



C&L Committee

G. Cordero, Chair
C. Kurtz, Vice Chair
J. Abdo
L. Ackerman
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 *

January 10, 2022

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, January 10, 2022
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
01:30 p.m. - RP&AM

* 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 ITEMS -- ACTION ****

2. CONSENT CALENDAR OTHER ITEMS - ACTION

- A. Approval of the Minutes of the Meeting of the Communications and Legislation Committee held December 13, 2021

[21-761](#)

Attachments: [01102022 CL 2A Minutes.pdf](#)

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. Report on activities from Washington, D.C.

[21-762](#)

Attachments: [01102022 CL 6a Presentation.pdf](#)

- b. Report on activities from Sacramento

[21-763](#)

7. MANAGEMENT REPORTS

- a. External Affairs Management Report

[21-764](#)

Attachments: [01102022 CL 7a Presentation.pdf](#)

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

December 13, 2021

Chair Cordero called the teleconference meeting to order at 9:00 a.m.

Members present: Chair Cordero, Vice Chair Kurtz, Directors Abdo, Ackerman, Erdman, Morris, Quinn (entered after consent calendar items), Record, and Smith.

Members absent: Directors Luna, G. Peterson, and Repenning.

Other Board Members present: Chairwoman Gray, Directors Atwater, Blois, De Jesus, Dennstedt, Dick, Faessel, Fellow, Fong-Sakai, Lefevre, Miller, Sutley, and Tamaribuchi.

Committee Staff present: Hagekhalil, Carrillo, 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 November 8, 2021.

3. CONSENT CALENDAR ITEMS – ACTION

None.

Director Morris made a motion, seconded by Director Ackerman to approve item 2A.

The vote was:

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

Noes: None

Abstentions: None

Absent: Directors Luna, G. Peterson, Quinn and Repenning

The motion passed by a vote of 8 ayes, 0 noes, 0 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 Water Conservation Advertising Campaign

Presented by: Debra Sass, Team Manager-Creative Design

Ms. Sass provided an update on the water conservation fall/winter campaign assets, media and member agency customization.

The following Directors provided comments or asked questions:

1. Fellow
2. Quinn
3. Smith

Due to scheduling constraints, Chair Cordero stated that the agenda items were reordered.

c. Subject: Report on Activities from Sacramento.

Presented by: Kathy Viatella, Executive Legislative Representative

Ms. Viatella reported on activities from Sacramento including an update on the legislative calendar, state budget, and Metropolitan and other legislative priorities.

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 a legislative update, and Chairwoman Gray and General Manager Hagekhalil's visit to Washington, D.C.

GM Adel Hagekhalil reported on his visit to Washington D.C and meetings with Congressional and administration officials to discuss issues including water quality/PFAS, leaky pipes, recycled water, Colorado River activities, and the WRDA bill.

7. MANAGEMENT REPORT

a. Subject: External Affairs Management Report

Presented by: Sue Sims, External Affairs Group Manager

Ms. Sims provided an update on External Affairs' work on bringing in a firm to handle the general and ethnic media buy for the conservation advertising campaign going forward. An RFP was issued this fall for the three-year campaign, which will be up to \$3.5 million annually for a total media buy of up to \$10.5 million. Staff will bring a recommendation to the Board in February to award the three-year agreement to the selected firm.

As requested by Director Quinn, staff will provide an update at the January C&L meeting on the communications plans for conservation and related programs.

8. FOLLOW-UP ITEMS

None

9. FUTURE AGENDA ITEMS

None

Next meeting will be held on January 10, 2022.

Meeting adjourned at 9:46 a.m.

Gloria Cordero
Chair



Report on Activities from Washington, D.C.

Communications and Legislation Committee

Item 6a

January 10, 2022

Legislative Update

Appropriations

- CR till Feb. 18
- No agreement on FY22 funding
- FY23 budget request Feb.1

Build Back Better Act

- House Passed Bill 11/19/21
- Senate still working on text

Infrastructure Investment and Jobs Act Implementation

- Reclamation

- Stakeholder meetings held in December
- 2022 spend plan due to Congress on Jan. 14
- Applications for 2022 funding anticipated “early in the year” for existing programs

- EPA

- CA 2022 allotment ~\$609.4 million

Retirements



Rep. Alan Lowenthal (D-47)



Rep. Lucille Roybal-Allard (D-40)





External Affairs Management Report

Communications and Legislation Committee

Item #7a

January 10, 2022

Messaging and Outreach Based on One Water Strategy



- Respond to unprecedented water supply conditions
 - Work with member agencies - including specialized messaging needs for State Water Project dependent areas
 - Explain and prepare for potential impacts of ongoing drought conditions and allocation in those areas
 - Outreach to diverse and underserved communities
- Stress continued importance of making Southern California more climate-resilient
 - Reinforce Conservation Message, using earned and paid advertising
 - Support Investments in Local Projects including Recycled Water Program

Range of Creative Assets, Messaging



Maximize High Media Interest



Los Angeles Times

Los Angeles Daily News



LADWP has saved enough water that it will start sharing with neighbors



Messaging Strategy – Coordination

Coordination with Member Agencies

- Metropolitan's role defined to support member agency objectives
- Clear messages to share latest information on water supply and impacts
- Multi-layered outreach to support messaging, build greater public awareness



Messaging Strategy – Conservation

Conservation Focus

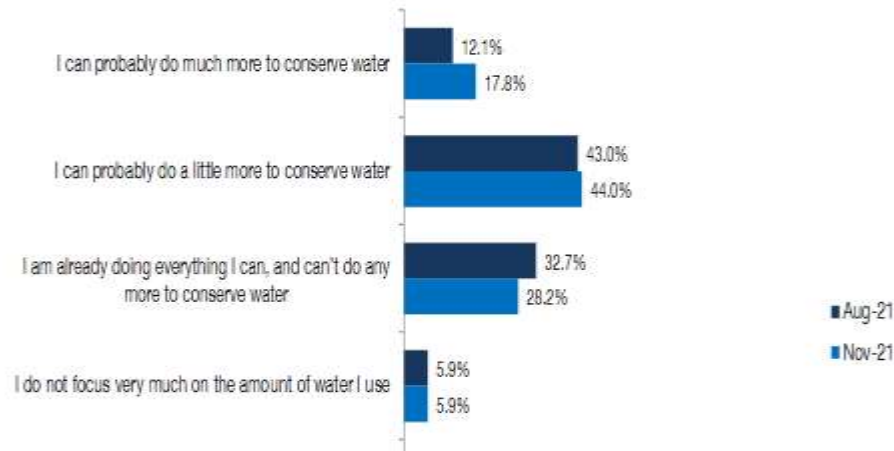
- Continually strengthen and adapt messaging to underscore the need for more conservation
- Use multi-media, multi-lingual platforms to share message broadly, inspire action
- Promote rebate programs
- Fine tune messages to address unique needs in communities



Polling & Research to Support Messaging

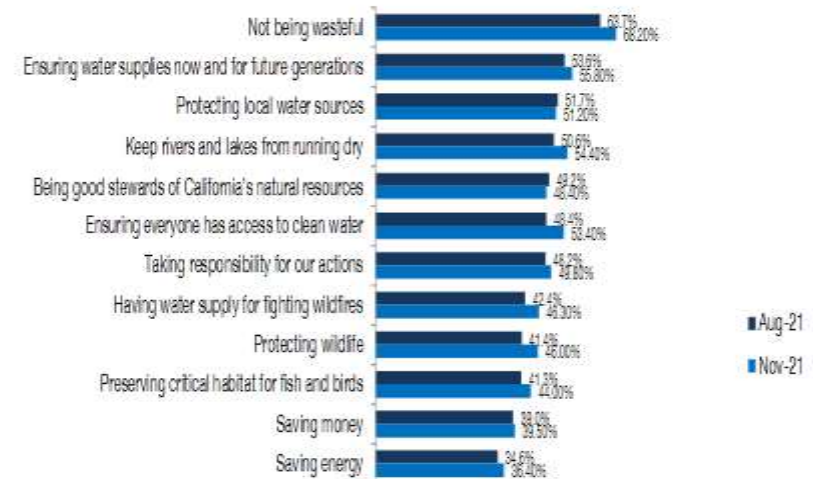
55.1% say they can probably do a little or much more to conserve water

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



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.



Messaging Strategy – Communication

Communication

- External Affairs developing new communications plan
- Actions Metropolitan, member agencies are taking to respond to drought and climate change, new initiatives, investments
- Earned Media
 - Press conferences and other events, outreach and partnerships
 - Videos, blogs, podcasts, website content, editorial boards
- Paid Advertising and Outreach
 - Board awards three-year media contract in February
 - Message testing and ongoing research



