

The Metropolitan Water District of Southern California

Agenda

The mission of the Metropolitan Water District of Southern California is to provide its service area with adequate and reliable supplies of high-quality water to meet present and future needs in an environmentally and economically responsible way.

LRA&C Committee

F. Jung, Chair
A. Kassakhian, Vice Chair
J. Abdo
L. Ackerman
B. Dennstedt
A. Fellow
J. Garza
G. Gray
M. Luna
J. McMillan
T. Phan
B. Pressman
M. Ramos
T. Smith

Legislation, Regulatory Affairs, and Communications Committee - Final

Meeting with Board of Directors *

March 13, 2023

11:00 a.m.

Agendas, live streaming, meeting schedules, and other board materials are available here: <https://mwdh2o.legistar.com/Calendar.aspx>. A listen only phone line is available at 1-877-853-5257; enter meeting ID: 873 4767 0235. Members of the public may present their comments to the Board or a Committee on matters within their jurisdiction as listed on the agenda via in-person or teleconference. To participate via teleconference (833) 548-0276 and enter meeting ID: 815 2066 4276.

Monday, March 13, 2023 Meeting Schedule

09:30 a.m. EOT
11:00 a.m. LRAC
11:30 a.m. Break
12:00 p.m. LC
12:30 p.m. FAIRP
02:00 p.m. EOP

MWD Headquarters Building • 700 N. Alameda Street • Los Angeles, CA 90012

* 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))**
- 2. Opportunity for Directors who are not members of the committee to address the committee on matters within the committee's jurisdiction**

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

3. CONSENT CALENDAR OTHER ITEMS - ACTION

- A.** Approval of the Minutes of the Legislation, Regulatory Affairs, and Communications Committee for January 24, 2023 (Copies have been submitted to each Director, Any additions, corrections, or omissions)

[21-2013](#)

Attachments: [03132023 LRAC \(LRAC 01242023\) minutes](#)

4. CONSENT CALENDAR ITEMS - ACTION

NONE

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

5. OTHER BOARD ITEMS - ACTION

NONE

6. BOARD INFORMATION ITEMS

NONE

7. COMMITTEE ITEMS

- a. Report on Activities from Washington, D.C. [21-2014](#)

Attachments: [03132023 LRAC 7a Presentation](#)

- b. Report on activities from Sacramento [21-2015](#)

Attachments: [03132023 LRAC 7b Presentation](#)

8. MANAGEMENT REPORTS

- a. External Affairs Management Report [21-2016](#)

Attachments: [03132023 LRAC 8a Presentation](#)

9. FOLLOW-UP ITEMS

NONE

10. FUTURE AGENDA ITEMS

11. 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

LEGISLATION, REGULATORY AFFAIRS AND COMMUNICATIONS COMMITTEE

January 24, 2023

Chair Jung called the hybrid teleconference meeting to order at 10:31 a.m.

Members present: Directors Abdo, Ackerman, Dennstedt, Fellow, Gray, Jung, Kassakhian (entered after roll call), Pressman, Ramos and Smith.

Members absent: Directors Apodaca, Luna, and Phan.

Other Board Members present: Chair Ortega, Directors Armstrong, Atwater, Chacon, Cordero, Dick, Erdman, Faessel, Fong-Sakai, Goldberg, Kurtz, Lefevre, McMillan, Miller, Morris, Peterson, and Seckel.

Committee Staff present: Hagekhalil, 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

- a. Subject: Approve creating the Subcommittee on Public Affairs Engagement and establish a two-year term.

Presented by: Sue Sims, Group Manager-External Affairs

Motion: Approve creating the Subcommittee on Public Affairs Engagement and establish a two-year term.

Ms. Sims provided a presentation on the establishment of the subcommittee on Public Affairs Engagement and its focus to devise strategies that will encourage public confidence in safe drinking water, and public education to support progress for Climate Action programs and projects related to water supply and stewardship.

After completion of the presentation, Director Smith made a motion, seconded by Director Ramos to approve item 2a.

The vote was:

Ayes: Directors Abdo, Ackerman, Dennstedt, Fellow, Jung, Kassakhian, Pressman, Ramos, and Smith.
Noes: None
Abstentions: None
Absent: Directors Apodaca, Gray, Luna, and Phan

The motion passed by a vote of 9 ayes, 0 noes, 0 abstain, and 4 absent.

3. CONSENT CALENDAR ITEMS – ACTION

None

END OF CONSENT CALENDAR ITEMS

4. OTHER BOARD ITEMS – ACTION

None

5. BOARD INFORMATION ITEMS

None

6. COMMITTEE ITEMS

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

Presented by: Abby Schneider, Executive Legislative Representative

Ms. Schneider provided an oral report on activities from Washington, D.C., including an update on the FY 2022/2023 federal budget negotiations and appropriations, Colorado River Drought Contingency Plan, the National Defense Authorization Act..

b. Subject: Report on Activities from Sacramento.

Presented by: Rosie Thompson, Principal Legislative Representative

Ms. Thompson provided an update of the 2023/24 legislative session and the proposed FY 2023-24 state budget, committee assignments and potential bills of interest.

7. MANAGEMENT REPORTS

a. Subject: External Affairs Management Report

Presented by: Sue Sims, External Affairs Group Manager

Ms. Sims provided an update on the updated communications plan on Colorado River issues, upcoming media events and generating positive visibility for MWD and member agencies, social media campaigns to highlight employees and cultural heritage events, and the Annual Achievement Report.

8. FOLLOW-UP ITEMS

None

9. FUTURE AGENDA ITEMS

None

Meeting adjourned at 10:59 a.m.

Fred Jung
Chair

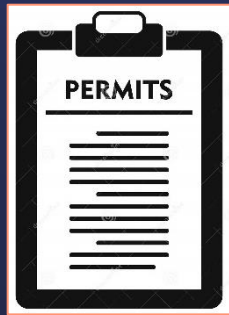


Legislation, Regulatory Affairs, and Communications
Committee

Report on Activities from Washington, D.C.

Item # 7a
March 13, 2023

Permitting Reform.



- Attempt failed last Congress
- Now led by House majority
- Focus on energy projects
- Multiple committee hearings in the House
- Discussed at House Democrats retreat



Environmental Protection Agency.



PFAS

- Drinking water standards this month
- Superfund enforcement guidance under development



Cybersecurity

- Interpretive memo released
- Guidance available for public comment till May 1

Washington, D.C. Visits.



- Reps. Calvert and Napolitano sponsored a briefing for Congressional staff
- Metropolitan Board members met with lawmakers and Administration officials







Legislation, Regulatory Affairs, and
Communications Committee

Report on Activities from Sacramento

Item 7b

March 13, 2023

Legislative Deadlines

February 17:

Bill Introduction Deadline

April 28:

Policy Committee Deadline for
Fiscal Bills.

June 15:

Deadline for the Legislature to pass
the Budget

Sacramento Board Days



Chairman Ortega, MWD Directors and GM Hagekhalil with Assembly Member Bauer-Kahan.

Sacramento Board Days Legislative Highlights

Infrastructure/Bond Bills

- AB 305 (Villapudua) California Flood Protection Bond Act of 2024.
 - Spot bill.
- AB 1567 (E. Garcia): Safe Drinking Water, Wildfire Prevention, Drought Preparation, Flood Protection, Extreme Heat Mitigation, and Workforce Development Bond Act of 2023.
 - Would authorize a \$15.1 billion bond.
- SB 638 (Eggman): Climate Resiliency and Flood Protection Bond Act of 2024.
 - Would authorize \$4.5 billion for flood protection and climate resiliency projects.
- SB 867 (Allen): Drought and Water Resilience, Wildfire and Forest Resilience, Coastal Resilience, Extreme Heat Mitigation, Biodiversity and Nature-Based Climate Solutions, Climate Smart Agriculture, Park Creation and Outdoor Access Bond Act.
 - Spot bill

Sacramento Board Days Legislative Highlights

Water Rights Bills

- AB 460 (Bauer-Kahan): State Water Resources Control Board: interim relief
 - Grants the Board new authority over surface water diversions to manage and address waste and illegal water use.

Water Efficiency/Conservation

- AB 1572 (Friedman): Potable water: nonfunctional turf
 - Would prohibit use of potable water to irrigate nonfunctional turf located on commercial, industrial, municipal, institutional, and multifamily residential properties.
- AB 1648 (Bains): Water: Colorado River Conservation
 - Expresses intent to enact legislation that would prohibit Los Angeles from achieving federally-mandated conservation of Colorado River water supplies by increasing imports from other regions.





External Affairs Management Report

Update on Water Supply & Conservation Messaging

Item # 8a
March 13, 2023

The Question Everyone is Asking

A10 TUESDAY, MARCH 7, 2023

Los Angeles Times

LATIMES.COM/OPINION

OPINION

EDITORIAL

How can California still be in drought after a wet winter?

The rain and snow are great for our reservoirs but not enough to wipe out the state's water debt.

AFTER MORE than two months of atmospheric rivers and bomb cyclones, amid a supersized Sierra snowcap, and with more precipitation forecast for the rest of the month, isn't California's drought over?

The U.S. Drought Monitor reports that yes, 17% of California is now out of drought. Most of the rest of the state is quite wet as well, although it remains in some level of "drought" as the term is defined by the Drought Monitor.

Only 17%? How is that possible? We've had more rain and snow than in the entire winter of 2019, when the state was last declared drought-free.

The positive discrepancy is the result of

Unfortunately, much of that narrative is myth, and in any case irrelevant to the terrain and hydrology of California in an era of heat waves, longer summers and urban living.

Drought was never the right word to apply to this state's dry streaks. Californians need a term that describes not just how much water is coming in, but how much we use every day and how much we save for later. We need a word or phrase that suggests how long we can stand in the shower, whether farmers can keep growing pistachios and if the forests and cities will once again burn when summer comes.

Instead of drought, we should talk about going into water debt, and refer to wet periods as winning the water lottery.

And isn't a wet winter like this one a lot like winning the lottery? Most jackpot winners expect their lifestyles to change forever. But then they pay off their debts and the taxes on their winnings, and indulge in a few extravagances. Next thing they know, their debt has returned, and they're back to square one.



FRED GREAVES California Department of Water Resources

SNOW IS measured during the California Department of Water Resources' Sierra Nevada survey in January.

jackpot that paid out during the 20th century, which was — the geological records tell us — an abnormally wet period.

This is not a uniquely California story. At the end of the Dust Bowl drought, the rains returned, but farmers went bankrupt and the

Topline Messages



Recent winter storms are welcome news and are helping to relieve the intensity of the historic three-year drought



But California is vulnerable to extreme and variable weather. We need to continually adapt how we manage and invest in our water systems.



While we are seeing some relief locally and with our supplies imported from Northern California, our other imported water supply - the Colorado River - is in trouble.



That's why we all must keep using water wisely and conserving in our homes, gardens, businesses, and communities. MWD and local agencies are here to help.

Messaging Platform

Primary Message

Water conservation must be a way of life for all of us in Southern California, rain or shine.

Secondary Message

Metropolitan and local water agencies offer rebates, grants landscape classes, water-wise garden inspiration and lots of helpful tips on bewaterwise.com

Update on
Communications & Messaging_

Content Outreach Strategy

Leveraging Big Results
with Minimal Dollars

Earned and Social Media

More than **200 news stories** about MWD on radio, online, digital & TV with publicity value of **nearly \$3 million**

120,000 visitors to bewaterwise.com from social media



Messaging Materials

Fact sheets, updated website content on **Colorado River** and current Southern California **water supply conditions**

In-store **marketing** for rebate-eligible products



Community Engagement

In-stadium ads and partnership activities with **Angel City Football Club**

Sponsoring and exhibit booths at **community events** this spring





Colorado River Fact Sheets



Update on
Communications & Messaging_

Evolving Messaging Based on Conditions.

REMOVING LAWNS
REDUCES WASTEFUL
WATER USE.

bewaterwise.com®
FOR WATER-SAVING TIPS & REBATES

A REBATE TODAY
SAVES WATER FOREVER.

USE RAIN TO
WATER YOUR
YARD - NOT
SPRINKLERS.

bewaterwise.com®

FOR WATER-SAVING TIPS & REBATES



Update on
Communications & Messaging_

In-Language for Outdoor Advertising



It's time to be serious about
using less water. (Korean)



Climate change means water
conservation now. (Spanish)



A rebate today saves water
for their future. (Armenian)



We can all do more to save
water now. (Vietnamese)



Now is the time to do our part.
Use less water. (Chinese)



Being waterwise means not
being wasteful. (Tagalog)

Update on
Communications & Messaging_

Going Big with Spring/ Summer Advertising



- World's largest digital billboard
- Collaborations with state's Save our Water campaign
- Regional survey of public attitudes
- Social media influencers
- Paid media - radio, outdoor, digital, English and Spanish TV

