



C&L Committee

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

**Communications and Legislation
Committee**

Meeting with Board of Directors *

December 13, 2021

9:00 a.m.

Teleconference meetings will continue through the end of the year. Live streaming is available for all board and committee meetings on mwdh2o.com ([Click Here](#))

A listen only phone line is also available at 1-800-603-9516; enter code: 2176868#. 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 enter Code: 9601962.

**Monday, December 13, 2021
Meeting Schedule**

**09: 00 a.m. - C&L
10:00 a.m. - E&O
11:30 a.m. - Break
12:00 p.m. - WP&S**

* 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 November 8, 2021

[21-675](#)

Attachments: [12132021 CL 2A Minutes](#)

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. Update on Water Conservation Advertising Campaign [21-720](#)

Attachments: [12132021 CL 6a Presentation.pdf](#)

- b. Report on activities from Washington, D.C. [21-705](#)

Attachments: [12132021 CL 6b Presentation.pdf](#)

- c. Report on activities from Sacramento [21-707](#)

7. MANAGEMENT REPORTS

- a. External Affairs Management Report [21-709](#)

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

November 08, 2021

Chair Cordero called the teleconference meeting to order at 1:11 p.m.

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

Members absent: Directors Luna and Repenning.

Other Board Members present: Chairwoman Gray, Directors Atwater, Blois, De Jesus, Dennstedt, Dick, Faessel, Fellow, Goldberg, Jung, Lefevre, Ortega, 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 October 11, 2021.

Director Quinn left the meeting.

3. CONSENT CALENDAR ITEMS – ACTION

7-6 Subject: Adopt Legislative Priorities and Principles for 2022; the General Manager has determined that the proposed action is exempt or otherwise not subject to CEQA

Presented by: Lana Haddad, Section Manager-Legislative Services

Motion: Adopt the Legislative Priorities and Principles for 2022

The following Directors provided comments or asked questions:

1. Cordero

2. Erdman
3. Smith

7-7 Subject: Approve Metropolitan's annual membership in the North American Transmission Forum and authorize a one-time payment of \$5,000 and annual dues payment of \$28,500; the General Manager determined that the proposed action is exempt or otherwise not subject to CEQA

Presented by: Nayeem Mohammad Abdullah, Principal Resource Specialist

Motion: Approve Metropolitan's annual membership in the NATF and authorize a one-time application fee of \$5,000 and annual dues payment of \$28,500

The following Directors provided comments or asked questions:

1. Cordero
2. Morris

After completion of the presentations, Director Kurtz made a motion, seconded by Director Peterson to approve the consent calendar consisting of items 2A, 7-6, and 7-7.

The vote was:

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

Noes: None

Abstentions: None

Absent: Directors Luna, Quinn, and Repenning.

The motion passed by a vote of 10 ayes, 0 noes, 0 abstain, and 3 absent.

END OF CONSENT CALENDAR ITEMS

4. OTHER BOARD ITEMS – ACTION

None

5. BOARD INFORMATION ITEMS

None

6. COMMITTEE ITEMS

- a. Subject: Outreach for the Regional Recycled Water Program

Presented by: Rupam Soni, Community Relations Manager

Ms. Soni provided an update on the outreach for the Regional Recycled Water Program. She reported on program progress, early and ongoing activities, environmental planning outreach goals, RRWP conveyance system alignments, multilingual outreach, and measure of effectiveness.

- b. 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 the recent passage of the Infrastructure Bill, congressional hearings, and nomination updates.

- c. Subject: Report on Activities from Sacramento

Presented by: Kathy Viatella, Executive Legislative Representative

Ms. Viatella reported on activities from Sacramento including the 2022 Legislative Calendar, a preview of 2022 legislative issues, and Department of Water Resource's Urban Water Management grants.

7. MANAGEMENT REPORT

- a. Subject: External Affairs' Management Report

Presented by: Sue Sims, External Affairs Group Manager

Ms. Sims provided a short update on the current water conservation advertising activities and the awards the current campaign has received.

8. FOLLOW-UP ITEMS

None

9. FUTURE AGENDA ITEMS

None

Next meeting will be held on December 13, 2021.

Meeting adjourned at 2:19 p.m.

Gloria Cordero
Chair



Update on Conservation Messaging

Communication and Legislation Committee

Item #6a

December 13, 2021

VISUAL STRATEGY – MAINTAINING AESTHETIC & THEME



MESSAGING STRATEGY – ADAPTIVE/ESCALATING

PHASE 1—CONFIDENCE BUILDING MESSAGING



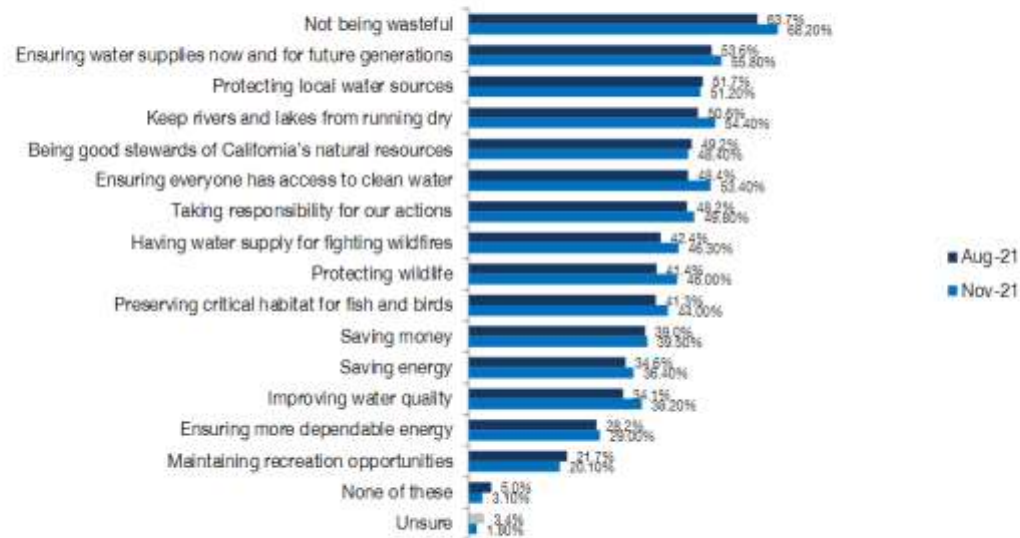
PHASE 2—CALL-TO-ACTION MESSAGING



CAMPAIGN INFORMED BY RESEARCH (PROBOLOSKY)

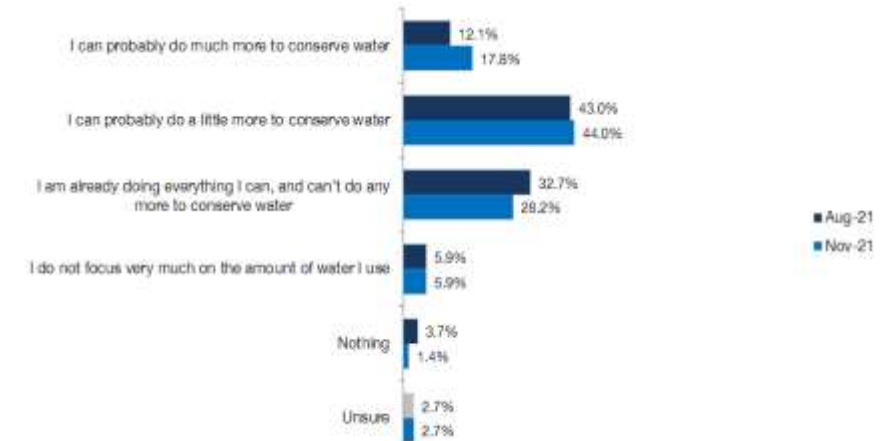
64% say their best motivation for being more efficient with water usage is not being wasteful

Question 5: Which of the following are the best motivators for being more efficient with your water usage? Select all that apply.



55.1% say they can probably do a little or much more to conserve water

Question 6: Which of the following statements best describes your current efforts to be more efficient with your water usage?



FALL/WINTER CAMPAIGN: PHASE 2 PIVOT

Drought requires bold action. Save more water now.

Water saving has health benefits too.



Drought requires **bold action**.
Save **more water now**.

For water-saving tips and rebates
bewaterwise.com

Rev up water savings.



Drought requires **bold action**.
Save **more water now**.

For water-saving tips and rebates
bewaterwise.com

Take the plunge with a water-efficient toilet.



Drought requires **bold action**.
Save **more water now**.

For water-saving tips and rebates
bewaterwise.com

Bail on drought, save water.



Drought requires **bold action**.
Save **more water now**.

For water-saving tips and rebates
bewaterwise.com

Take water saving by the horns.



Drought requires **bold action**.
Save **more water now**.

For water-saving tips and rebates
bewaterwise.com

Water Saving (Drought remix)



Drought requires **bold action**.
Save **more water now**.

For water-saving tips and rebates
bewaterwise.com

LAGRANT MEDIA:

STRATEGIC PARTNERS FOR AFRICAN-AMERICAN/LATINO COMMUNITIES



FULL PAGE ADS: LA TIMES, SAN DIEGO UNION TRIBUNE, SOUTHERN CA NEWS GROUP & SPANISH EDITIONS

FALL/WINTER CAMPAIGN:

MORE TARGETED MESSAGING



CONTINUING IN-LANGUAGE



Anótate un golazo con el ahorro de agua.

La sequía está de regreso. Ya sabemos que hacer.

Para obtener consejos y reembolsos para ahorrar agua, visita bewaterwise.com



Ya hemos recorrido este camino.

La sequía está de regreso. Ya sabemos que hacer.



節水的旋律，始終如一。

南加州居民知道乾旱來臨時該如何應對。



Deja espacio para el postre.

Liénate de familia, festividades y buena comida.

Solo recuerda que ahorrar agua **no es de temporada.**

Para obtener consejos y reembolsos para ahorrar agua, visita bewaterwise.com

MEMBER AGENCY CUSTOMIZATION



San Diego County Water Authority
And its 24 Member Agencies

**Bail on drought,
save water.**

Drought
requires
bold action.
Save **more**
water **now.**

bewaterwise.com®

For water-saving tips and rebates
bewaterwise.com®



WATERSAVER

ACTION!

Take action against drought.
Let your lawn go brown.
Save water now!

CALLEGUAS
MUNICIPAL WATER DISTRICT

For water-saving tips and rebates
bewaterwise.com®



**Water saving
has health
benefits too.**

CITY OF POMONA
MUNICIPAL WATER DISTRICT

Drought requires
bold action.
Save **more**
water **now.**

For water-saving tips and rebates
bewaterwise.com®



WATERSAVER

ACTION!

Take action against drought.
Save water now!

SAN VIRGENES
MUNICIPAL
WATER DISTRICT

For water-saving tips and rebates
bewaterwise.com®

MATERIALS FOR HOSPITALITY INDUSTRY: @ MEMBER AGENCY REQUEST



Help us ride out this drought.

During your visit to Southern California, please help us save water. We're facing severe supply challenges from the places our water comes from. We need everyone to do their part to use water wisely and efficiently.

A simple way to save is to launder linens less frequently for our guests visiting for several nights. Just place this card on your pillow in the morning if you want your linens changed. Otherwise, we'll just tidy up. By reusing your linens, you can help us save thousands of gallons of water every month.

We appreciate your contributions toward helping to protect and preserve our natural resources.

bewaterwise.com®

An important message about water conservation for our guests:

물을 절약하는 간단한 방법은 며칠 밤 동안 투숙하는 방문객을 위한 침대 시트를 덜 자주 세탁하는 것입니다. 손님께서 침대 시트 교체하기를 원하시면 아침에 이 카드를 베개 위에 놓아주세요. 그렇지 않으면, 저희는 평균 정도만 하겠습니다. 손님께서 침대 시트를 재사용해 주시면, 저희는 매달 수천 갤런의 물을 절약할 수 있습니다.

환경자원을 보호하고 보존하는 데 도움이 되어 주셔서 감사합니다.

有一個簡單節約用水的方法，那就是為我們連住多晚的客人減少清洗床單的次數。如果您想更換床單，請在早上將這張卡放在枕頭上即可。否則，我們只會整理床鋪。重複使用您的床單，就可以幫助我們每月節約數千加侖的水。

我們感謝您為保護及保育自然資源作出的貢獻。

Una forma sencilla de ahorrar es lavar con menos frecuencia la ropa de cama y las toallas de los huéspedes que nos visitan durante varias noches. Solo tiene que poner esta tarjeta en su almohada por la mañana si quiere que le cambiemos las sábanas. De lo contrario, nos limitaremos a hacer el aseo. Al reutilizar su ropa de cama, puede ayudarnos a ahorrar miles de galones de agua cada mes.

Agradecemos su contribución para ayudar a proteger y preservar nuestros recursos naturales.

This message is brought to you through a partnership with hotel management and your local water agency.




Smash Drought!

It's simple. By using your towels more than once, you can help us reduce the amount of water, energy and detergents we use every day.

To reuse your towels, just place them over the shower curtain rod or the towel rack. To let us know you want new towels, place your used towels on the bathroom floor or in the bathtub.

Drought requires bold action.
Save more water now.

bewaterwise.com®

LATEST IN WASTING WATER IS . . . SERIES



HOW ARE WE DOING?

OVERALL IMPRESSIONS

- 27 million through radio, digital and billboard campaign

BEWATERWISE

- More than 9,000 unique visitors driven to Bewaterwise.com
- More than 120K pageviews since late August
- Between 400 to 2,000 website users each day, the bulk of our audience appears to be between 25 – 44 years of age on initial analysis

WASTING WATER IS FILM CAMPAIGN – Water Zombies

- Ran through the Halloween season from Oct. 5 – Nov. 5
- 335K views on YouTube; 675K impressions

McCLATCHY DIGITAL ADVERTISING

- Campaign flight Nov. 17 – Dec. 18
- 2.5 million estimated impressions through digital banners, videos and sponsored articles





Report on Activities from Washington, D.C.

Communications and Legislation Committee

Item 6b

December 13, 2021

Legislative Update

Appropriations

- CR Until February 18
- No Senate Agreement on FY22 Funding

Build Back Better Act

- House Passed Bill 11/19/21
- Senate Bill Pending

FY 22 National Defense Authorization Act

- PFAS

- Codifies taskforce
- Public reporting of drinking water levels on or near bases
- Additional cleanup funding

- Cybersecurity

- No incident reporting requirements

Washington, DC Visit



