

## EVMWD BOARD ACTION

- APPROVED  
 APPROVED AS AMENDED  
 DENIED  
 CONTINUED
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DATE: February 14, 2019

TO: Board of Directors

**SUBJECT: RATIFICATION OF THE LEGISLATION, CONSERVATION, AND OUTREACH COMMITTEE ACTION**

On January 23, 2019 at 3:30 p.m., the Regular Meeting of the Legislation, Conservation and Outreach Committee (LCOC) was held. The attendees were as follows: Director Ryan, Director Williams, John Vega, Brian Macy, Jason Dafforn, Terese Quintanar, Bonnie Woodrome, Haley Munson, Jacob Shiba, Christina Henry, and Greg Morrison. Don Polese teleconferenced into the meeting at 4:10.

Public Comments: None

- 1. Sponsorship Report – October 2018** – As of October 31, 2018, \$28,715 remains in the account. Staff approved three requests and anticipate requests to increase.
- 2. Sponsorship Report – November 2018** – As of November 30, 2018, \$27,515 remains in the account.
- 3. Sponsorship Report – December 2018** – As of December 31, 2018, \$27,615 remains in the account.
- 4. Community Affairs Quarterly Update Fall 2018** – During this quarter the Flagler Well ceremony was done, and we led the region for turf replacement. The Holy fire was the focus of a lot of outreach this quarter. We had twenty articles run in local papers, and a variety of events and presentations were provided. We also created the Water Professionals Appreciation Week for the first time and hosted a turf removal workshop and several community presentations. We participated in the Lakeland Village Community Meeting and guided several tours for students. Several billing inserts were sent, including information about Aquahawk. We are tracking alerts within each given month and the notifications made. For December, there were 1,591 notifications made, with an 80% success rate. Director Williams asked if a previous homeowner could retrieve records prior to their ownership of the phone that would indicate large leaks. The previous owner's billing information would be exempt from disclosure, as it is privileged and protected information. Director Ryan mentioned having difficulty obtaining sand bags and mentioned that we could help distribute them. The Crisis Communication planning was underway, and staff assisted with the City's EOC and debris flow outreach. There were a few small articles and community meetings which addressed the Nevada Hydro Settlement.

Haley Munson reported on rebates. There were 27 residential applications and 4 commercial applications received for landscape transformation, making us the leaders in the region for participation. Other incentives include pool covers, kitchen aerators, dye tabs, conservation kits, bathroom aerators, hose nozzles, showerheads, shower timers, and moisture sensors. There were 9 water wise evaluations done during this

quarter. Director Ryan asked if the irrigation controller rebates are ongoing. This program is ongoing and is one of the more popular rebates.

Jacob Shiba reported that we hosted the regional judging of the poster contest and are wrapping up last year's contest. A ceremony was held at MWD and the families were invited to attend, and it was well received. These events are posted on social media. Education bundles continue, with 13 schools participating and two home schools. These materials provide education for almost 1,300 students. Tours are also continuing, and we have over 500 students scheduled for tours already this year. There were 270 cases of water donated this quarter and monetary donation totaled \$800. Director Ryan suggested providing a video tour to students also. Students on the wait list are invited to visit the lobby and sample gardens. We are in the process of joining the Water, Energy & Education Alliance, which is a collaborative to establish a pathway for students in high school to work toward a career in the water field. It is spearheaded by the California Environmental Education Foundation. We have had 28,000 visit the website, most from a desktop with 44% of views landing on the homepage. Our Facebook has 21 new "Likes", and 60 new followers for Instagram, and now have 235 on Twitter. Our Regional Joint Information communications training, Spring Workshop, Poster Contest and Splash into Spring are the next events on the calendar.

- 5. Community Affairs Master Plan** – Ms. Woodrome explained that the primary goals for the Community Affairs team is to communicate accurate and transparent messaging, to educate and inform our customers about water, wastewater and conservation, and to assist our customers with becoming more water efficient. This master plan, in line with the goals of the EVMWD Strategic Plan, is essential to guide the department in achieving these goals.

The Community Affairs Department implements programs and uses communication tools to reach our wide range of audiences in our service area. This plan includes our objectives and strategies for meeting these goals through implementation of education and outreach, media relations, website communications, water efficiency programs and public relations. Director Ryan commented that we don't take enough information to our Cities. Answering Director Ryan, a local company will take before and after photos of landscapes that are transformed. Director Ryan mentioned that a possible roadblock for commercial landscape transformation is that landscapers may not have enough information. There are certified landscapers on a list we can provide for business in the area.

This Plan offers a vision to unify and increase effectiveness of our programs and communications to reach greater outcome results. Staff will continue to relay information for all staff during our All Hands meetings. A survey will also be developed to ensure customers are receiving information via the best methods. Director Ryan suggested rebate information be available on our telephone hold recording.

Director Williams mentioned a Homeland Security ordinance restricting photos of dams.

- 6. SOR Grant** – Haley Munson reported that as part of the recommendations developed in the 2018 Water Conservation Business Plan, staff proposed to implement a System Optimization Review (SOR). The SOR will evaluate EVMWD's water system through data collection, site visits of existing systems, review of system accuracies, and other methods deemed necessary to develop opportunities for improvement and efficiencies.

Staff will develop the SOR with the assistance of a consultant to review and suggest options for improving efficiencies. In May 2018, staff submitted an application to the Bureau of Reclamation (BOR) to receive funding to support developing the SOR. In August 2018, staff was awarded \$80,000 by the BOR to complete the SOR.

Over the course of approximately the next 2 years staff will be working to develop the SOR with the goal for EVMWD to adopt the final plan upon completion. Staff is currently developing the RFP to go out for bid and anticipate awarding a contract by March 2019.

This is a stand-alone grant, but it may enable us to apply for other future funds. Director Ryan asked if the scope of the RFP can look at areas where we may be deficient. This can be done, and staff will keep striving for grant opportunities.

- 7. State Advocacy RFQ Scope of Work** – After Board direction to consider proposals for State advocacy services to help supplement the Government Relations Officer's work in Sacramento, staff prepared a scope of work to include with the RFQ. Greg Morrison expressed that he would like a panel to review proposals. Firms are being asked how much of a retainer would be applied to each task, so proposals can be customized. Referencing several tasks outlined in the meeting materials, Mr. Morrison emphasized the importance of the liaison's information to state legislative delegation, coordination of meetings with state officials and involvement in organizations such as ACWA, CalDesal, Special Districts Association, and others. Attendance at fund raisers, both in Sacramento and locally, provide additional opportunities for communication with legislators.
- 8. Federal Advocacy Update and Schedule** – Don Polese teleconferenced into the meeting to provide an update on Washington DC and the proposed schedule for EVMWD's advocacy trips for 2019. He first described the effect of the government shutdown. He reported that Ken Calvert is now on the House of Appropriations Defense Committee and will have frequent communications which will be beneficial to us. In response to the Lake Elsinore Aquatic Ecosystem Restoration project, we will be visiting six different locations in Washington and we have a comprehensive lobbying program to follow. We will continue to talk to the LA and San Francisco divisions, the Army Corps of Engineers, Pentagon, and the Office of Management and Budget. As the project gains steam, we will relay the regional value of the project. Mr. Morrison said the Congressman was to meet with Bill James to discuss this project and we hope to hear results of that tomorrow.

The Lee Lake Project funding did not happen last year. Efforts will include follow up with FEMA to ensure prompt implementation. The Senate has to vote on the \$15M.

This item, Title XVI Congressional Authorized Project Funding and EPA Septic Tank Conversion Funding are in limbo due to the government shutdown. Director Ryan asked about the Dam Rehabilitation project and if it is likely we will get funding. Based on criteria, the field is small for applicants. He asked if we are in the pipeline for funding for the study, being that this is a critical dam. Mr. Morrison responded that the money has not yet been appropriated, but once it is, FEMA can begin accepting applications for the funding. Because we have been red-flagged as critical, our opportunity for funding is improved. If we were to begin the study now, a lot of that work may be reimbursed through the grant process. Mr. Polese recommended a trip sometime around March 4<sup>th</sup>. The longer the shutdown remains, the more this schedule will be adjusted. Pete Aguilar would be a good person to meet with while staff and Board are attending the ACWA DC Conference.

9. **Other** – Mr. Morrison reported on the Low-Income Rate Assistance Program. Information was provided to Customer Service staff and our RARE program is much better than the program suggested by the State Board. Whether an agency has a successful program or not, agencies are required to implement the State Board's program. Staff plans to meet with them to inform the State Board of programs more beneficial being implemented already by agencies like EVMWD.

Mr. Morrison distributed a draft letter to the AQMD regarding the proposed rule pertaining to asbestos pipe. EVMWD's protocol for handling asbestos pipe is outstanding. The letter goes a long way to ensure we can continue to follow our protocol. He will report back the outcome.

10. **Consider Items for Board Review** – The Federal Advocacy report will be shared with the full Board.

11. **Adjourned at 4:50 p.m.**