



**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 - Final**

Meeting with Board of Directors \*

**September 13, 2021**

**2:00 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, September 13, 2021  
Meeting Schedule**

09:30 a.m. - F&I  
10:30 a.m. - E&O  
12:30 p.m. - WP&S  
02:00 p.m. - C&L  
03:00 p.m. - 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 Adjourned Meeting of the Communications and Legislation Committee held August 16, 2021

[21-428](#)

**Attachments:** [09132021 CL 2A Minutes](#)

**3. CONSENT CALENDAR ITEMS - ACTION**

None

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

#### 4. OTHER BOARD ITEMS - ACTION

None

#### 5. BOARD INFORMATION ITEMS

- 9-6 Update on fall and winter water conservation advertising and outreach campaign to be paid from board-approved conservation budget [21-470](#)

**Attachments:** [09142021 CL 9-6 B-L.pdf](#)  
[09132021 CL 9-6 Presentation.pdf](#)

#### 6. COMMITTEE ITEMS

- a. Report on Activities from Washington, D.C. [21-452](#)

**Attachments:** [09132021 CL 6a Presentation.pdf](#)

- b. Report on Activities from Sacramento [21-453](#)

**Attachments:** [09132021 CL 6b Presentation.pdf](#)

#### 7. MANAGEMENT REPORTS

- a. External Affairs' Management Report [21-451](#)

#### 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**

**ADJOURNED COMMUNICATIONS AND LEGISLATION COMMITTEE**

**August 16, 2021**

Vice Chair Kurtz called the teleconference meeting to order at 2:40 p.m.

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

Members absent: Chair Cordero, Directors Morris and Repenning.

Other Board Members present: Directors Blois, De Jesus, Dennstedt, Dick, Fellow, Goldberg, Hogan, Jung, McCoy, Ortega, Ramos, Tamaribuchi, and Williams.

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 July 12, 2021.

**3. CONSENT CALENDAR ITEMS – ACTION**

- |     |          |   |
|-----|----------|---|
| 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 |
|     | Motion:  | 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   |

Director Peterson made a motion, seconded by Director Abdo to approve the consent calendar consisting of items 2A and 7-4.

The vote was:

Ayes: Directors Abdo, Ackerman, Erdman, Kurtz, Murray, G. Peterson, Quinn, Record, and Smith  
Noes: None  
Abstentions: Director Luna  
Absent: Directors Butkiewicz, Cordero, Morris, and Repenning

The motion passed by a vote of 9 ayes, 0 noes, 1 abstain, and 4 absent.

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

#### **4. OTHER BOARD ITEMS – ACTION**

None

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

None

#### **6. COMMITTEE ITEMS**

- a. Subject: Update on Conservation Messaging  
Presented by: Sue Sims, External Affairs Manager

Ms. Sims provided an update on Metropolitan's conservation messaging. The in-house designed campaign will use existing funding in the board-approved External Affairs budget to promote conservation, sustainable landscaping, and community empowerment and reinforce how we can all have a significant impact on water use. It will speak to our heritage and conservation ethic in a reassuring tone that reminds the public that we've been through extreme droughts before and know what to do, together.

- 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, and the Governor's recall election.

- 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 infrastructure package, and nomination updates.

Director Butkiewicz entered meeting

## **7. MANAGEMENT REPORT**

- a. Subject: External Affairs Management Report

Presented by: Susan Sims, External Affairs Group Manager

Ms. Sims reported on Metropolitan's beautifully redesigned website that is now live and clarified that the new website is phase 1 and there are still two projects still to come under the board-authorized agreement.

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

None

## **9. FUTURE AGENDA ITEMS**

None

Next meeting will be held on September 13, 2021.

Meeting adjourned at 3:32 p.m.

Cynthia Kurtz  
Vice Chair



- Board of Directors  
*Communications and Legislation Committee*

9/14/2021 Board Meeting

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9-6

## Subject

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

## Executive Summary

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To promote water conservation and increase public awareness of Metropolitan and member agency rebate programs, staff will continue its advertising and outreach campaign during the fall and winter months, using up to \$1 million from the board-approved conservation budget. These multilingual and multimedia advertising efforts will include targeted efforts in the State Water Project exclusive areas of the region, expanded efforts to reach diverse and underserved audiences, and help facilitate Metropolitan's Demand Management Program goals and objectives.

## Details

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### Background

In response to California's worsening 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 public advertising and outreach campaign. The campaign launched the week of August 23 with a media buy using \$510,000 of the External Affairs fiscal year 2021/22 board-approved advertising budget. However, due to the extraordinary drought circumstances and increased need to raise water awareness and promote water conservation by Southern California residents, External Affairs expects to exhaust its advertising budget by October 2021.

Staff plans to fund ongoing activities and sustain a fall/winter advertising campaign of up to \$1 million using the board-approved conservation appropriation, and specifically the appropriation for the Conservation Credits Program. The activities and campaign will include digital/connected TV, radio traffic spots, out of home (billboards, transit), print (including community newspapers), Google search, social media, and strategic and media buy services. The campaign would build on current creative assets and urge increased conservation with additional targeted efforts in the areas where Metropolitan primarily serves State Water Project water to its member agencies. It will also expand efforts to reach diverse and underserved audiences with multilingual and culturally relevant creative assets.

This funding will promote Metropolitan's water use efficiency programs, drive traffic to Metropolitan's [bewaterwise.com](http://bewaterwise.com)® website, where consumers can find water-saving tips and access to Metropolitan's conservation rebate program, and support research activities including focus groups and pre- and post-campaign assessments to determine effectiveness.

**Water Conservation Advertising Budget**

In April 2020, the Board approved the biennial budget for fiscal years 2020/21 and 2021/22, which included a conservation appropriation of \$43 million each year and also approved rates and charges based on an anticipated \$25 million in conservation expenditures. In September 2020, staff presented to the Board a number of cost-containment measures implemented after the Board's budget approval to address the anticipated financial impacts of the COVID-19 pandemic. Those cost-containment measures included reduced spending on advertising for demand management programs during the budget period due to already low water sales to realize savings estimated at \$1 million per year, while continuing the use of social media outreach utilizing staff resources. The Board also approved additional cost-cutting measures at that time, unrelated to conservation. In FY 2021/22, conservation expenditures totaled \$17 million, which was \$7 million less than the revised planned expenditures of \$24 million.

Subsequently, drought conditions have impacted California and Metropolitan's service area, necessitating increased investment in public education and outreach. Staff plans to use up to \$1 million from the existing conservation budget for this purpose, and staff will continue to closely track conservation expenditures. With increased public interest in conservation programs and rebates, expenditures are likely to reach \$29 million, which will exceed the \$24 million planned expenditures for this fiscal year. However, given last fiscal year's lower-than-anticipated expenditures of \$17 million, the biennial conservation expenditures would be approximately \$46 million—\$2 million less than the biennial planned expenditures of \$48 million. The expenditures are not expected to exceed the Board's approved biennial budget of \$86 million at this time. Staff will continue to inform the Board on increases in conservation expenditures.

**Next Steps**

Staff will continue to develop new creative assets and optimize a fall/winter conservation advertising campaign, including analytics and ongoing research. In October 2021, staff will seek Board approval to initiate a request for proposals for advertising and media placement services to support a spring/summer multimedia, multilingual campaign. There will be no expenditure of funds for the spring/summer advertising campaign until the Board awards a contract and authorizes a campaign following completion of the request for proposals.

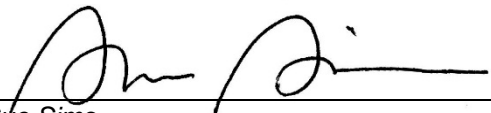
**Policy**

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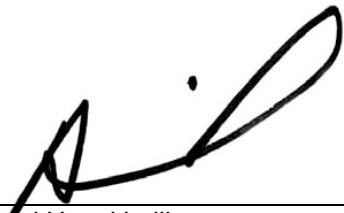
**Metropolitan Water District Administrative Code Section 11104: Delegation of Responsibilities**

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.

  
\_\_\_\_\_  
Sue Sims  
External Affairs Manager  
9/1/2021  
Date

  
\_\_\_\_\_  
Brad Coffey  
Manager, Water Resource Management  
9/1/2021  
Date

  
\_\_\_\_\_  
Adel Hagekhalil  
General Manager  
9/8/2021  
Date

Ref# ea12681620



# Update on Fall-Winter Advertising and Outreach Campaign to be Paid with Board-Approved Conservation Budget

Communication and Legislation Committee

Item #9-6

September 13, 2021

# Evolving Messaging, Based on Conditions



# Media Coverage



Video of media clips and press interviews

# Summer Conservation Campaign

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>

- Support Governor's call for voluntary conservation
- Paid multimedia advertising reaching all six counties
- Specialized messaging at the request of member agencies to reflect unique community demographics



**This is not  
your first  
rodeo.**

Southern Californians  
know what to do  
in a drought.

For water-saving tips and rebates  
[bewaterwise.com](http://bewaterwise.com)



**Ready  
on set.**

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**First bar  
same as  
the last.**

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**Been  
down  
this road  
before.**

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Californians  
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Orange you glad you conserve?

Southern Californians know what to do in a drought.

For water-saving tips and rebates  
[bewaterwise.com](http://bewaterwise.com)



Sketchy climate.

Southern Californians know what to do in a drought.

For water-saving tips and rebates  
[bewaterwise.com](http://bewaterwise.com)



You know the score, SoCal.

Southern Californians know what to do in a drought.

For water-saving tips and rebates  
[bewaterwise.com](http://bewaterwise.com)



Video of social media GIFs

# Multilingual Media Strategy

## RADIO

- 42 stations in all six counties

## OUT OF HOME

- 26 billboards and transit shelters

## DIGITAL

- Supplements radio and out of home buys

Total of 27 million  
impressions including  
7 million bonus  
impressions

# Media Placements - Outdoor



Fullerton, 57 Freeway



Perris, 215 Freeway

# Media Placements - Radio



42 radio stations throughout SoCal  
Approx. 16 million impressions



# Media Placements – Social Media



- 7,029 bewaterwise.com website visits
- Reach – 828,639
- Impressions – 1.5 million  
(As of September 7)



# Multicultural Outreach

- Strategic partnership with LAGRANT Communications
  - Culturally relevant content
  - Diverse media buying
  - Research and data gathering



# Videos

## “Water Zombies” series

- In-house video production
- Optimized for digital media
- October media buy





## Video of Water Zombie series

# Outreach Timelines



# Conservation Budget

- FY 2020/21-2021/22 Board-approved conservation budget
  - Appropriation of \$43 million each year
  - Revenue requirement of \$24 million each year
- FY 2020/21: \$17 million spent for conservation programs
- FY 2021/22: (projected): \$29 million including up to \$1 million for fall-winter advertising campaign to support conservation activities and rebate programs

# Next Steps

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## September

- Report to Board on summer campaign and planned spending of up to \$1 million for fall-winter campaign

## October

- Seek Board approval to issue RFP for media group to support Metropolitan's ongoing conservation advertising campaign and outreach strategy





# Report on Activities from Washington, D.C.

Communications and Legislation Committee

Item 6a

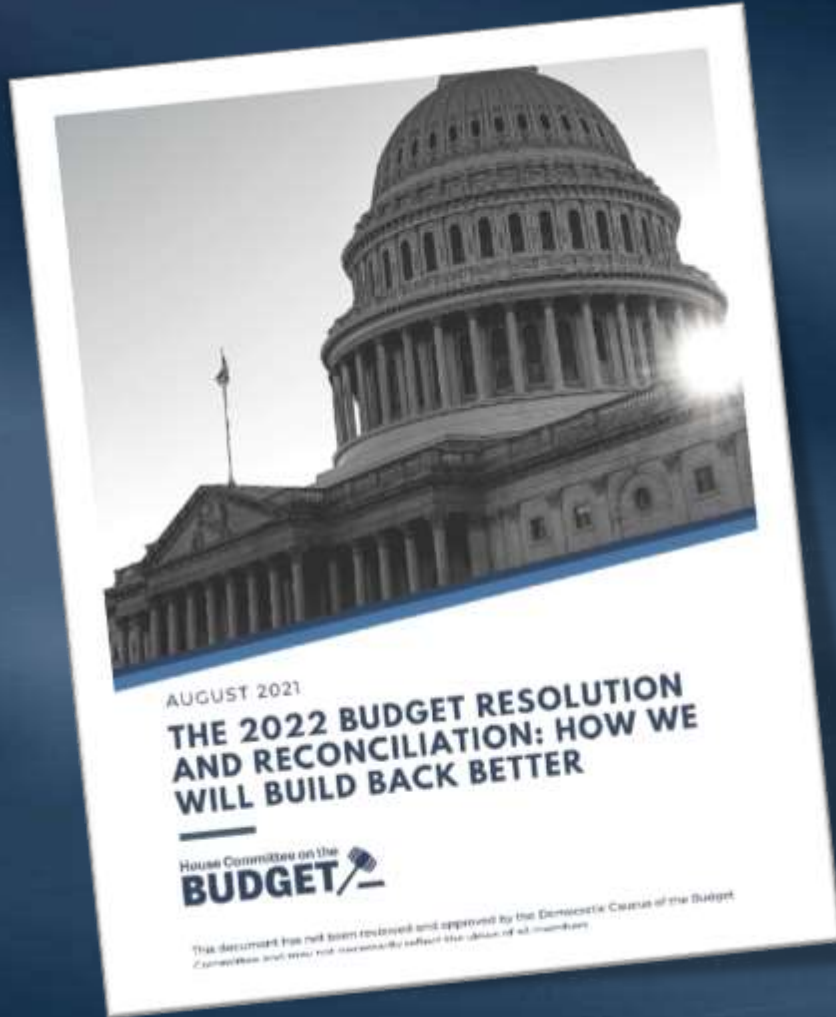
September 13, 2021

# H.R. 3684: Infrastructure Investment and Jobs Act

- \$1.2 T total package, \$550 B in direct appropriations
- 5 years of funding (FY 22- FY 26) above and beyond each fiscal year's appropriations
- House to vote on or before Sept. 27



# Budget Reconciliation



- \$3.5 T bill in development
- Tax Parity for Water Conservation
- Additional funding for water infrastructure

# Nominations Update



**Mike Conner**

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



**Camille Touton**

Commissioner  
Bureau of Reclamation  
U.S. Department of Interior





# Report on Activities from Sacramento

Communications and Legislation Committee

Item #6b

September 13, 2021

# AB/SB 170: Budget Bill Junior



- Amends 2021 Budget Act, AB 128 (Ting) Chapter 21 Statutes of 2021
- Additional funding for water and drought, climate resilience, wildfire prevention and forest health, parks, sustainable agriculture, circular economy, and education

# AB/SB 170: Budget Bill Junior

Key Elements	Funding	2021-22	2022-23	2023-24
Water and Drought Resilience	\$855 M Additional <b>\$4.649 B Total</b>	\$3.269 B	\$880 M	\$500 M
Climate Resilience	\$369.2 M Additional <b>\$3.69 B Total</b>	\$369.2 M	\$2.09 B	\$1.23 B

# Water & Drought Resilience

Key Elements	Funding Amounts
<b>Department of Water Resources</b>	
Small community drought relief	\$200 M
Urban community drought relief	\$100 M
Multi-benefit projects	\$200 M
Sustainable Groundwater Management Implementation	\$180 M
Subsidence repairs to conveyance	\$100 M
Watershed climate studies	\$25 M
Aqueduct solar panel pilot project	\$20 M
Salton Sea Restoration	\$40 M
Urban Stream Restoration	\$10 M

# Water & Drought Resilience

- Eligibility criteria for \$500 M in drought relief funding (Small Community Drought Relief, Urban Community Drought Relief and Multi-benefit Projects) resolved.
- These funds are available for projects or activities in all counties regardless of whether the county falls under an active state-proclaimed drought state of emergency (Provision 7, Sec. 80, AB 170)

# Water & Drought Resilience

Key Elements	Funding Amounts
<b>State Water Resources Control Board</b>	
Drinking water projects priority for disadvantaged communities	\$650 M
Wastewater projects priority for septic-to-sewer conversion	\$650 M
Groundwater clean up and water recycling projects*	\$200 M
PFAS financial assistance for drinking water systems	\$30 M

\* \$50M dedicated for San Diego Pure Water Project

# Water & Drought Resilience

Key Elements	Funding Amounts
<b>California Natural Resources Agency</b>	
Water resilience projects for native fish and wildlife	\$165 M
Remote sensing	\$25 M
<b>Wildlife Conservation Board</b>	
Streamflow Program to provide water for environment	\$100 M

# Climate Resilience

Key Elements	Funding Amounts
<b>Department of Fish and Wildlife</b>	
Multi-benefit projects to address climate change impacts on wildlife	\$15 M
<b>Wildlife Conservation Board</b>	
Multi-benefit projects to protect fish and wildlife	\$31 M

# AB/SB 155: Public Resources Trailer Bill

- Additional funding for Natural Resources Agency for multi-benefit and nature-based solutions
  - \$593 M in 2022-23 and \$175 M in 2023-24 upon appropriation
- CEQA Exemption for habitat restoration projects until January 1, 2025
- Extends water shutoff moratorium to December 31, 2021
- \$200 M continuously appropriated from Greenhouse Gas Reduction Fund annually for healthy forests and fire prevention programs until 2028-29

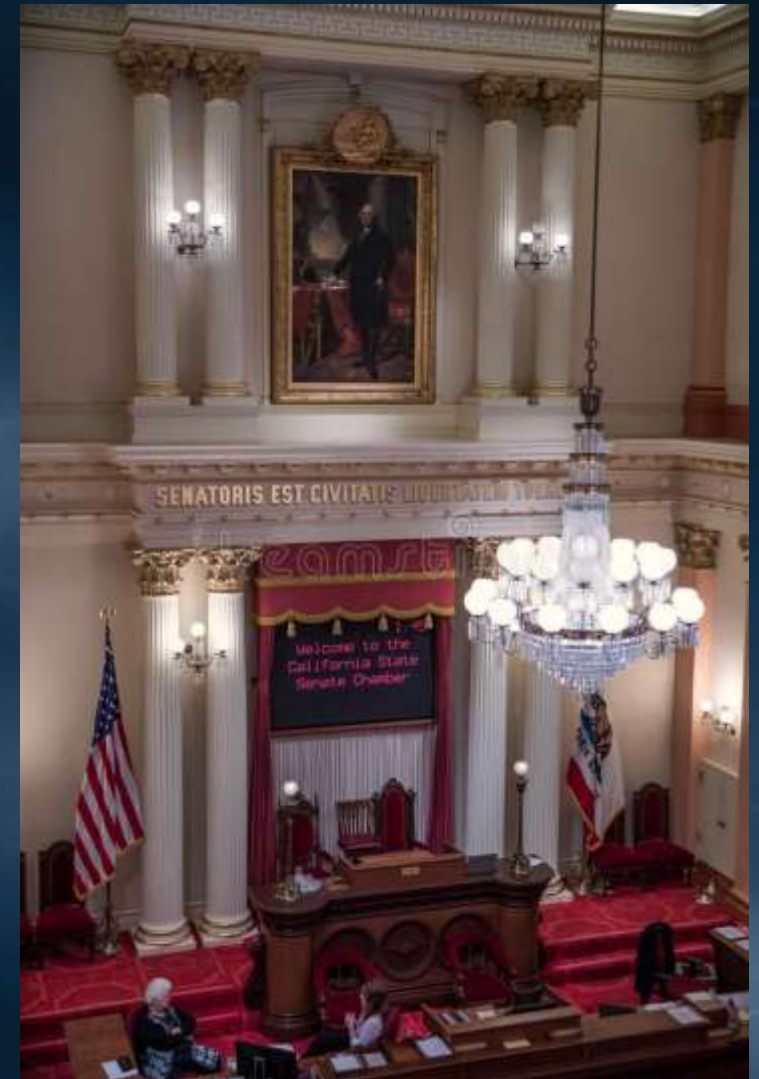
# Key Legislation

## ● State Matrix

- AB 442 (Mayes, I-Rancho Mirage) - SMARA
- SB 559 (Hurtado, D-Fresno) – Canal Repairs
- SB 626 (Dodd, D-Napa) – DWR Procurement
- AB 361 (Rivas, D-Hollister) – The Brown Act

## ● Monitor

- SB 222 (Dodd, D-Napa) – Low-income Water Rate Assistance Program
- SB 480 (Stern, D-Los Angeles) – Metropolitan Water District of Southern California



# Special Elections

- Mia Bonta won Special General Election for Assembly District 18 (Alameda)
- Governor Recall Election – September 14

