



**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

**Adjourned Communications and  
Legislation Committee**

Meeting with Board of Directors \*

**August 16, 2021**

**2:30 p.m.**

Live streaming is available for all board and committee meetings on our  
[mwdh2o.com](http://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, August 16, 2021  
Meeting Schedule**

09:30 a.m. - Adj. F&I  
10:30 p.m. - Adj. E&O  
12:00 p.m. - Break  
12:30 p.m. - Adj. WP&S  
02:30 p.m. - Adj. C&L  
03:30 p.m. - Adj. OP&T

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\* 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 July 12, 2021

[21-324](#)

**Attachments:** [08162021 CL 2A Draft Minutes](#)

**3. CONSENT CALENDAR ITEMS - ACTION**

- 7-4** Approve Metropolitan's annual membership in the U.S. Water Alliance and authorize payment of \$18,500, and approve Metropolitan's annual membership in Water Education for Latino Leaders and authorize payment of \$25,000; the General Manager determined that the proposed action is exempt or otherwise not subject to CEQA [21-332](#)

**Attachments:** [08172021 CL 7-4 B-L.pdf](#)  
[08172021 CL 7-4 Presentation.pdf](#)

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

**4. OTHER BOARD ITEMS - ACTION**

None

**5. BOARD INFORMATION ITEMS**

None

**6. COMMITTEE ITEMS**

- a. Update on Conservation Messaging [21-366](#)

**Attachments:** [08162021 CL 6a Presentation.pdf](#)

- b. Report on Activities from Sacramento [21-367](#)

- c. Report on Activities from Washington DC [21-368](#)

**Attachments:** [08162021 CL 6c Presentation.pdf](#)

**7. MANAGEMENT REPORTS**

- a. External Affairs Management Report [21-369](#)

**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**

**July 12, 2021**

Chair Cordero called the teleconference meeting to order at 1:48 p.m.

Members present: Chair Cordero, Vice Chair Kurtz, Directors Abdo, Ackerman, Butkiewicz, Erdman (entered after roll call), Morris, Murray, G. Peterson, Quinn, Record, and Smith.

Members absent: Directors Luna and Repenning.

Other Board Members present: Chairwoman Gray, Directors Atwater, Blois, De Jesus, Dennstedt, Fellow, Jung, 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 meeting of the Communications and Legislation Committee held June 7, 2021.

**3. CONSENT CALENDAR ITEMS – ACTION**

None

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

The vote was:

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

Noes: None

Abstentions: None

Not Voting     Director G. Peterson

Absent:           Directors Luna and Repenning

The motion passed by a vote of 11 ayes, 0 noes, 0 abstain, 1 not voting and 2 absent.

## **END OF CONSENT CALENDAR ITEMS**

### **4. OTHER BOARD ITEMS – ACTION**

None

### **5. BOARD INFORMATION ITEMS**

None

### **6. COMMITTEE ITEMS**

a.                Subject:                Report on Solar Cup 2021

Presented by:     Julie Miller Kalbacher, Public Affairs Representative  
                         Joseph Chavez, Administrative Analyst III

Ms. Kalbacher and Mr. Chavez provided a report on the 2021 Solar Cup Program and its new virtual format, with participation statistics, examples of the type of challenges and results.

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 budget package for 2021-22, key legislative dates, actions taken at the joint legislative audit committee, and special elections.

c.                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 Large-Scale Water Recycling Project Investment Act, the INVEST in America Act, the infrastructure package, and nomination updates.

## **7. MANAGEMENT REPORT**

a. Subject: External Affairs Management Report

Presented by: Susan Sims, External Affairs Group Manager

Ms. Sims reported on Metropolitan's collaborative work with member agencies on the Pilots and Trials event to feature new technologies for the water industry, outreach for the Regional Recycled Water Program, education activities, conservation presentation at the WaterSmart Innovations Conference, and docent appreciation activities at Diamond Valley Lake.

## **8. FOLLOW-UP ITEMS**

None

## **9. FUTURE AGENDA ITEMS**

None

Next meeting will be held on August 16, 2021.

Meeting adjourned at 2:32 p.m.

Gloria Cordero  
Chair



- Board of Directors  
*Communications and Legislation Committee*

8/17/2021 Board Meeting

7-4

## Subject

Approve Metropolitan's annual membership in the U.S. Water Alliance and authorize payment of \$18,500, and approve Metropolitan's annual membership in Water Education for Latino Leaders and authorize payment of \$25,000; the General Manager determined that the proposed action is exempt or otherwise not subject to CEQA

## Executive Summary

Metropolitan maintains corporate membership in numerous business and nonprofit organizations. These memberships provide Metropolitan access to various resources, programs and facilitate engagement with the community through public forums. Memberships require board approval if annual dues are greater than \$10,000. Staff recommends Metropolitan join the U.S. Water Alliance for an annual fee of \$18,500. Staff also recommends membership with Water Education for Latino Leaders (WELL) for an annual fee of \$25,000.

## Details

Metropolitan's Administrative Code Section 11202 authorizes each department head to join and maintain memberships in organizations whose purposes serve the interests of Metropolitan. Memberships must be brought to the Board for approval if annual dues are greater than \$10,000.

The U.S. Water Alliance (Alliance) is a national membership organization based in Oakland that advances policies and programs to build a sustainable water future for all. Through a One Water movement, the Alliance educates the public about the value of water and accelerates policies and programs that effectively manage water resources to help secure a safe, reliable water supply for generations to come.

The Alliance provides collaborative platforms, national dialogues, and coalition-building initiatives that align diverse stakeholders to solutions addressing crucial water challenges. Members participate in high-visibility national education and advocacy events, such as Infrastructure Week and Imagine a Day Without Water. The Alliance supports its members as they implement One Water solutions through targeted task forces, working groups, and learning exchanges addressing top-of-mind issues such as water equity, affordability, financial resilience, workforce development, watershed partnerships, and climate change.

WELL is a California nonprofit water education organization based in Los Angeles. WELL's mission is to educate Latino Leaders on water policies to promote timely and equitable actions that support healthy communities and a resilient environment for all Californians. The organization has a nine-year track record in educating California's elected officials on state water policy and informing the community on pressing water issues through annual conferences, regional workshops, webinars, monthly newsletters, and fellowship programs.

In the past, Metropolitan has been an active sponsor of WELL conferences and individual events. WELL has launched a membership program to expand educational efforts by partnering with other organizations with similar goals and values. Becoming a partner will enable Metropolitan to support the organization's education programs for Latino Leaders working to develop effective and inclusive solutions to California's water challenges. Membership at this level allows for sponsor benefits and full access to all of WELL's annual programming, including panelist and key speaker opportunities at public events. Benefits also include elevated coordination with the organization as it works to reach and engage with Southern California's diverse communities.

Metropolitan maintains corporate membership in numerous business and nonprofit organizations, which provides access to various resources and enables Metropolitan to help inform and engage various segments of the community on water issues aligned with Metropolitan's mission.

Metropolitan has been invited as a member of both organizations, which will afford the opportunity to participate in and provide input on programs and initiatives available locally and statewide.

Staff recommends Metropolitan join U.S. Water Alliance as a CORE Member and authorize annual dues payment of \$18,500. Staff also recommends Metropolitan join Water Education for Latino Leaders as an Associate Member Platinum level and authorize annual dues payment of \$25,000.

## Policy

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Metropolitan Water District Administrative Code Section 11104: Delegation of Responsibilities

Metropolitan Water District Administrative Code Section 11102: Payment of Dues

## California Environmental Quality Act (CEQA)

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### CEQA determinations for Option #1 and #2:

Funding for the proposed membership is not defined as a project under CEQA because it involves government fiscal activities that do not involve any commitment to a specific project that may result in a potentially significant physical impact on the environment (Public Resources Code Section 21065 and Section 15378 (b)(4) 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). For future, and not yet known, proposed projects associated with this membership, the appropriate lead agencies will be responsible for complying with all applicable federal and state environmental laws and regulations.

### CEQA determination for Option #3:

None required

## Board Options

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### Option #1

Approve Metropolitan's annual membership in the U.S. Water Alliance and authorize payment of dues for \$18,500, and approve Metropolitan's annual membership in Water Education for Latino Leaders and authorize payment of dues for \$25,000.

**Fiscal Impact:** Funds in the amount of \$18,500 annually would be paid for membership in U.S. Water Alliance, and \$25,000 annually would be paid for membership in Water Education for Latino Leaders. The funds are budgeted in External Affairs' FY 2021/22 board-approved budget.

**Business Analysis:** Provides support for organizations that further Metropolitan's purposes and interests in disseminating information about water issues and the next generation of water leaders.

### Option #2

Approve Metropolitan's membership in the U.S. Water Alliance and Water Education for Latino Leaders for one year and authorize payment of dues at a reduced level.

**Fiscal Impact:** None

**Business Analysis:** Provides support for organizations that further Metropolitan's purposes and interests in disseminating information about water issues and developing the next generation of water leaders.

### Option #3

Do not approve Metropolitan's membership in U.S. Water Alliance and/or Water Education for Latino Leaders.

**Fiscal Impact:** None


**Business Analysis:** Metropolitan will forego the opportunity to provide support for organizations that further its interests in disseminating information about water issues and developing the next generation of water leaders.




## Staff Recommendation

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Option #1

  
\_\_\_\_\_  
Sue Sims  
External Affairs Manager  
8/2/2021  
Date

  
\_\_\_\_\_  
Adel Hagekhalil  
General Manager  
8/4/2021  
Date

Ref# ea12677547



# Approve Membership in US Water Alliance and Water Education for Latino Leaders

Communication and Legislation Committee

Item 7-4

August 16, 2021

# U.S. Water Alliance

The US Water Alliance is a national organization that advances policies and programs to build a sustainable water future.

Mission: To educate the public about the value of water and accelerate policies and programs to manage water resources

- Leadership development & workforce opportunities
- Community education, outreach, engagement
- Policy advocacy – water reliability, water supply & environment



# Water Education for Latino Leaders

WELL is a nonprofit water education organization that advances programs to educate the Latino community on water policy to support a resilient environment.

Mission: To educate Latino leaders on water policies to promote timely and equitable actions that support healthy communities for all Californians.

- Leadership development, fellowship program
- Community education, outreach , engagement
- Policy education, water management, & conservation



# Memberships and Sponsorships

Metropolitan supports many leadership development and education organizations that support its mission, policies, water management priorities and operational objectives including:

- Water Education Foundation, California African-American Water Education Foundation, Association of Women in Water, Energy and the Environment, CORO
- Business groups, chambers of commerce and professional organizations representing diverse communities



# Options

## ● Option #1

- Approve Metropolitan's annual membership in the U.S. Water Alliance and authorize payment of dues for \$18,500, and approve Metropolitan's annual membership in Water Education for Latino Leaders and authorize payment of dues for \$25,000

## ● Option #2

- Approve Metropolitan's membership in the U.S. Water Alliance and Water Education for Latino Leaders for one year and authorize payment of dues at a reduced level

## ● Option #3

- Do not approve Metropolitan's membership in U.S. Water Alliance and/or Water Education for Latino Leaders

# Staff Recommendations

- Option #1







# Update on Conservation Messaging

Communication and Legislation Committee

Item #6a

August 16, 2021

# Evolving Messaging, Based on Conditions



# Leveraging Media Opportunities

- Elevate public awareness and action with media interviews, blogs and op/eds, press releases, press conferences and events
- Leverage earned media to increase social media engagement and page views of [bewaterwise.com](http://bewaterwise.com) – our rebate and conservation portal



## Editorial: It's time again for water officials to sound the alarm

The Star Editorial Board

Published 6:01 a.m. PT Jul. 31, 2021

### The 15 Percent Challenge: Use Water More Wisely

By Gloria D. Gray  
Chairwoman, Metropolitan Water District Board of Directors



# Summer Conservation Campaign

- Goal is to increase Metropolitan's outreach and advertising to raise public awareness and support Gov. Newsom's call for conservation +
  - Reach underserved communities
  - Further develop multilingual and culturally relevant creative assets
  - Create online toolkit for member agencies' use
- Launch campaign week of Aug. 23 using existing External Affairs budget of \$510,000, beginning with social media and then expanding to digital marketing and targeted radio as budget allows



# Primary Marketing & Outreach Strategy

## Earned Media

- TV, radio, print articles & interviews
- Press releases/announcements
- Media events and briefings
- Blogs, Op/Eds, podcasts



## Social, Digital Media

- Bi-weekly series with conservation tips
- Boosted/targeted ads
- Videos for digital, CTV



## Community Based

- Targeted marketing to SWP exclusive areas
- Point-of-sale rebate information
- In-language materials to expand reach
- Community events and media



## Partnerships

- Metropolitan's member agencies
- State of California, Save Our Water
- California Native Plant Society
- Conservation Organizations/NGOs



# Research-Driven Campaign - Statewide

## KEY FINDINGS

- 87%** are concerned about drought conditions in California
- 72%** say California's current drought has had an impact on their water usage
- 54%** are willing to make behavior changes to be more water efficient

Telephone and online survey of 1,000 California residents July 15-22, 2021, conducted by Probolsky Research for State of California and ACWA

● People of color (66%) are likely to increase their water efficiency

Demographic of respondents who believe they can do more to be water efficient.



● Residents under 30 are the most likely to increase their water efficiency



survey respondents aged **18-29** believe they can do more to be water efficient

# Research-Driven Campaign – MWD Service Area

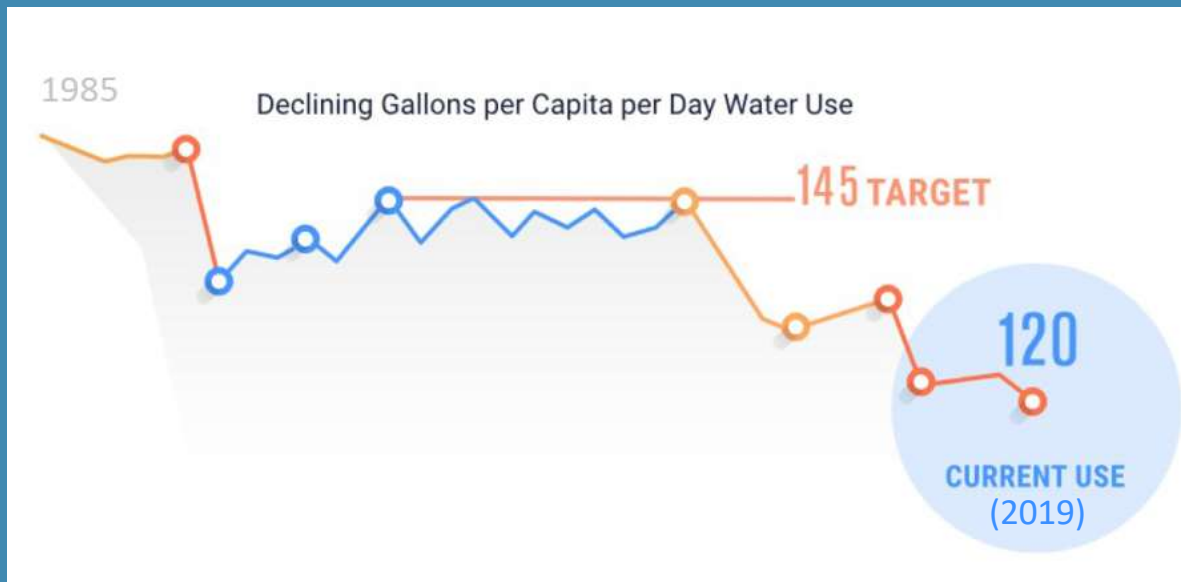
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- Drought awareness by Southern Californians is very high at 91%
- Concern over drought by is high at 84%
- A majority of Southern Californians (62%) say they can do a little or much more to be water efficient

Telephone and online survey of 1,000 residents in Metropolitan's service area by Probolsky Research, August 2-9, 2021

# Baseline and Opportunities

Southern Californians have made a conservation a way of life – **but now we need to do more**



- Per capita water use in So Cal dropped in last drought – and has stayed low
- Studies from UC Riverside, Metropolitan’s previous focus groups, and UC Santa Barbara (2020) evaluated how conservation messaging can further reduce water use



# Summer Conservation Campaign Creative Concepts

## SAMPLE CREATIVE - CALIFORNIA HERITAGE SERIES



**Déjà vu,  
totally.**

Southern Californians  
know what to do  
in a drought.

For tips + rebates  
**bewaterwise.com**<sup>®</sup>



## SAMPLE CREATIVE – CALIFORNIA SPORTS SERIES

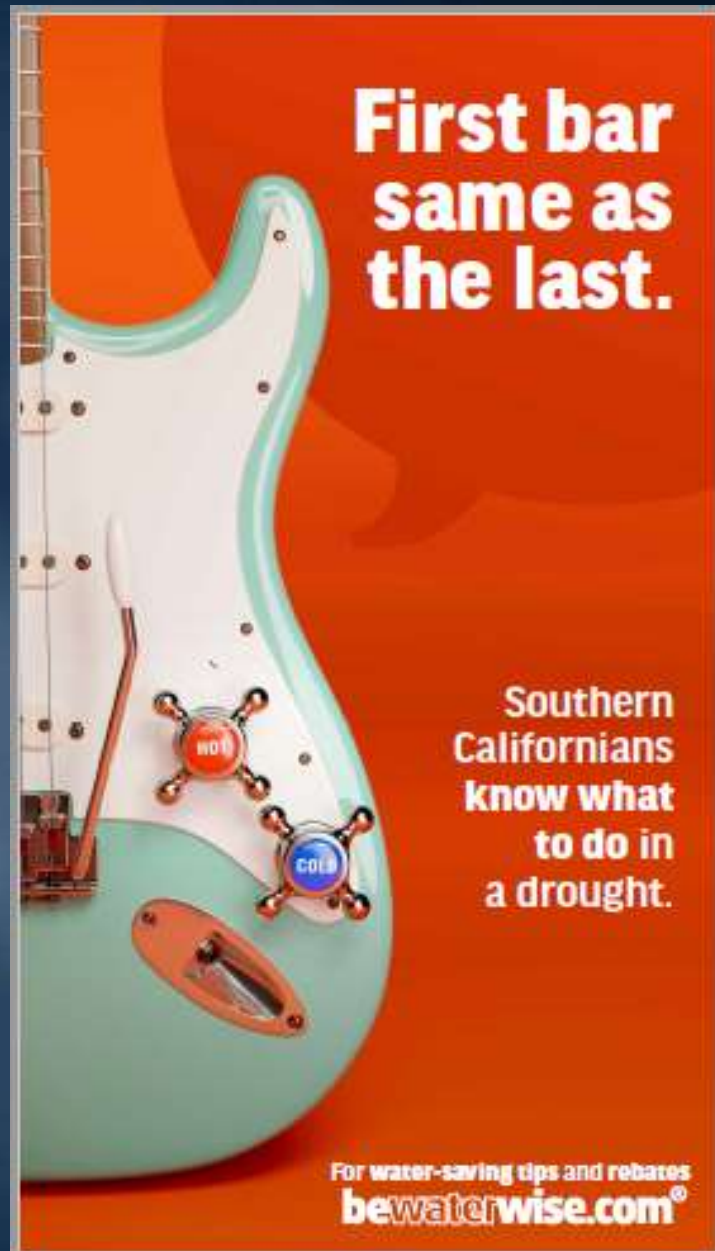
**Sketchy  
climate.**

Southern  
Californians  
know what to do  
in a drought.

For water-saving tips and rebates  
**bewaterwise.com**<sup>®</sup>







## SAMPLE CREATIVE - CALIFORNIA INDUSTRY SERIES

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## SAMPLE CREATIVE – CALIFORNIA LIFESTYLE SERIES

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SAMPLE CREATIVE - CALIFORNIA LIFESTYLE SERIES  
EXAMPLE OF MORE DIRECT MESSAGE AS CONDITIONS DICTATE

# Budget Proposal

CURRENT EXTERNAL AFFAIRS BUDGET FOR ADVERTISING IN FY 2021/22	
	August - October
Digital Media/CTV	\$60,000*
Radio (traffic, spots, digital)	\$110,000
Out of Home	\$100,000
TV (sponsorships)	
Print	\$45,000
Google Search	\$40,000
Social Media	\$120,000
Strategy/Media Buy Services	\$35,000
<b>TOTAL (estimated)</b>	<b>\$510,000</b>

\*includes previous buys

Additional funding needed for  
fall 2021-summer 2022  
advertising campaign:  
Approx. \$2.9 to \$3.2 million

# Next Steps

## August

- Launch summer campaign with new creative, beginning with social media
- Incorporate input from member agencies, polling results, message testing
- Increase traffic to [bewaterwise.com](http://bewaterwise.com)
- Create online toolkit

## September

- Seek Board approval to increase spending on fall campaign to include more radio, out-of-home (billboards, bus shelters etc., more digital, social)
- More placements in ethnic media, expand reach to underrepresented communities

## October

- Seek Board approval to issue RFP for agency/media group to support spring, summer campaign and strategy
- Initial results of summer advertising campaign
- Further expand programs to reach diverse audiences







# Report on Activities from Washington, D.C.

Communications and Legislation Committee  
Item 6c

August 16, 2021



# S. 2334: The Large-Scale Water Recycling Project Investment Act



Senator Alex  
Padilla (D-CA)



Senator Dianne  
Feinstein (D-CA)



Senator Catherine  
Cortez Mastro (D-NV)



Senator Jacky  
Rosen (D-NV)

# Water Conservation Rebate Tax Parity Act

- Introduced on July 22
- S.2430: Senators Feinstein and Padilla
- H.R. 4647: Reps. Huffman, Brownley, Chu, Leven, Lowenthal, Napolitano, Ruiz, and Schiff



# Infrastructure Investment and Jobs Act

Western Water	Funding Amount
<b>Bureau of Reclamation</b>	<b>\$8.3 B</b>
Large-Scale Water Recycling Projects	\$450 M
Title XVI Water Recycling Projects	\$550 M
Water Storage	\$1.15 B
WaterSMART	\$400 M
Safety of Dams	\$500 M
Colorado River Drought Contingency Plans	\$300 M

# Infrastructure Investment and Jobs Act

Clean Drinking Water	Funding Amount
<b>Environmental Protection Agency</b>	<b>\$48.4B</b>
Drinking Water SRF	\$11.7 B
Clean Water SRF	\$11.7 B
Lead Service Line Replacement	\$15 B
Emerging Contaminants	\$10 B



# Proposed FY 22 Appropriations for Reclamation

Program	Presidents Budget	House	Senate
CALFED	\$33 M	\$33 M	\$33 M
Safety of Dams Construction	\$186.2 M	\$186.2 M	\$186.2 M
Colorado River DCP	\$15 M	\$50 M	\$40 M
WaterSMART Grants	\$15 M	\$75 M	\$48 M
WIIN storage	\$0	\$67 M	\$134 M
WIIN water recycling	\$0	\$10 M	\$20 M
WIIN desalination	\$0	\$6 M	\$12 M

# Nominations Update



**Mike Conner**

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



**Camille Touton**

Commissioner  
Bureau of Reclamation  
Department of Interior



