



External Affairs

- External Affairs Monthly Activities Report for December 2024

Summary

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

Purpose

Informational

Detailed Report

Highlights

Education staff facilitated the first student tour of the Hinds Pumping Plant and Village for 27 students from the Eagle Mountain School, many of whom are family members of Metropolitan employees. With a surprise visit from Admiral Splash, the students participated in hands-on activities, while learning about water careers and conservation. (November 5)



Education staff visited Eagle Mountain School, attended by many family members of Metropolitan employees and one of the smallest districts in California. They conducted a series of classroom activities and held a field trip. Desert staff hosted a luncheon for students.

Chair Ortega, Vice Chair Camacho, Directors Alvarez, Dennstedt, Erdman and Luna, Interim GM Upadhyay and other Metropolitan staff attended, and Metropolitan sponsored, the Southern California Water Coalition dinner, which featured Senate President pro Tempore Emeritus Toni Atkins as the keynote speaker. (November 7)



Chair Ortega accepted the Harriett Wieder Award on behalf of Senator Alex Padilla; Metropolitan Vice Chair Camacho and Directors Alvarez, Dennstedt, Erdman and Luna

Working with Bay-Delta Initiatives staff and the Board Office, External Affairs convened two panels and roundtable participants for a Joint Board/One Water Committee workshop on the Delta Conveyance Project. (November 18)

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Assemblymember McKinnor (center) and her staff toured the Pure Water Southern California facility.

Metropolitan welcomed Assemblymember McKinnor (D-Inglewood) and several staff members for a briefing and tour of the Pure Water Southern California facility. (November 25)

Federal

The Senate Energy and Natural Resources Committee advanced two Metropolitan supported bills, the Help Hoover Dam Act and the Lower Colorado River Multi-Species Conservation Program Amendment Act by unanimous consent. Both bills now await a vote by the Senate. The House Natural Resources Subcommittee on Water, Wildlife, and Fisheries also held a legislative hearing on the Lower Colorado River Multi-Species Conservation Program Amendment Act of 2024.

State

Proposition 4, the California Climate Bond, passed with nearly 60percent voter approval. Metropolitan had a support position and will be engaged in follow-up work as the provisions of the bond are implemented in the Legislature.

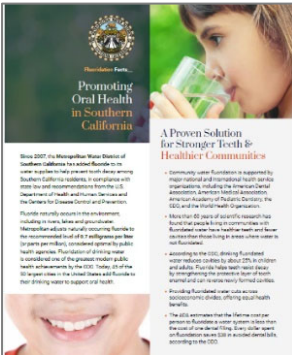
Local

This month, staff presented, monitored, and/or participated in 59 webinars, meetings, and events with community organizations and associations on Metropolitan activities and issues. Staff also provided briefings to the district office staffs of Assemblymember Gabriel (D-Encino) and Assemblymember Schiavo (D-Chatsworth).

Media and Communications

Responded to So Cal Water Wars reporter John Earl regarding investigations of General Manager Hagekhalil.

Set up interview between iHeart radio show “EJ in LA” and Water Resource Management’s Guerrero regarding turf rebates and conservation programs.



Coordinated response to Public Records Act request from Los Angeles Times reporter Ian James regarding external EEO allegations.

Responded to questions from LA Times regarding Metropolitan board consideration of funding Delta Conveyance Project planning and pre-construction costs as well as costs for Pure Water Southern California.

Drafted and finalized a revised fact sheet and FAQs on community fluoridation.

Issued press release announcing federal grant for Pure Water Southern California.

Creative Design

Published Project Labor Agreement report.

Designed new logo for Ethics Office and posters/flyers to announce Ethics survey

Designed invitations for reception at Colorado River Water Users Association conference and the district’s 2024 holiday card.



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Created new flyer for Central Library Services to promote awareness of an upcoming survey to query employees about their knowledge of assets available to staff.

Taped Chair Ortega for a tribute video for the Phillip Pace Board Room dedication event in January 2025

Social Media



Social media posts in November highlighted employees, celebrated heritage events, honored American heroes and promoted conservation programs.

The Goodbye, Grass conservation campaign series performed exceptionally well on various media platforms despite a crowded and competitive advertising landscape. The series has delivered 5 million impressions and nearly 32,000 clicks to bewaterwise.com.

Spotlighted Inspection Trip Manager Garica, Resident Engineer Emami, HR Principal Benefits Analyst Romero, and IT Team Manager Natarajan as part of the district's Water Champions employee series.

Featured a photo of Gene Camp with a thank you to veterans on Veteran's Day.

Highlighted photos and video of an ofrenda in Metropolitan's Headquarters rotunda created by employees from the Hispanic Employees Association for Dia de los Muertos, generating the highest organic engagement on Instagram during the month.

Website

Completed the IntraMet stage migration with all files moved and tested into a new server. Added a new and expanded Diversity Equity and Inclusion webpage to the IntraMet. Registered more than 51,000 visits to mwdh2o.com, with careers, job listing and board pages the most visited. Logged 54,000 views on bewaterwise.com with the Goodbye Grass campaign landing page the most viewed.

Community Outreach

Sent mailers to residents and businesses in Los Angeles and Torrance for work on Second Lower Feeder. Gave presentation on Second Lower Feeder to Los Angeles, Public Works Board (November 6).

Conducted community outreach regarding the San Diego Pipeline 1 and 2 shutdown.

Events

Sponsored the North American Lake Management Society International Symposium.

Member agency and workshop events this month included: CAMP4W Workshop #3 (November 12); Member Agency Managers Meeting (November 15); Business Model Workgroup (November 15); Treated Water Cost Recovery Workshop (November 21)

Tour of Weymouth Water Quality Lab and Treatment Plant for students from East Los Angeles College. (November 18)

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Inspection Trip to Hoover/CRA with Directors McMillan and Luna (November 1-3); SWP Trips with Directors Lefevre and Morris (November 1-3), and Directors Kurtz and McCoy (November 8-10).

Pure Water Southern California

Conducted tours for staff from West Basin and Central Basin, Cal Poly Pomona, and South Bay District 5 Board, in addition to one public tour.

Presentations to West Basin Caucus (November 6) and Pico Rivera City Council (November 12).

Met separately with representatives from Shell Oil and Northbrook Properties on possible conveyance alignments.

Education

Interacted with over 3,900 teachers, students and adults through in-person and online field trips, community events, and meetings.

Metropolitan staff attended and Metropolitan sponsored the Girl Scouts of Greater Los Angeles “She Leads” event. Staff provided water conservation materials to attendees. (November 9)



CRA inspection trip guests with Directors McMillan and Luna at Copper Basin



Met with the Water Energy Education Alliance Leadership Roundtable, Water Replenishment District’s Water Industry Workforce Development, Long Beach Community College Water Industry Advisory Council, Strategic Energy Innovations Green Schools, and Pando Populus.

Hosted an information table at the University of La Verne’s STEM Career Day.

Issued the Fall 2024 edition of the digital H2Know Newsletter, with an article on the California Environmental Education Foundation and the availability of Water Journeys and Discover Diamond Valley Lake field trips.

Education team activities and partnerships in November 2024

In partnership with Department of Water Resources, Municipal Water District of Orange County, Project WET, and the Orange County Department of Education, staff conducted an all-day climate change workshop for 24 middle and high school teachers.