

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

MINUTES

LEGISLATION AND COMMUNICATIONS COMMITTEE

August 19, 2024

Chair Ortega called the meeting to order at 11:49 a.m.

Members present: Directors Ackerman, Dennstedt, Fellow, Garza (entered after rollcall), Gray (teleconference posted location, entered after rollcall), Jung (teleconference posted location), Kassakhian, Lewitt, Luna (entered after rollcall), McMillan, and Smith.

Members absent: Directors Phan, Pressman and Ramos.

Other Board Members present: Directors Alvarez, Armstrong, Camacho, Cordero (teleconference posted location), Faessel, Fong-Sakai (teleconference posted location), Kurtz, Lefevre (teleconference posted location), Miller, Morris, and Ortega.

Committee Staff present: Chapman, Zinke, Stites, Sims, and Novoa.

1. OPPORTUNITY FOR MEMBERS OF THE PUBLIC TO ADDRESS THE COMMITTEE ON MATTERS WITHIN THE COMMITTEE'S JURISDICTION

None

CONSENT CALENDAR ITEMS – ACTION

2. CONSENT CALENDAR OTHER ITEMS - ACTION

- Approval of the Minutes of the Legislation and Communication Committee held July 8, 2024.

3. CONSENT CALENDAR ITEMS – ACTION

None

Director Fellow made a motion, seconded by Director Kassakhian to approve items 2A.

Ayes: Directors Ackerman, Dennstedt, Fellow, Jung, Kassakhian, Lewitt, McMillan, and Smith.

Noes: None

Abstentions: None

Absent: Directors Garza, Gray, Luna, Phan, Pressman and Ramos.

The motion for item 2a passed by a vote of 8 ayes, 0 noes, 0 abstain, and 6 absent.

END OF CONSENT CALENDAR ITEMS

4. OTHER BOARD ITEMS – ACTION

None

5. BOARD INFORMATION ITEMS

None

6. COMMITTEE ITEMS

- a. Subject: Update on Public Opinion Research and Outreach for Pure Water Southern California.

Presented by: Elisa Mendez, Principal Public Affairs Representative and Mr. Dave Metz from FM3 Research.

Ms. Mendez provided an update on the outreach activities for Pure Water Southern California including partnerships and collaborations, tours and events at the Grace F. Napolitano Innovation Center, messaging and future outreach activities.

Mr. Metz of FM3 Research provided the results of four focus groups designed to: assess awareness and understanding of sources of water for the region; gauge familiarity and comfort with recycled water for non-potable and potable use, including direct potable reuse; measure initial support for the Pure Water Southern California program and review key messages and communication materials.

The following Directors provided a comment or asked a question:

- 1.) Jung
- 2.) Miller
- 3.) Garza
- 4.) Luna
- 5.) Fellow
- 6.) Fong-Sakai
- 7.) Lewitt
- 8.) Smith
- 9.) Kassakhian

- b. Subject: Report on Activities from Sacramento

Presented by: Jay Jefferson, Executive Legislative Representative

Mr. Jefferson provided an update on the Sacramento legislative calendar and updates on the budget, Proposition 4 the 2024 climate resilience bond, the appropriations suspense file, and legislation addressing flood flow streamlining, low income rate assistance, the California Water Plan and AB 1573 (Friedman) Water Conservation: landscape design: model ordinance.

- c. Subject: Report on Activities from Washington, D.C.

Presented by: Abby Schneider, Executive Legislative Representative

Ms. Schneider's report was deferred to next month.

7. MANAGEMENT ANNOUNCEMENTS AND HIGHLIGHTS

- a. Subject: External Affairs Management Announcements and Highlights

Presented by: Dee Zinke, Assistant General Manager

Ms. Zinke provided an update on the annual bill proposal process, summer social media campaigns, the community partnering program and the 40th anniversary of the MWD Education program. She also shared a video to highlight record storage in our region.

8. FOLLOW-UP ITEMS

- 1.) Director Dennstedt would like to get information about and assistance with
mwdh2o.com

9. FUTURE AGENDA ITEMS

None

10. ADJOURNMENT

Meeting adjourned at 1:27 p.m.

Chair Jung