



Legislation and Communications Committee

# External Affairs Activities

Item 7a

January 14, 2025

Report on  
Activities  
from  
External  
Affairs

## Subject

Report on Activities from External Affairs

## Purpose

To provide management announcements and highlights for External Affairs

# Conservation Advertising Quarterly Report



- Budgeted for FY 2024/25: Up to \$3.5 million
  - Expenditures to date: \$925,000
  - Plan spring campaign: \$800,000-\$850,000
- Spend strategies will continue to reflect Board direction to carefully manage expenditures

# Employee Engagement



**Water Champions**  
Etiwanda Pipeline Project



**Water Champions**  
Pure Water Southern California



**Water Champions**  
State Water Project  
Water Supply



**Water Champions**  
Business Support for  
Construction Services Unit



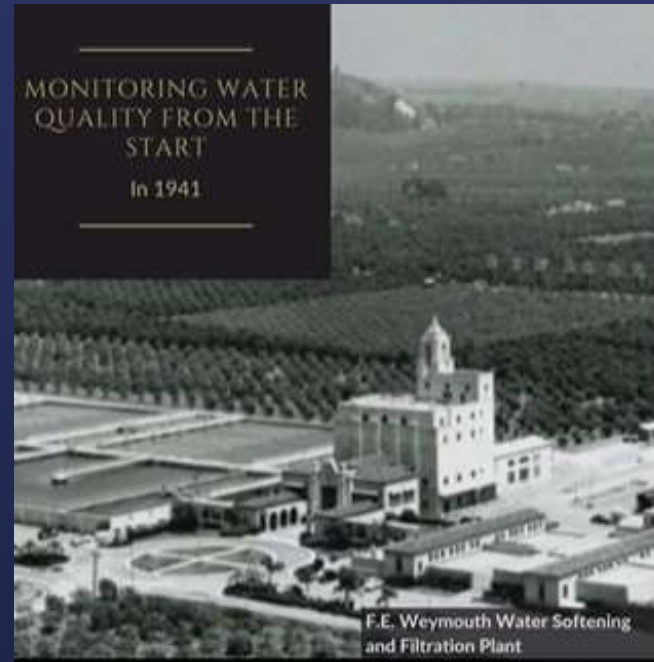
**Water Champions**  
Perris Valley Pipeline



**Water Champions**  
Second Lower Feeder  
Pipeline Rehabilitation



# Safe Drinking Water 50<sup>th</sup> Anniversary



## Diversity Outreach



- Spanish language landing page for 'Goodbye Grass' turf and tree rebate programs
- Bilingual tour of Weymouth and Water Quality Lab for Council for Watershed Health and other CBOs
- Hosted CRA Inspection Trip with reps from NAACP

# Community Engagement



- CORO Fellow Alyssa Fundal
- Project will develop approaches to increase young adult engagement with issues related to water supply, conservation and sustainability

