



C&L Committee

- G. Cordero, Chair
- C. Kurtz, Vice Chair
- J. Abdo
- L. Ackerman
- J. Butkiewicz
- D. Erdman
- M. Luna
- J. Morris
- J. Murray Jr.
- G. Peterson
- T. Quinn
- R. Record
- H. Repenning
- T. Smith

Communications and Legislation Committee

Meeting with Board of Directors *

October 11, 2021

2:00 p.m.

Live streaming is available for all board and committee meetings on our mwdh2o.com website ([Click to Access Board Meetings Page](#))

Public Comment Via Teleconference Only: Members of the public may present their comments to the Board on matters within their jurisdiction as listed on the agenda via teleconference only. To participate call (404) 400-0335 and use Code: 9601962.

Monday, October 11, 2021 Meeting Schedule
09:00 am - F&I
10:00 am - E&O
12:00 pm - Break
12:30 pm - WP&S
02:00 pm - C&L
03:00 pm - OP&T

* The Metropolitan Water District’s meeting of this Committee is noticed as a joint committee meeting with the Board of Directors for the purpose of compliance with the Brown Act. Members of the Board who are not assigned to this Committee may participate as members of the Board, whether or not a quorum of the Board is present. In order to preserve the function of the committee as advisory to the Board, members of the Board who are not assigned to this Committee will not vote on matters before this Committee.

1. Opportunity for members of the public to address the committee on matters within the committee's jurisdiction (As required by Gov. Code Section 54954.3(a))

**** CONSENT CALENDAR OTHER ITEMS -- ACTION ****

2. CONSENT CALENDAR OTHER ITEMS - ACTION

- A. Approval of the Minutes of the Meeting of the Communications and Legislation Committee held September 13, 2021 [21-547](#)

Attachments: [10112021 CL 2A Minutes](#)

3. CONSENT CALENDAR ITEMS - ACTION

- 7-6 Authorize the General Manager to seek legislation for Metropolitan to utilize alternative project delivery methods for construction of the Regional Recycled Water Program and drought-related projects; the General Manager has determined that the proposed action is exempt or otherwise not subject to CEQA [21-484](#)

Attachments: [10122021 CL 7-6 B-L.pdf](#)
[10122021 CL 7-6 Presentation.pdf](#)

**** END OF CONSENT CALENDAR ITEMS ****

4. OTHER BOARD ITEMS - ACTION

None

5. BOARD INFORMATION ITEMS

- 9-3 Update on expanded multimedia public awareness and outreach campaign for water conservation, including issuance of a request for proposals for a three-year contract for media buying services not to exceed \$10.5 million [21-483](#)

Attachments: [10122021 CL 9-3 B-L.pdf](#)
[10112021 CL 9-3 Presentation.pdf](#)

6. COMMITTEE ITEMS

- a. Inspection Trip Update [21-507](#)

Attachments: [10112021 CL 6a Presentation.pdf](#)

- b. Report on Activities from Washington, D.C. [21-508](#)

Attachments: [10112021 CL 6b Presentation.pdf](#)

- c. Report on Activities from Sacramento [21-509](#)

Attachments: [10112021 CL 6c Presentation.pdf](#)

7. MANAGEMENT REPORTS

- a. External Affairs' Management Report [21-510](#)

8. FOLLOW-UP ITEMS

None

9. FUTURE AGENDA ITEMS

10. ADJOURNMENT

NOTE: This committee reviews items and makes a recommendation for final action to the full Board of Directors. Final action will be taken by the Board of Directors. Agendas for the meeting of the Board of Directors may be obtained from the Board Executive Secretary. This committee will not take any final action that is binding on the Board, even when a quorum of the Board is present.

Writings relating to open session agenda items distributed to Directors less than 72 hours prior to a regular meeting are available for public inspection at Metropolitan's Headquarters Building and on Metropolitan's Web site <http://www.mwdh2o.com>.

Requests for a disability related modification or accommodation, including auxiliary aids or services, in order to attend or participate in a meeting should be made to the Board Executive Secretary in advance of the meeting to ensure availability of the requested service or accommodation.

THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

MINUTES

COMMUNICATIONS AND LEGISLATION COMMITTEE

September 13, 2021

Chair Cordero called the teleconference meeting to order at 2:20 p.m.

Members present: Chair Cordero, Vice Chair Kurtz, Directors Abdo, Ackerman, Butkiewicz, Erdman, Morris, Murray, G. Peterson, Record, and Smith.

Members absent: Directors Luna, Quinn, and Repenning.

Other Board Members present: Chairwoman Gray, Directors Atwater, Blois, De Jesus, Dick, Faessel, Fellow, Goldberg, Hogan, Jung, Lefevre, McCoy, Ramos, and Tamaribuchi.

Committee Staff present: Hagekhalil, Rojo, Scully, Sims, and Zinke.

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

None

CONSENT CALENDAR OTHER ITEMS – ACTION

2. CONSENT CALENDAR OTHER ITEMS – ACTION

- A. Approval of the Minutes of the Adjourned Meeting of the Communications and Legislation Committee held August 16, 2021.

3. CONSENT CALENDAR ITEMS – ACTION

None

Director Morris made a motion, seconded by Director Kurtz to approve the consent calendar consisting of item 2A.

The vote was:

Ayes: Directors Abdo, Ackerman, Cordero, Butkiewicz, Erdman, Kurtz, Morris, Murray, G. Peterson, Record, and Smith.

Noes: None

Abstentions: None

Absent: Directors Luna, Quinn, and Repenning.

The motion passed by a vote of 11 ayes, 0 noes, 0 abstain, and 3 absent.

END OF CONSENT CALENDAR ITEMS

4. OTHER BOARD ITEMS – ACTION

None

5. BOARD INFORMATION ITEMS

9-6 Subject: Update on fall and winter water conservation advertising and outreach campaign to be paid from board-approved conservation budget

Presented by: Sue Sims, External Affairs Group manager
Teresa Gonzalez, Principal Public Affairs Representative

Ms. Sims and Ms. Gonzalez provided an update on the fall and winter water conservation advertising and outreach campaign. They covered Metropolitan's current buy strategy, the multilingual media strategy, media placements (outdoor, radio, and social media), timeline, and next steps.

6. COMMITTEE ITEMS

a. Subject: Report on Activities from Washington, D.C.

Presented by: Abby Schneider, Executive Legislative Representative

Ms. Schneider reported on activities from Washington, D.C. including an update on appropriations, the budget, the infrastructure package, and nomination updates.

b. Subject: Report on Activities from Sacramento

Presented by: Kathy Viatella, Executive Legislative Representative

Ms. Viatella reported on activities from Sacramento including meetings with legislators on Metropolitan sponsored bills and legislative priorities, the state budget and funding.

7. MANAGEMENT REPORT

- a. Subject: External Affairs' Management Report
- Presented by: Sue Sims, External Affairs Group Manager

Ms. Sims reported that the form where Board members can submit legislative bill proposals for the upcoming 2022 legislative state or federal session is now available on the Board of Directors' webpage.

8. FOLLOW-UP ITEMS

None

9. FUTURE AGENDA ITEMS

None

Next meeting will be held on October 11, 2021.

Meeting adjourned at 3:02 p.m.

Gloria Cordero
Chair



- Board of Directors
Communications and Legislation Committee

10/12/2021 Board Meeting

7-6

Subject

Authorize the General Manager to seek legislation for Metropolitan to utilize alternative project delivery methods for construction of the Regional Recycled Water Program and drought-related projects; the General Manager has determined that the proposed action is exempt or otherwise not subject to CEQA

Executive Summary

Authorization is requested to propose legislation that would permit Metropolitan to utilize alternative project delivery methods for the design and construction of the Regional Recycled Water Program (RRWP) and drought-related projects. Methods such as Design-Build, Progressive Design-Build, and Construction Manager/General Contractor have the potential to expedite online dates for critical new water infrastructure projects and to reduce their costs and risks.

Details

Under Section 21565 of the Public Contract Code, Metropolitan is currently limited to the traditional design-bid-build (DBB) model for the delivery of public works construction projects. Under this method, a public agency designs (or contracts for the design of) a project, solicits competitive bids, and awards a construction contract to the lowest responsible bidder. This traditional process is appropriate for most public works projects, but it may be inefficient and inflexible for large, time-sensitive, and complex projects such as the RRWP and certain drought-related projects. For these projects, Metropolitan would benefit from a broader range of options, including Design-Build (DB), Progressive Design-Build (PDB), and Construction Manager/General Contractor (CM/GC).

Under the DB project delivery method, the DB contractor designs, engineers, and constructs the project under a single contract, according to design parameters, performance criteria, and other requirements established by the owner. The DB procurement method typically utilizes a two-step solicitation process, with entities short-listed in the Request for Qualifications stage. Shortlisted DB contractors then respond to a Request for Proposals, which is based on the owner's preliminary design documents (approximately 30 percent complete). Ultimately, the DB contractor is selected based on qualifications, capabilities, experience, technical proposal, and price, rather than price alone in the DBB model. Once a contractor is selected, DB proceeds in much the same way as a DBB implementation method, with the owner administering the DB contract and performing construction inspection. The cost of both design and construction is set at the onset when the DB contract is awarded, giving the owner price certainty, although owner-requested changes can result in delays and additional costs. Absent termination of the contract for cause or convenience, DB has no contractual off-ramp.

PDB is a project delivery method similar to DB in that the PDB contractor performs design, construction engineering and management, and construction according to design parameters, performance criteria, and other requirements established by the owner. Unlike DB, however, PDB offers the owner the opportunity to add the design-builder to the overall project team even earlier in the design phase than traditional DB. This approach affords the owner and the contractor more opportunities to collaborate during the project's design phase. Such collaboration can typically reduce overall project risks, costs, and schedules. Since the PDB contractor selection is generally based on qualifications and fees, the selection of the PDB contractor can typically be undertaken with an owner's design that is only five to ten percent complete. As part of the price proposal, PDB teams will only provide their design and preconstruction fees, with a fixed price for construction agreed upon at a later time, once the design work is substantially advanced. PDB thus provides the owner a better understanding of the project's

scope before negotiating a final price—typically referred to as a “Guaranteed Maximum Price” or GMP—as well as the ability to competitively bid the project’s construction phase if a GMP cannot be agreed upon. PDB also provides more opportunity than DB for risk-sharing and incentives as well as the ability to minimize conflicts and claims.

CM/GC is a project delivery method that allows an agency to select a contractor early in the project development process to act in an advisory role during the design phase. Under the CM/GC method, the owner is responsible for the design of the project, utilizing their own staff or by contracting with a consultant. The CM/GC contractor provides constructability reviews, value engineering suggestions, construction estimates, and other construction-related recommendations as the owner’s design is progressed. Like the PDB approach, the CM/GC contractor is typically selected at a very early stage in the design process. This ensures that the contractor is collaboratively involved in the ensuing design effort as described above. At an agreed upon point in the design, the CM/GC contractor will propose a price to construct the project. If the price is accepted by the agency, the CM/GC contractor will become the general contractor and will construct the project. If the price is not accepted, the agency will publicly advertise the construction contract. In similar fashion to PDB, the CM/GC delivery methodology is structured to facilitate the ability of the designer/owner and the construction contractor to collaboratively develop the most cost-effective project.

Proposed Legislation

Staff proposes legislation to amend the Public Contract Code to permit Metropolitan to utilize alternative project delivery methods such as DB, PDB, and CM/GC for the RRWP and drought-related projects in addition to traditional DBB.

While design-build has been a common project delivery method in private sector construction for several decades, it is still relatively new in the public sector. The legislature first approved design-build authority for public agencies in 2001 with the passage of AB958 (Chavez, 2001), which authorized “transit operators” to award contracts for transit projects of at least \$10 million on a design-build basis. A variety of other statutes followed authorizing other types of public agencies to utilize design-build, including AB 1329 (Wolk, 2005) which authorized cities to utilize design-build. SB 626 (Dodd, 2021) gave the Department of Water Resources the ability to use DB and CM/GC project delivery methods for repairs and improvements to facilities of the State Water Project, excluding Delta Conveyance.

Incorporating alternative delivery methods into Metropolitan’s traditional DBB implementation could provide the following benefits:

- Enhanced collaboration between owner and contractor through the design and construction process.
- Enhanced project risk identification and allocation between owner and contractor.
- Greater flexibility in the contract award process, not limited to lowest responsible bidder.
- Potentially shorter project completion schedules, leading to earlier online dates.
- Earlier cost certainty with the potential for lower overall project costs.
- Increased opportunities for innovation.

For drought-related projects, the design and construction of new pump stations to increase delivery capabilities of Diamond Valley Lake supplies and/or Central Pool supplies to State Project Water-dependent portions of Metropolitan’s system may benefit from alternative delivery methods. In the RRWP, the design and construction of tunnel portions of the conveyance system, as well as portions of the Advanced Water Treatment facilities, may also benefit from the use of one or more of these alternative delivery approaches. As planning for both drought-related and RRWP projects continue to develop, additional candidate projects for alternative delivery implementation will be identified and analyzed by staff.

Policy

Metropolitan Water District Administrative Code Section 2800. Development, Approval and Support of Legislative Concepts.

Metropolitan Water District Administrative Code Section 11104: Delegation of Responsibilities.

By Minute Item 52205, dated December 8, 2020, the Board adopted the Legislative Priorities and Principles for 2021, Section A.1-2, establishing as top legislative priorities support for measures to defray costs of infrastructure projects and to expedite such projects, including recycled water projects and the RRWP.

California Environmental Quality Act (CEQA)

CEQA determination for Option #1:

The proposed action is not defined as a project under CEQA because it involves legislative proposals that do not involve any commitment to any specific project, which may result in a potentially significant physical impact on the environment (Public Resources Code Section 21065 and Section 15378(b)(1) of the State CEQA Guidelines). In addition, where it can be seen with certainty that there is no possibility that the proposed action in question may have a significant effect on the environment, the proposed action is not subject to CEQA (Section 15061(b)(3) of the State CEQA Guidelines).

CEQA determination for Option #2:

None required

Board Options

Option #1

Authorize the General Manager to seek legislation for Metropolitan to utilize alternative project delivery methods for construction of the Regional Recycled Water Program and drought-related projects in addition to traditional Design-Bid-Build.

Fiscal Impact: The costs associated with sponsoring this bill in the state legislature will be absorbed within existing staffing and program budgets. If the proposed legislation is enacted into law, a full assessment of costs and benefits to implement and conduct the activities will be determined and provided to the Office of the Chief Financial Officer and the Board of Directors.

Business Analysis: If legislative efforts authorizing the use of alternative delivery methods are successful, after initial costs of implementation, staff anticipates beneficial fiscal impacts that will be identified in the full assessment of costs and benefits.

Option #2

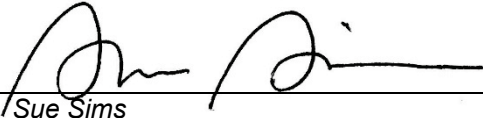
Do not authorize the General Manager to seek legislation for Metropolitan to utilize alternative project delivery methods for construction of the RRWP and drought-related projects in addition to traditional Design-Bid-Build.

Fiscal Impact: Metropolitan would forgo any potential cost and schedule-saving benefits that could be obtained by alternative delivery methods.

Business Analysis: Absent proposed legislation, Metropolitan would continue to implement traditional DBB.

Staff Recommendation


Option #1



Sue Sims
External Affairs Manager

9/30/2021

Date



Adel Hagekhalil
General Manager

10/5/2021

Date

Ref# ea12685451



Legislation for Metropolitan to Utilize Alternative Project Delivery Methods

Communication and Legislation Committee

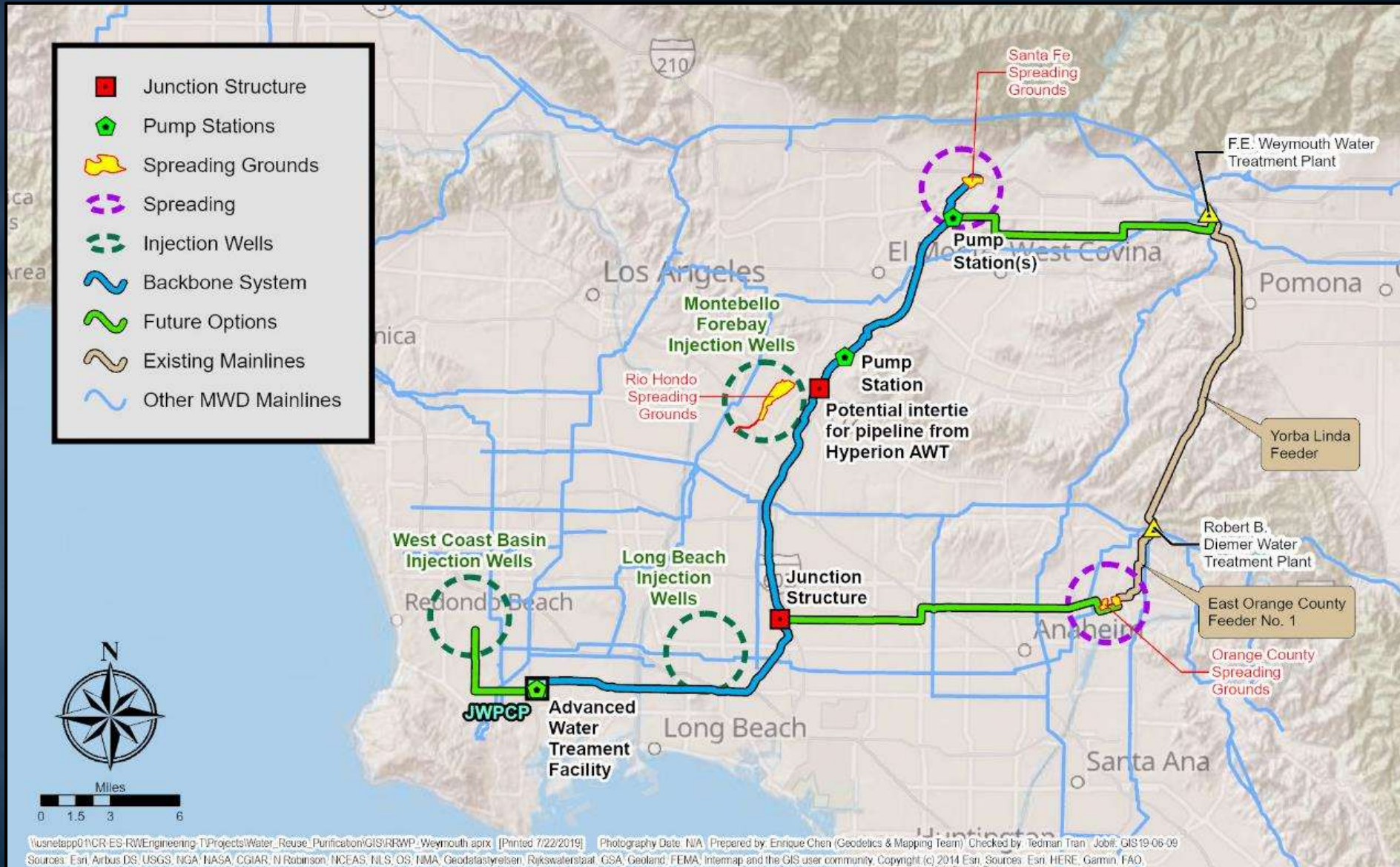
Item #7-6

October 11, 2021

Proposed Action

- Authorize the General Manager to seek legislation for Metropolitan to utilize alternative project delivery methods for construction of the Regional Recycled Water Program and drought-related projects; the General Manager has determined that the proposed action is exempt or otherwise not subject to CEQA.

Regional Recycled Water Program

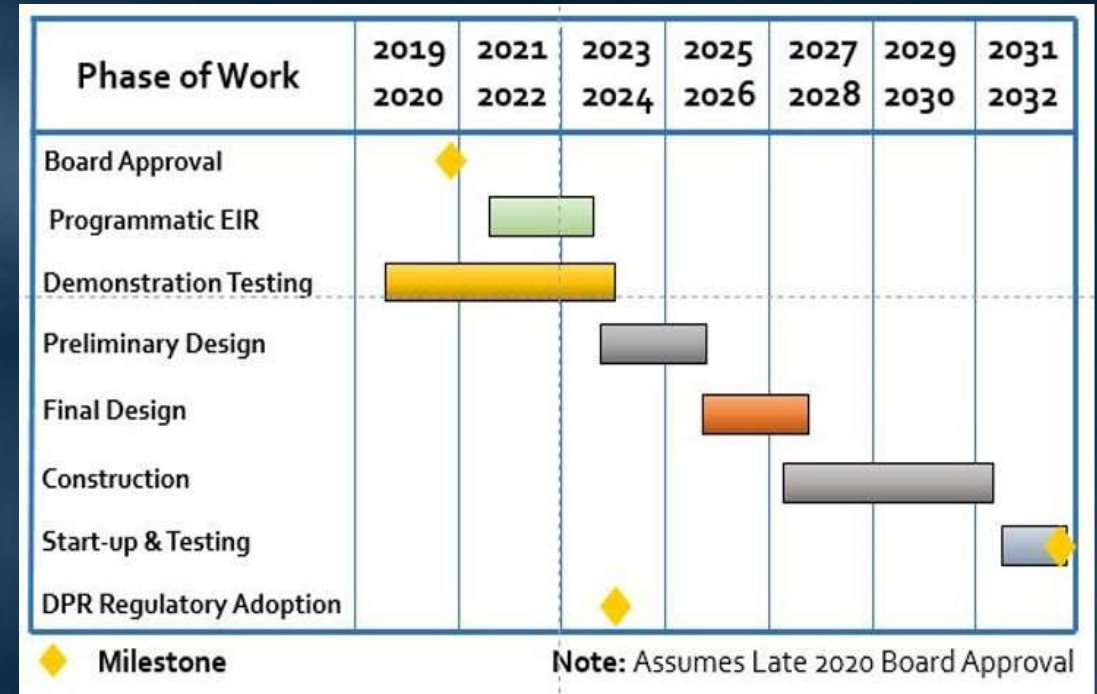


Potential Acceleration of Program/Projects

- Alternative RRWP acceleration ideas previously developed
 - 2019 Conceptual Planning Report
 - 2019 White Paper No. 1
- Advent of potential outside funding opportunities
 - Federal funding for large regional program
 - State funding approved FY 2021-22 budget and in future years
- Continuation of dry hydrologic conditions
- Selected drought-reliability projects may also benefit
 - Sepulveda Feeder pump station(s)
 - PC-1 pump station

Opportunities for Program/Project Acceleration

- Metropolitan's current approach
 - Linear Design-Bid-Build contracting
 - Design follows CEQA approval
 - RRWP critical path through
 - CEQA preparation/certification
 - AWT design/construction
 - Online date Phase 1: 2032
 - Drought reliability projects
 - Will follow similar course as RRWP
 - Typical 5-to-7-year cycle for pump station



Current RRWP Schedule

Current Project Delivery Methodology

- Metropolitan is currently limited to the traditional design-bid-build (DBB) for public works construction projects
- This traditional process is appropriate for most public works projects
- May be inefficient and inflexible for large, time-sensitive, and complex projects such as the RRWP and certain drought-related projects
- Metropolitan would benefit from a broader range of contracting options

Utilization of Alternative Delivery

- Local agencies with authority
 - LACSD
 - West Basin MWD
 - LADWP (project specific authority)
 - Water Replenishment District (ARC facility)
- Common methods in industry
 - Design Build (DB)
 - Progressive Design Build (PDB)
 - Construction Manager/General Contractor (CM/GC)



West Basin MWD – Edward C. Little WTP

Alternative Delivery Methods

Potential benefits

- ✓ Potential for schedule advancement
- ✓ Enhanced allocation of project risks
- ✓ Opportunities for Owner/Contractor collaboration
- ✓ Early pricing certainty

Potential downsides

- × Legislative action required to implement
- × Development of new MWD contract documents
- × Acquire and train staff

Pathway to Alternative Method Authorization

- Secure legislative approval
 - Potential availability: January 2023
- Scope of Legislation
 - Targeted approach
 - RRWP and drought reliability projects
 - Three additional delivery approaches recommended
 - Apply to design and construction activities only
 - Subsequent operations and maintenance by Metropolitan staff
 - Oppose attempts to shift operations and maintenance to the private sector.
 - Coordinate approach with Metropolitan bargaining units

Board Options

- Option #1
 - Authorize the General Manager to seek legislation for Metropolitan to utilize alternative project delivery methods for construction of the RRWP and drought-related projects.
- Option #2
 - Do not authorize the General Manager to seek legislation.

Staff Recommendations

- Option #1





● **Board of Directors**
Communications and Legislation Committee

10/12/2021 Board Meeting

9-3

Subject

Update on expanded multimedia public awareness and outreach campaign for water conservation, including issuance of a request for proposals for a three-year contract for media buying services not to exceed \$10.5 million

Executive Summary

In preparation for potential severe drought conditions in 2022 and beyond and the need to maintain a high level of ongoing conservation messaging and marketing to Southern Californians, staff plans to expand and extend the current advertising and outreach campaign. To support this work, staff will initiate a request for proposals (RFP) for consulting services for strategic planning and media buy services beginning in early 2022 for a period of three years at a cost not to exceed a total of \$10.5 million to be paid from current and future funds from the conservation budget. Staff anticipates spending up to \$3.5 million of the total in the current fiscal year as part of the current conservation budget appropriation. Staff proposes that the remaining \$7 million be included in the next biennial budget (fiscal year 2022/23 and fiscal year 2023/24) for Conservation.

Details

In response to California's drought conditions, Governor Newsom's call for voluntary cuts to water use, and Metropolitan's August 2021 Water Supply Alert, staff developed and implemented a new multimedia and multilingual advertising and outreach campaign. The campaign launched in August with an initial media buy using \$510,000 of the External Affairs fiscal year (FY) 2021/22 board-approved advertising budget. Early results from the first month of the campaign showed 27 million impressions, driving 30,000 new visitors to bewaterwise.com. Traffic and weather radio advertisements were purchased on 42 English and Spanish-language stations, and 26 out-of-home billboards and transit shelter posters have been installed throughout the Southern California region. Grocery store print advertising placements are in Albertsons and Vons stores within disadvantaged community tracts, and Spanish-language print advertisements are featured in popular Latino grocery stores, including Superior and Cardenas.

In September, staff informed the Board of plans to use up to \$1 million from the Board-approved Conservation Credits budget to continue the campaign in the fall and winter. The campaign will reflect the need for increased conservation by Southern Californians and include additional social, digital, out-of-home, and radio advertising in general and ethnic media to reach diverse communities. The expanded budget also allows for high visibility television sponsorships, such as on-air programming with local broadcast networks and weather report advertising. The media strategy will also leverage more targeted advertising approaches in movie theaters, on gas pump screens, and in ethnic grocery stores. This phase of the campaign will begin in October and run through early 2022.

Due to the ongoing drought circumstances and the potential for continued or worsening conditions next year, staff is proposing to further extend and expand the current paid advertising and outreach campaign activities in 2022, including new efforts to increase multilingual messaging and outreach to underrepresented communities, and market current and potentially new conservation and rebate programs to the public.

To maximize Metropolitan's investment and reach, staff will initiate a RFP for consulting services to provide strategic advice and media buy services for a period of three years at a cost not to exceed \$10.5 million (\$3.5 million per year). The additional funding for this campaign and services will come from the conservation budget in the current fiscal year for the first \$3.5 million, and staff will include the balance in the next proposed biennial budget for the following two years. Contracting with a media agency with expertise in the Southern California media market will increase buying power by leveraging the combined spend of an outside agency to create better access and more efficiencies for Metropolitan's advertising dollars. Experienced media agencies have long-standing relationships with media vendors and can strategically negotiate, activate and optimize media buys, measure media effectiveness with real-time data and performance reporting, and provide tracking and third-party verification of advertising placements which will enable Metropolitan to closely monitor spending and expenditures.

In August, staff informed the Communications & Legislation Committee it would seek board authorization to initiate an RFP for these services. However, based on a review of the expenditures in the \$43 million conservation budget for FY 2021/22, the underspent conservation budget of the last fiscal year, and the conservation-related purpose of the campaign, staff has determined that the existing appropriation may be used for the campaign for the first year and staff will include the remainder of the proposal in the next proposed budget. At this time, staff is seeking board input into the process to ensure the RFP and staff's evaluation of proposals fully addresses the necessary scope of work, experience, and qualifications of firms to ensure both the efficiency and effectiveness of Metropolitan's conservation advertising and marketing campaigns.

Staff will return to the Board at the conclusion of the RFP solicitation, review, and evaluation process to seek board authorization for the selected agreement for a contract to provide media buying and placement services for a 2022-2024 water awareness and conservation advertising campaign.

Policy

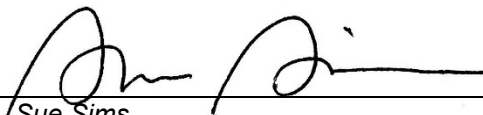
By Minute Item 51962, on April 14, 2020, the Board approved the current FYs 2020/21 and 2021/22 biennial budget, which includes a \$43 million annual appropriation for conservation and rates and charges based on an anticipated conservation expenditure of \$24 million.

By Minute Item 52116, on September 15, 2020, the Board approved various cost-containment measures to address COVID-19 financial impacts, including reducing spending on advertising for demand management programs.


By Minute Item 52478, on August 17, 2021, the Board adopted a Condition 2 - Water Supply Alert, making a regional call for cities, counties, member agencies, and retail water agencies to implement extraordinary conservation through drought ordinances and other measures to mitigate the use of storage reserves.

Fiscal Impact

Up to \$3.5 million expenditure in current FY 2021/22 from the Board-approved conservation budget and staff will include \$7 million in the proposed conservation budget for FY 2022/23 and FY 2023/24 (continuance of contract in second and third years is dependent upon board approval of the biennial budget).



Sue Sims 9/30/2021
External Affairs Manager *Date*



Adel Hagekhalil 10/5/2021
General Manager *Date*

Ref# ea12680456



Update on water conservation campaign, including a request for proposal (RFP) for a three-year contract for media buying services not to exceed \$10.5 million

Communication and Legislation Committee

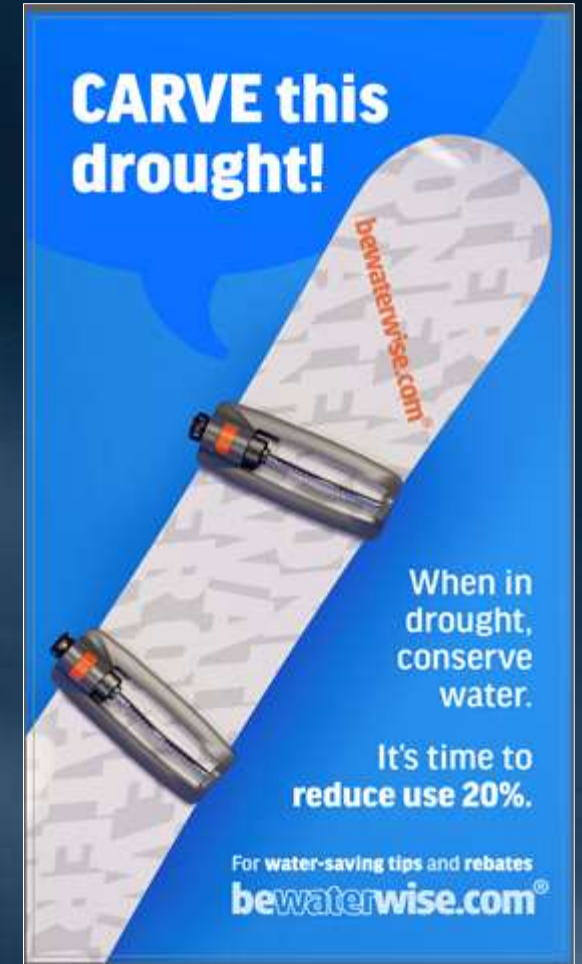
Item #9-3

October 11, 2021

Advertising and Outreach Campaign

45,000 visitors to bewaterwise.com and 7 million impressions on social media to date

Our messages will become more action-oriented and specify required reductions or other requirements



Advertising and Outreach Campaign

New targeted and in-language outreach in communities

Placements in 50 locations, primarily in underserved areas in Los Angeles, Inland Empire, Orange County, San Diego counties



Advertising and Outreach Campaign

- La Opinion Heritage Month
- Co-branding with cities, agencies
- KFI AM 640 'Home with Dean Sharp'



Advertising and Outreach Campaign

Coordinated video releases in October, timed for seasonal theme and tied to water-saving tips

Advertising on YouTube with a target of 250k views

be waterwise.com

DON'T BE A WATER ZOMBIE

Recognize the signs:
... mindless trash
... so much wasted water.

They must be stopped.
Bewaterwise.com is here to help.

There's hope.

Waterwise Tip

Take a five-minute shower and save up to eight gallons.

Conservation Advertising Budget

- FY 2020/21-2021/22 Board-approved conservation budget
 - Currently investing \$1 million for fall/winter campaign
- Proposed three-year campaign – not to exceed \$10.5 million
 - Up to additional \$3.5 million in spring/summer 2022 (from current board-approved conservation budget)
 - Proposed \$7 million in FY 2022/23 and FY 2023/24 Continuance of contract in second and third years is dependent upon Board approval of funding in biennial budget

Benefits of Using Media Buying Firm

Negotiate to
Increase Buying
Power

Expanded
Multi-media
Opportunities

Verify and Track
Advertising
Placements

Added Value,
Make-Goods on
Media Buys



Next Steps



Input from Board

C&L Committee Presentation and incorporate board feedback in (early October)

Issue Request for Proposals

Work with Business Outreach to Ensure Broad Distribution of RFP (late October)

Review and Score Proposals

Staff to interview top firms for experience, value (December 2021-January 2022)

Award Contract

Return to Board in early 2022 with recommendation to award contract for media placement service





Inspection Trip Update

Communications and Legislation Committee

Item #6a

October 11, 2021

Current Status

- On hold since March 2020
- No planned date to restart
- Considering program changes
 - Protect health and safety of directors, staff, guests
 - Achieve education and engagement objectives



Issues being considered

- Consistency with Metropolitan's COVID-19 directives
- Consistency with federal travel requirements – air and ground
- Quality of guest interaction
- Protocols for handling guest illness
- Metropolitan liability for COVID-19 contact, transmission
- Gene Camp



Potential Changes

- Reduce the number of participants per trip
- Establish mask and social distancing protocols
- Require proof of vaccination or recent negative test
- Update medical disclaimer language
- Modify rooming at Gene Camp, food service in dining hall

Restarting Program

- Mid-Spring 2022 if conditions support
 - Local trips with limited number of guests
- Additional member agency support
 - Vaccine/COVID-19 test documents, mask protocols, keeping group together and distanced
- Plan for regular program in Fall 2022
 - Begin requesting trips in April 2022







Report on Activities from Washington DC

Communications and Legislation Committee

Item #6c

October 11, 2021

Legislative Update



Appropriations



Infrastructure Bill



Budget Reconciliation

National Defense Authorization Act Amendments

PFAS

Drinking Water
standard for
PFOA and PFOS
in 2 years

Cybersecurity

Cyberattack
reporting
requirements

Hearings of Interest



Status and Management of Drought in the Western United States

Senate Energy and Natural Resources Subcommittee on Water and Power



Colorado River Drought Conditions and Response Measures

House Natural Resources Subcommittee on Water, Oceans and Wildlife



Effects of PFAS on Public Health and Water Quality

House Transportation and Infrastructure Subcommittee on Water Resources and Environment

Nominations Update



Camille Touton
Commissioner
Bureau of Reclamation
U.S. Department of Interior



Mike Conner
Assistant Secretary of the Army
(Civil Works)
U.S. Department of the Army





Report on Activities from Sacramento

Communication and Legislation Committee

Item #6c

October 11, 2021

2021 Overview

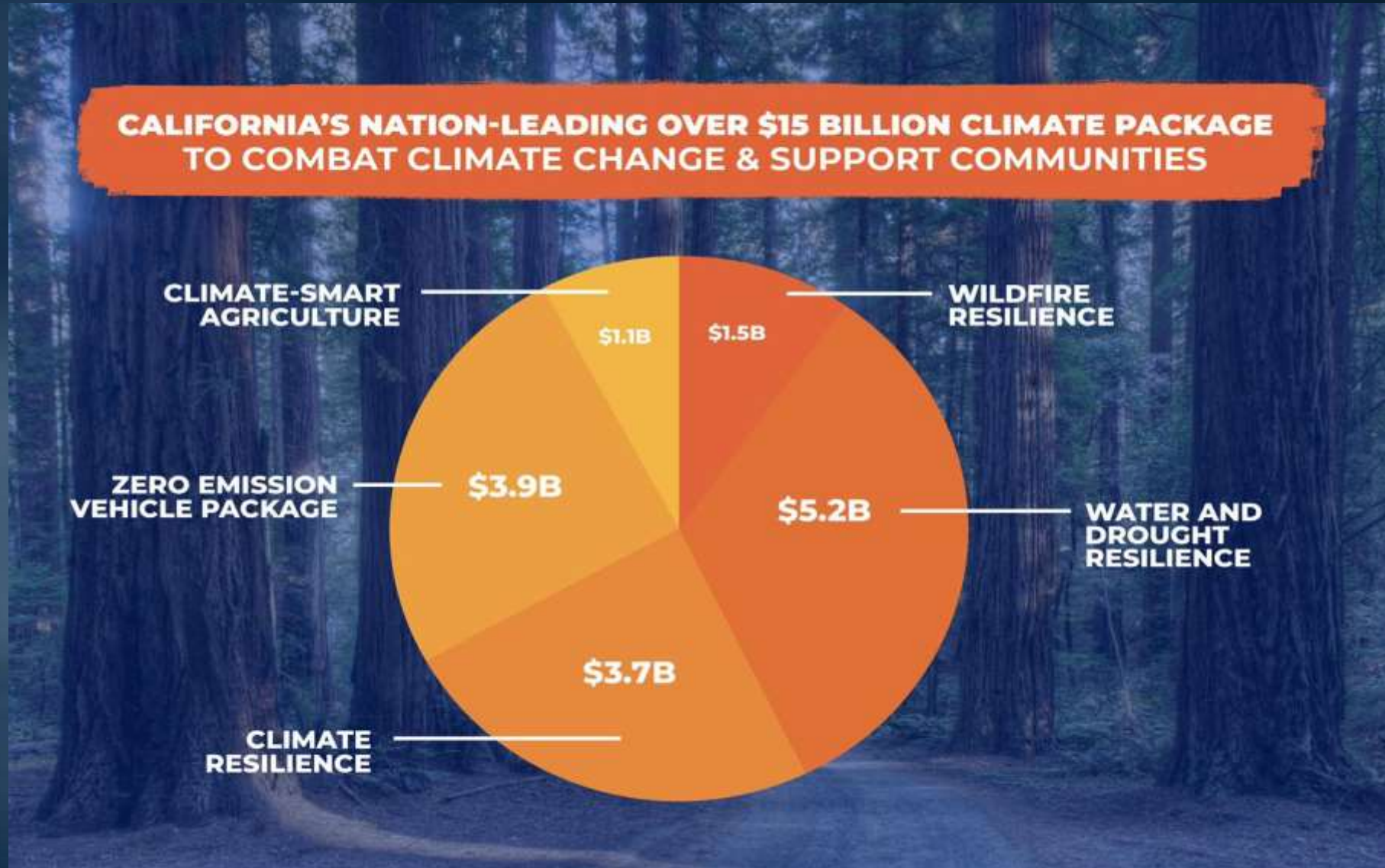
- Historic \$262.6 billion budget
- Recall Election



Summary of Arrearage Financial Assistance Programs

	California Arrearage Payment Program (CAPP)	California Water and Wastewater Arrearage Payment Program (CWWAPP)	Low-income Home Energy Assistance Program (LIHEAP)	Low-income Household Water Assistance Program (LIHWAP)
Purpose	Residential and commercial energy utility customers with arrears	Residential and commercial water customers with arrears	Households served by electric utilities.	Households served by water and/or sewer agencies
Administering Agency	Department of Community Services and Development	State Water Resources Control Board	Department of Community Services and Development	Department of Community Services and Development & Community Service Providers
Funding Amount	\$993.5 M <ul style="list-style-type: none"> • \$298.5 M POU/Co-ops • \$694.9 M IOU/CCAs 	\$985 M	\$518.6 M	\$116 M

\$15 Billion Climate Package



Climate Package SB 170: Budget Bill (Dollars in Millions)

Key Elements	Funding	2021-22	2022-23	2023-24
Water & Drought Resilience	\$5,157	\$3,582	\$1,035	\$541
Wildfire Resilience	\$1,524	\$536* \$988	-	-
Climate Resilience	\$3,689	\$369	\$2,090	\$1.23
Smart Agriculture	\$1,100	\$683	\$417	
Cap & Trade Expenditure Plan	\$1,534	\$1,534	-	-

* Early Action Funding 2020-21

Water & Drought: Immediate Drought Support (Dollars in Millions)

Department	Program	2021-22	2022-23	2023-24	Total
Various	Data Research & Communication	\$127	-	-	\$127
Various	Drought Technical Assistance, Emergency Water Supplies & Control Section	\$52	-	-	\$52
Department of Conservation	Multi-benefit Land Repurposing	\$50	-	-	\$50
Department of Water Resources	Small Water Supplier Drought Relief & Urban Water Management Grants	\$500	-	-	\$500
Various	Drought Permitting, Compliance & Enforcement	\$36	\$3.5	\$3.5	\$43
Department of Fish & Wildlife	Drought Fisheries & Wildlife Support	\$43	-	-	\$43

DWR Urban Water Management Grants

- Budget bill allocated \$300 million to DWR for immediate urban drought relief
 - MWD and water agencies can apply for funding to support conservation activities
 - Draft solicitation package *does not* clearly identify demand management as an eligible project
 - Comments were due to DWR by Oct. 8
 - Shared a draft letter with Member Agencies and Non-Governmental Organizations



Water and Drought: Drinking Water, Water Supply and Reliability, Flood (Dollars in Millions)

Department	Program	2021-22	2022-23	2023-24	Total
State Water Resources Control Board	Drinking Water/Wastewater Infrastructure	\$1,300	-	-	\$1,300
	PFAS Support	\$30	\$50	\$20	\$100
	Water Recycling/Groundwater Cleanup	\$200	\$100	\$100	\$400
Department of Water Resources	Salton Sea	\$40	\$100	\$80	\$220
	SGMA Implementation	\$180	\$60	\$60	\$300
	Water Conveyance	\$100	\$100		\$200
	Flood	\$313	\$237	\$88	\$638
	Watershed Climate Studies	\$25	-	-	\$25
	Aqueduct Solar Panel Pilot Study	\$20	-	-	
Department of Food & Agriculture	State Water Efficiency and Enhancement Program	\$50	\$50		\$100

Water and Drought: Nature-based Solutions (Dollars in Millions)

Department	Program	2021-22	2022-23	2023-24	Total
Natural Resources Agency	Water Resilience Projects	\$165	\$100	\$180	\$445
Wildlife Conservation Board	Wildlife Corridors/Fish Passage	\$65	\$40	-	\$105
State Water Resources Control Board	Border Rivers	\$20	-	-	\$20
Various	Restoration of Natural Areas and Ecosystems	\$130.1	\$24.4	\$8.9	\$163
Various	Urban Streams	\$30	\$20	-	\$50

Multi-benefit Nature-based Solutions: Climate Package (Dollars in Millions)

Department	Program	2021-22	2022-23	2023-24	Total
Department of Fish and Wildlife	Climate Change Impacts on Wildlife	\$15	\$35	-	\$50
Department of Water Resources	Habitat Restoration	-	\$125	\$75	\$200
Wildlife Conservation Board	Protect Fish and Wildlife from Climate Conditions	\$31	\$222	\$100	\$353
Various	Multi-benefit and Nature-based solutions	-	\$593	\$175	\$768

Other Funding

- Climate-Smart Agriculture
 - \$160 M for Healthy Soils - Department of Food & Agriculture
 - \$75 M 2021-2022
 - \$85 M 2022-23
- Cap & Trade Expenditure Plan
 - \$44 M Safe and Affordable Drinking Water- State Water Board*
 - \$565 M Zero Emission Vehicles & Trucks - Air Resources Board

* \$130 Million Total

Legislative Priorities

- Housing
- Education
- Healthcare
- Police Reform
- Climate Change
- Circular Economy



Metropolitan-sponsored bills

- Infrastructure Repairs & Maintenance
 - AB 442 (Mayes, I-Rancho Mirage) – Chaptered
- Drinking Water Quality
 - SB 230 (Portantino, D-La Cañada Flintridge) – Two-year bill

Legislation – State Matrix

- Drinking Water: MCL Compliance
 - AB 588 (E. Garcia, D-Coachella) – Two-year bill
- Water Quality: Impaired Surface Waters Compliance
 - AB 377 (R. Rivas, D-Hollister) – Two-year bill
- Water Governance and Funding
 - AB 1195 (C. Garcia, D-Bell Gardens) – Two-year bill

Legislation – State Matrix

- Delta & State Water Project
 - SB 369 (Pan, D-Sacramento) – Chaptered
 - SB 626 (Dodd, D-Napa) – Chaptered
 - SB 979 (Frazier, D-Fairfield) – Held under submission
- Water & Energy Nexus
 - AB 1161 (E. Garcia, D-Coachella) – Two-year bill

Legislation – State Matrix

- Water Bond & Infrastructure Funding
 - AB 1500 (E. Garcia, D-Coachella & Mullin, D-South San Francisco) – Two-year bill
 - SB 45 (Portantino, D-La Cañada Flintridge) – Two-year bill
 - SB 559 (Hurtado, D-Fresno) – Two-year bill

Legislation – State Matrix

- Innovation

- SB 351 (Caballero, D-Salinas) – Held under submission

- Governance

- AB 361 (R. Rivas, D-Hollister) – Chaptered
- AB 703 (B. Rubio, D-Baldwin Hills) – Two-year bill

Preview of 2021 Legislative Issues



Conservation



Affordability



Water Quality

Preview of 2022 Legislative Issues



**Delta/State
Water Project**



Climate Change



Renewable Energy

Preview of 2021 Legislative Issues



Governance



State Audit

