

**MEETING OF THE EXTERNAL AFFAIRS COMMITTEE OF THE  
BOARD OF DIRECTORS  
WATER REPLENISHMENT DISTRICT OF SOUTHERN CALIFORNIA  
4040 PARAMOUNT BLVD., LAKEWOOD, CALIFORNIA 90712  
3:00 P.M., MONDAY, MARCH 13, 2017**

**AGENDA**

EACH ITEM ON THE AGENDA, NO MATTER HOW DESCRIBED, SHALL BE DEEMED TO INCLUDE ANY APPROPRIATE MOTION, WHETHER TO ADOPT A MINUTE MOTION, RESOLUTION, PAYMENT OF ANY BILL, APPROVAL OF ANY MATTER OR ACTION, OR ANY OTHER ACTION. ITEMS LISTED AS "FOR INFORMATION" MAY ALSO BE THE SUBJECT OF AN "ACTION" TAKEN BY THE BOARD OR A COMMITTEE AT THE SAME MEETING.

- 1. DETERMINATION OF A QUORUM**
- 2. PUBLIC COMMENT**  
*Pursuant to Government Code Section 54954.3*
- 3. LEGISLATIVE REPORT**  
*Staff Recommendation: For discussion and possible action.*
- 4. CONFERENCE PARTICIPATION THROUGH JULY 31, 2017**  
*Staff Recommendation: The Board of Directors approve the budgeted WRD conference sponsorships scheduled through July 2017 to promote and educate industry leaders and public officials about WRD's WIN Program, GRIP project and other programs aimed to ensure a resilient and sustainable water future for the District's service area. The seven specified conferences are not to exceed a cumulative amount of \$19,500.*
- 5. 2017 GROUNDWATER FESTIVAL UPDATE**  
*Staff Recommendation: For discussion and possible action.*
- 6. STATE OF THE DISTRICT ADDRESS UPDATE**  
*Staff Recommendation: For discussion and possible action.*
- 7. WRD WEBSITE UPDATE**  
*Staff Recommendation: For discussion and possible action.*
- 8. WRD WEBSITE / SOCIAL MEDIA CONTENT DISCUSSION**  
*Staff Recommendation: For discussion and possible action.*
- 9. COMMUNICATION & EDUCATION SERVICES 2016 ANNUAL REPORT**  
*Staff Recommendation: For discussion and possible action.*

**10. DEPARTMENT REPORT**

Staff Recommendation: For discussion and possible action.

**11. DIRECTORS REPORTS, INQUIRIES AND FOLLOW-UP OF DIRECTIONS TO STAFF**

*Staff Recommendation*: For discussion and possible action.

**12. ADJOURNMENT**

Adjourn to the next regularly scheduled meeting of April 10, 2017.

Agenda posted by Tracey Burke, Senior Administrative Specialist on March 10, 2017. In compliance with ADA requirements, this document can be made available in alternative formats upon request.

In compliance with the Americans with Disabilities Act (ADA), if special assistance is needed to participate in the Board meeting, please contact the Senior Administrative Specialist at (562) 921-5521 for assistance to enable the District to make reasonable accommodations.

All public records relating to an agenda item on this agenda are available for public inspection at the time the record is distributed to all, or a majority of all, members of the Board. Such records shall be available at the District office located at 4040 Paramount Boulevard, Lakewood, California 90712.

Agendas and minutes are available at the District's website.

EXHAUSTION OF ADMINISTRATIVE REMEDIES – If you challenge a District action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the District at, or prior to, the public hearing. Any written correspondence delivered to the District before the District's final action on a matter will become a part of the administrative record.



## **MEMORANDUM**

### **ITEM NO. 3**

**DATE: MARCH 13, 2017**

**TO: EXTERNAL AFFAIRS COMMITTEE**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: LEGISLATIVE REPORT**

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### **SUMMARY**

#### **State Legislative Calendar**

##### March Deadlines

Mar. 17 Cesar Chavez Day

##### April Deadlines

Apr. 6 Spring Recess begins upon adjournment [J.R. 51(a)(2)].

Apr. 17 Legislature reconvenes from Spring Recess [J.R. 51(a)(2)].

Apr. 28 Last day for policy committees to hear and report fiscal bills for referral to fiscal committees

##### May Deadlines

May 12 Last day for policy committees to hear and report to the floor non-fiscal bills.

May 19 Last day for policy committees to meet prior to June 5

May 26 Last day for fiscal committees to hear and report bills to the floor. Last day for fiscal committees to meet prior to June 5.

May 29 Memorial Day observed.

May 30-June 2 Floor Session only. No committee may meet for any purpose except for Rules Committee and Conference Committees.

### **FISCAL IMPACT**

None.

### **STAFF RECOMMENDATION**

For discussion and possible action.



## MEMORANDUM

### ITEM NO. 4

**DATE:** MARCH 13, 2017  
**TO:** EXTERNAL AFFAIRS COMMITTEE  
**FROM:** ROBB WHITAKER, GENERAL MANAGER  
**SUBJECT:** CONFERENCE PARTICIPATION THROUGH JULY 31, 2017

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### SUMMARY

WRD has routinely participated in water industry and association conferences and symposiums as part of its ongoing effort to engage organizations and educate industry leaders about the WIN initiative and GRIP project. Through this participation, WRD has had the opportunity to increase awareness of our mission to provide and protect high-quality groundwater to the region, as well as develop key relationships and partnerships with others who share this mission. Furthermore, the innovative concepts presented during these conferences and discussions held amongst WRD staff and other leaders in the water industry facilitate progress toward sustainability within our District and state-wide.

WRD plans to attend and participate in the following conferences throughout March, April, May, and July of 2017.

#### **American Water Works Association Sustainable Water Management Conference**

March 19-22, 2017 in New Orleans, LA. Lyndsey Bloxom was accepted as a presenter and will be giving a talk titled *Water Independence Now – The Road to Locally Sustainable Water Resources in a Growing Urban Region*.

#### **WaterReuse California Annual Conference**

March 19-21, 2017 in San Diego, CA. WRD will be sponsoring the awards luncheon which includes four complimentary registrations, recognition throughout the event, and the ability to post District print and digital media on the conference mobile app. Robb Whitaker was accepted as a presenter and will be giving a talk titled *Water Independence Now – The Road to Locally Sustainable Water Resources in a Growing Urban Region*. The sponsorship amount is not to exceed \$5,500 and is included in the 2016/2017 budget.

#### **National Groundwater Association Conference on Hydrogeophysics and Deep Groundwater**

March 20-21, 2017 in Denver, CO. Staff representing WRD's Hydrogeology team is giving a presentation titled *High Resolution Hydrogeologic Characterization of the Central & West Coast Basins, Los Angeles County*.

**American Water Works Association California/Nevada Section Spring Conference**

April 10-13, 2017 in Anaheim, CA. WRD will be sponsoring the Keynote Luncheon which includes two complimentary registrations, recognition throughout the event, and five reserved seats at the luncheon. WRD's Phuong Watson was accepted as a presenter and is giving a talk titled *Designing and Implementing a Multi-Facility SCADA System in the Age of Cybersecurity*. The sponsorship amount is not to exceed \$5,000 and is included in the 2016/2017 budget.

**Association of California Water Agencies Spring Conference**

May 9-12, 2017 in Monterey, CA. WRD will be sponsoring the water stations during the conference and will provide WRD branded cups to attendees. The sponsorship amount is not to exceed \$1,500 and is included in the 2016/2017 budget.

**Contract Cities Municipal Seminar**

May 12-15, 2017 in Indian Wells, CA.

**American Water Works Association Annual Conference and Exposition**

June 11-14, 2017 in Philadelphia, PA. . WRD's Phuong Watson was accepted as a presenter and is giving a talk titled *Designing and Implementing a Multi-Facility SCADA System in the Age of Cybersecurity*.

**International Water Association (with WaterReuse, Water Environment & Reuse Foundation, and National Water Research Institute) Reuse2017 Conference**

July 23-27, 2017 in Long Beach, CA. WRD will be sponsoring the conference at the Platinum level which includes four complimentary registrations, an exhibit booth throughout the conference, and exclusive sponsorship of the Thursday night Dinner at the Aquarium of the Pacific. Robb Whitaker has been accepted as a presenter and will be giving a talk titled *Water Independence Now – The Road to Locally Sustainable Water Resources in a Growing Urban Region*. WRD will also be hosting a tour on the opening day of the conference. Tour attendees will visit the Spreading Grounds, Leo J. Vander Lans AWTF, and the WRD Administrative Headquarters. The sponsorship amount is not to exceed \$7,500 and is included in the 2016/20107 budget.

**FISCAL IMPACT**

Water association and organization conference participation for March - of 2017: Not to exceed \$19,500. These sponsorships are included in the approved budget for the 2016/2017 Fiscal Year.

**STAFF RECOMMENDATION**

The Board of Directors approve the budgeted WRD conference sponsorships scheduled through July 2017 to promote and educate industry leaders and public officials about WRD's WIN Program, GRIP project and other programs aimed to ensure a resilient and sustainable water future for the District's service area. The seven specified conferences are not to exceed a cumulative amount of \$19,500.



## **MEMORANDUM**

### **ITEM NO. 5**

**DATE: MARCH 13, 2017**

**TO: EXTERNAL AFFAIRS COMMITTEE**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: 2017 GROUNDWATER FESTIVAL UPDATE**

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### **SUMMARY**

On May 20, 2017, the Water Replenishment District of Southern California will host the 10<sup>th</sup> Annual Groundwater Festival. Staff is expecting approximately 2000-2500 attendees from the surrounding cities within WRD's service area.

Staff has secured rentals, entertainment, food and sponsorships for the festival.

To date, planning for the event is ahead of schedule.

### **FISCAL IMPACT**

None.

### **STAFF RECOMMENDATION**

For discussion and possible action.



## **MEMORANDUM**

### **ITEM NO. 6**

**DATE: MARCH 13, 2017**

**TO: EXTERNAL AFFAIRS COMMITTEE**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: STATE OF THE DISTRICT ADDRESS UPDATE**

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#### **SUMMARY**

On March 16, 2017, the Water Replenishment District of Southern California will host its annual State of the District Address at its office headquarters. Staff is expecting approximately 100-125 public officials, groundwater pumpers and members of the public from the cities within WRD's service area.

Staff has secured rentals and light refreshments for the address.

Staff will provide an update on the scheduled event.

#### **FISCAL IMPACT**

None.

#### **STAFF RECOMMENDATION**

For discussion and possible action.



## **MEMORANDUM**

**ITEM NO. 7**

**DATE: MARCH 13, 2017**

**TO: EXTERNAL AFFAIRS COMMITTEE**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: WRD WEBSITE UPDATE**

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### **SUMMARY**

On February 17, 2017, the Water Replenishment District of Southern California launched its revised website. The new website reflects fully revamped content and provides visitors and users a more versatile and navigable experience.

Staff will provide an update on the newest features and improvements.

### **FISCAL IMPACT**

None.

### **STAFF RECOMMENDATION**

For discussion and possible action.





## **MEMORANDUM**

### **ITEM NO. 8**

**DATE: MARCH 13, 2017**

**TO: EXTERNAL AFFAIRS COMMITTEE**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: WRD WEBSITE / SOCIAL MEDIA CONTENT DISCUSSION**

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### **SUMMARY**

Communications and outreach through internet and social media platforms has become a critical communication tool for reaching broad audiences, including the general public, public officials, environmental organizations, media and other target populations concerned about groundwater. As WRD has recently launched its revised website and is increasing its social media presence, staff is seeking direction about key messages and content the Board would like to promote. The discussion is intended to identify these key messages and general goals for communication efforts.

### **FISCAL IMPACT**

None.

### **STAFF RECOMMENDATION**

For discussion and possible action.



## **MEMORANDUM**

### **ITEM NO. 9**

**DATE: MARCH 13, 2017**

**TO: EXTERNAL AFFAIRS COMMITTEE**

**FROM: ROBB WHITAKER, GENERAL MANAGER**

**SUBJECT: COMMUNICATION & EDUCATION SERVICES 2016 ANNUAL REPORT**

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### **SUMMARY**

Communication & Education Services provides a critical function to the success of WRD. Its mission is to provide for clear communications to the public, to the District's pumpers, and to local, state and federal legislators about the important role WRD plays in meeting the region's water needs. To that end, the Communication and Education Services Department must provide effective communication outreach efforts, consistent outreach to legislative offices, carefully targeted education outreach services to different audiences and a visible conservation outreach program.

The duties and responsibilities in WRD's Communication and Education Services fall into five broad categories:

1. Communications
2. Legislative Outreach
3. Education
4. Conservation
5. Event Planning

Staff will provide a summary of the department's 2016 accomplishments.

### **FISCAL IMPACT**

None.

### **STAFF RECOMMENDATION**

For discussion and possible action.

