of Pico Rivera (July 11) to discuss Pure Water program and potential operations and facilities.



Metropolitan staff is sharing information every week about Pure Water and CAMP4W.

Education

- Interacted with 1,700 teachers, students, and adults through in-person and online meetings and events.
- Hosted three Coro Youth Fellows for a two-week project to create an outreach plan to promote Metropolitan's education programs to more teachers and schools.
- Displayed student traveling art exhibit at Walnut Valley Water District, Glendale Water and Power, and Rowland Water District.
- Partnered with the REACH program at LaVerne University for a tour of the Three Valleys Municipal Water District's water treatment facility. The program provides first-generation college students opportunities to learn about utilities in Southern California.
- Participated in meetings with the Water Energy Education Alliance Leadership Roundtable, University of La Verne's Business Council, and WRD's Water Industry Workforce Development.
- In partnership with Pando Populus, engaged students at CSU Dominguez Hills, CSU Los Angeles, and El Camino Community College on a water-focused sustainability competition.
- Provided resource materials on Pure Water Southern California and Water Quality for a STEM summer workshop on water for middle school students at USC.



REACH students Tour of Three Valleys MWD Facility

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- Provided a boat tour of Diamond Valley Lake for teachers who were participating in a workshop hosted by Eastern Municipal Water District.