



Date: September 11, 2019

To: **Public Outreach and Legislation Committee**
Jerry Gladbach, Chair
B.J. Atkins
Kathy Colley
R.J. Kelly
Gary Martin
Lynne Plambeck

From: Steve Cole, Assistant General Manager *SC*

A special meeting of the **Public Outreach and Legislation Committee** is scheduled to meet on **Wednesday, September 18, 2019 at 5:30 PM** at **Summit Circle Training Room** located at 26521 Summit Circle, Santa Clarita, CA. 91350.

SPECIAL MEETING AGENDA

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5. Adjournment

- * Indicates attachments
- To be distributed

NOTICES:

Any person may make a request for a disability-related modification or accommodation needed for that person to be able to participate in the public meeting by telephoning (661) 297-1600, or writing to Santa Clarita Valley Water Agency at 27234 Bouquet Canyon Road, Santa Clarita, CA 91350. Requests must specify the nature of the disability and the type of accommodation requested. A telephone number or other contact information should be included so that Agency staff may discuss appropriate arrangements. Persons requesting a disability-related accommodation should make the request with adequate time before the meeting for the Agency to provide the requested accommodation.

Pursuant to Government Code Section 54957.5, non-exempt public records that relate to open session agenda items and are distributed to a majority of the Board less than seventy-two (72) hours prior to the meeting will be available for public inspection at the Santa Clarita Valley Water Agency, located at 27234 Bouquet Canyon Road, Santa Clarita, California 91350, during regular business hours. When practical, these public records will also be made available on the Agency's Internet Website, accessible at <http://www.yourscvwater.com>.

Posted on September 11, 2019.



Memorandum

To: Matt Stone, Steve Cole
CC: Hunt Braly
From: Harry Henderson
Date: 9/9/2019
Re: August 2019 Federal Legislative Brief Update

Per Steve Cole's direction, Anchor is providing you with a brief update of activities in Washington.

As Congress returns from its August recess, it faces a daunting challenge of completing a wide array of legislative tasks. From completion of the Fiscal Year Appropriations process to gun control legislation, Congress has much to do and only 44 legislative days left before the end of the calendar year (and only 12 legislative days left before the end of the Fiscal Year on September 30). To say we expect a busy fall session of Congress would be an understatement.

There are reasons for optimism. With the recently passed FY2020 Budget agreement, the United States Senate is prepared to pass their versions of the F2020 Appropriations Acts. This should set up a Conference on those measures with the House and likely completion sometime in late Fall 2019. Movement also is likely on the Defense Authorization Act including language on issues like PFAS with final passage sometime in the next two months. Furthermore, the House Transportation and Infrastructure Committee is likely to begin consideration of the Water Resources Development Act (WRDA) before the beginning of the calendar year setting up passage sometime next year.



It is important to remember that with the upcoming Presidential election and primary season looming, any legislation that will ultimately be signed into law over the next two years needs to see progress over the next two to three months to be successful. Nowhere is this truer than the Appropriations process. As such, Congress is on a stopwatch for legislative action of the end of the calendar year.

Below you will find a brief synopsis of relevant information to the Agency. Furthermore, we have outlined for you a few of the issues we continue to track, and the action being taken on those matters.

Fiscal Year 2020 Appropriations

The introduction of the President's budget begins the FY2020 Appropriations cycle and Congress' drafting of 12 individual Appropriations Acts. During our calls with Agency, Anchor became aware of a court decree that requires the Department of Defense to pay for 33% of all future costs associated with the remediation of the former Whittaker Berrite site. While this may seem minor, the reality is that the Federal court decree made the \$750 billion Defense Appropriations Act a germane vehicle for our Volatile Organic Compound filter project. We spent time briefing Representative Hill's staff (Ben Steinberger and her District staff) on this connection. They both agreed and began working with us to develop a request for Federal funding.

On April 1, 2019, Representative Hill's office made a request for "robust environmental funding within the Department of Defense" and referenced our \$7 million initiative as part of this request. We are also working with both Representative Hill's office and the Department of Defense to identify the exact line item where the court decree is being funded through in order to include funding for our specific need. Based on our discussions with relevant parties and review of the legislation, our language appears to have been included in the recently passed House version of the FY2020 Defense Appropriations Act.



This strategy change we believe will continue to pay dividends for the Agency in the future. We have moved from “fishing” in a pond of roughly \$7 billion for the Bureau of Reclamation and \$12 billion for the Army Corps of Engineers to a roughly \$750 billion ocean within the Defense measure. Our odds of success are much stronger here. As we move forward, we will continue to find ways to tie the Agency agenda back to Department of Defense where better funding options exist.

Representative Stenny Hoyer, the Majority Leader of the House of Representatives, indicated that the House would complete consideration of the twelve individual Appropriations Acts before the end of June 2019. The strategy of the House Democratic Majority will be to combine ten individual appropriations bills equally into two “mini-bus” appropriations acts. These two “five appropriations measure bills” will be considered by the House during the week of June 10 and June 17 respectively. The bills are separated as such:

- “Mini-bus” Appropriations Act #1 (Passed by the House on June 18, 2019) – Defense, Labor/HHS/Education, Foreign Operations, Energy and Water (Army Corps of Engineers and Bureau of Reclamation), and Legislative; and
- “Mini-bus” Appropriations Act #2 (Passed by the House of Representatives on June 25, 2019) – Interior (EPA), Military Construction, Agriculture, Transportation, Commerce/Justice.

The only two bills not included in these two measures are the Homeland Security Appropriations Act (not yet considered) and the Financial Services Appropriations Act (Passed by the House on June 26, 2019).

In July, the House and Senate (along with the President) came to agreement on the top-level funding numbers for FY2020. This agreement also eliminated the so-called “budget caps” that limited Federal funding of Defense and non-defense spending. With this agreement, the Senate is now free to begin crafting their versions of the FY2020 Appropriations Acts. We expect that these measures will take a similar form to the House measures that passed this spring.



Regardless, the House and Senate will have to pass a short-term continuing resolution to fund the Federal government beyond the September 30, 2019 deadline. It is expected that this measure will fund the Federal government through mid-December as the House and Senate work out details of the individual Appropriations bills.

While much work needs to be done, it is expected that Congress will pass 11 of the 12 individual Appropriations bills as part of a large Omnibus Appropriations Act. The only measure that will not be included in this package would be the Homeland Security Appropriations Act as the gulf between the President and Congress seems too wide to be bridged (thus, the Homeland Security Department will be funded as part of a year-long Continuing Resolution). It is also speculated that Congress will include a six month “addition” in the form of a continuing resolution to the Omnibus Appropriations Act that will fund the Federal government through March off 2021. It is unlikely that any actions will be taken on FY2021 bills prior to the Presidential elections in November of 2020.

How does this impact the Agency’s agenda? For Agency to see success over the next 24 to 36 months, progress needs to be made on obtaining Federal funding from the Federal Agencies on PFAS, VOC’s, etc. over the next three months legislatively and 12 months from a contract perspective with the Department of Defense. Given that Congress is unlikely to pass any final Appropriations bills prior to the March 2021 timeframe, the Agency will need to contract with the Department of Defense for the Agency to be ensured long-term funding of its VOC and PFAS goals.

Areas of specific interest for us include (text from the House Appropriations Committee):

Energy and Water Appropriations

The Energy and Water Development, and Related Agencies bill funds the U.S. Army Corps of Engineers, Department of the Interior programs, the Department of Energy, and other related agencies.

In total, the FY 2020 legislation includes \$46.4 billion in funding to spur energy innovation that will increase economic prosperity while working to mitigate and adapt to climate change,



improve the nation's water infrastructure, and strengthen national security. This represents an increase of \$1.8 billion, or 4 percent, above the fiscal year 2019 enacted level. The bill includes \$23.3 billion for non-defense activities, an increase of \$1.1 billion above the fiscal year 2019 enacted level, and \$23.1 billion for defense spending, an increase of \$673 million above the fiscal year 2019 enacted level.

Bill Summary:

Army Corps of Engineers – The bill provides a total of \$7.36 billion, an increase of \$357 million above the fiscal year 2019 level and \$2.53 billion above the budget request.

- **Funding for Investigations** is \$135 million, an increase of \$10 million above the fiscal year 2019 level and \$58 million above the request.
- **Funding for Construction** is \$2.34 billion, an increase of \$154 million above the fiscal year 2019 level and \$1.17 billion above the request.
- **Funding for Operation and Maintenance** is \$3.92 billion, an increase of \$183.5 million above the fiscal year 2019 level and \$1.99 billion above the request.
- **Harbor Maintenance Trust Fund** projects receive \$1.697 billion, \$147 million above the fiscal year 2019 level, an increase of \$732 million above the request and \$100 million above target set by the Water Resources Reform and Development Act of 2014.
- The bill makes full use of the estimated receipts for the **Inland Waterways Trust Fund**.
- The bill provides for **six new study starts and six new construction projects**.

Department of the Interior/Bureau of Reclamation – The bill provides a total of \$1.65 billion for the Department, an increase of \$82.8 million above the fiscal year 2019 level and \$528 million above the President's budget request.

- The bill provides \$1.63 billion for the **Bureau of Reclamation**, an increase of \$82.8 million above the fiscal year 2019 level and \$523 million above the request. Within Reclamation:
 - The bill provides \$400 million in additional funding for **water resources projects**, including those authorized in the Water Infrastructure Improvements for the Nation (WIIN) Act.
 - Within additional funding, \$121 million is provided for **rural water projects** above the budget request.
- **Environmental Management** – The bill provides \$7.175 billion, equal to the fiscal year 2019 level and an increase of \$706 million above the President's budget request. This funding is used for nuclear waste cleanup at 16 sites across the country.



- Non-Defense Environmental Cleanup – \$308 million, an increase of \$61 million above the request.
- Uranium Enrichment Decontamination and Decommissioning – \$873 million, an increase of \$32 million above the fiscal year 2019 level and \$158 million above the budget request.
- Defense Environmental Cleanup – \$5.994 billion, an increase of \$487 million above the request.

Interior Appropriations

The Interior, Environment, and Related Agencies bill includes funding for programs within the Department of the Interior, the Environmental Protection Agency, and other related agencies, including the Indian Health Service.

In total, the FY 2020 bill includes \$37.28 billion, an increase of \$1.73 billion over the 2019 enacted level and \$7.24 billion over the President’s 2020 request. There is also an additional \$2.25 billion of funding provided under the fire suppression cap adjustment.

Increases in funding will help protect and preserve public lands, build resilience to climate change, strength the environmental workforce, and ensure access to safe drinking water.

Bill Summary:

Land and Water Conservation Fund (LWCF) - The bill provides \$523.9 million for LWCF, including \$244 million for the federal program and \$280 million for state programs. The total is \$85 million above the fiscal year 2019 enacted level and \$491 million above the President’s budget request.

Wildland Fire Management (WFM) - The bill provides \$5.21 billion for WFM, which includes \$2.25 billion in cap adjusted fire suppression funding. The total funding is \$1.6 billion above the 2019 enacted level and \$49 million above the President’s budget request.

Department of the Interior (DOI) – The bill provides a total of \$13.79 billion in discretionary appropriations for DOI – \$833 million above the 2019 enacted level and \$2.41 billion above the President’s budget request. Of this amount, the bill includes:



- \$1.7 billion for **U.S. Fish and Wildlife Service**, \$74 million above the fiscal year 2019 enacted level and \$324 million above the President’s budget request. Within this amount, the bill includes:
- \$289 million for **Ecological Services**, \$37 million above the fiscal year 2019 enacted level and \$49 million above the President’s budget request.
- \$514 million for **National Wildlife Refuge System**, \$26 million above the fiscal year 2019 enacted level and \$5 million above the President’s budget request.
- \$71 million for **State and Tribal Wildlife Grants**, \$6 million above the fiscal year 2019 enacted level and \$39 million above the President’s budget request.

Environmental Protection Agency (EPA) – The bill provides a total of \$9.53 billion in for EPA – \$677 million above the 2019 enacted level and \$3.30 billion above the President’s budget request. Of this amount, the bill includes:

- \$3.43 billion for EPA’s core **science and environmental program work**, an increase of \$131 million above the 2019 enacted level and \$823 million above the President’s budget request. Within these amounts, the bill includes:
 - \$511 million for **compliance monitoring and enforcement activities**, a \$40 million increase above the 2019 enacted level and \$63 million above the President’s request.
 - \$18 million in additional funding for **scientific and regulatory work on per- and polyfluoroalkyl substances (PFAS)**, needed to establish a drinking water standard and cleanup standards. This level of funding more than doubles current spending levels for this work.
- \$4.62 billion for **State and Tribal Assistance Grants**, a \$490 million increase above the 2019 enacted level and \$1.85 billion above the President’s budget request. Within this amount, the bill includes:
 - \$3.08 billion for **Clean Water and Drinking Water State Revolving Funds**, an increase of \$319 million above the 2019 enacted level and \$1.1 billion above the President’s budget request.
 - \$70 million for targeted grants for **drinking water contaminants** like lead, nitrates, or other health hazards.
 - \$105 million for **Brownfields cleanups**, a \$20.8 increase above the 2019 enacted level and \$43 million increase above the President’s budget request.
- \$1.21 billion for Superfund, an increase of \$55 million above the 2019 enacted level and \$169 million above the President’s request.



- \$10.2 million for Environmental Justice activities, a 47% increase above the 2019 enacted level nearly four-fold increase above the President’s budget request.

Water Resources Development Act:

On May 23, 2018, the House Transportation and Infrastructure Committee unanimously approved the Water Resources Development Act (WRDA). On June 6, 2018, the House of Representatives passed H.R. 8, WRDA, by overwhelming majorities. On September 13, 2018, the House of Representatives unanimously approved with a few minor amendments S. 3021, America’s Water Infrastructure Act. The legislation essentially is the Senate version of the Water Resources Development Act. On October 10, 2018, the United States Senate passed S. 3021 by a vote of 99-1. The President subsequently signed the legislation into law on October 23, 2018.

Over the past few months, the House Transportation and Infrastructure Committee has routinely held hearings regarding “the cost of doing nothing” as it lays the groundwork for consideration of the 2020 Water Resources Development Act. We expect that the House will begin drafting their version of the legislation sometime this summer and into the fall with Committee consideration sometime in early 2020. The Committee – both under Democrat and Republican leadership have indicated a desire to move forward with a WRDA bill every two years.

PFAS:

Over the past month, Congress has taken a variety of steps regarding PFAS, PFOA, and AFFF. The PFAS taskforce has been working on legislation to combine a variety of the bills establishing EPA and other guidelines. The House Armed Services Committee has taken the largest steps needed to address the challenge by including the following specific items within the Defense Authorization Act (H.R. 2500) passed July 12, 2019. Specifically, the legislation would:

- Prohibit the release of fluorinated firefighting foam (AFFF) at military installations except in cases of emergency response or in limited circumstances;



- Requires a report on the Department’s understanding of best-practices for cleanup and disposal of PFOS and PFOA;
- Provide an additional \$121.3 million in environmental restoration for remediation efforts;
- Blood testing for DoD firefighters; and
- Authorizes DoD to provide fresh water and treatment of contaminated water for agricultural purposes.

Anchor believes that the Agency is eligible for funding within this provision. We are working closely with Steve Cole to develop the funding requests associated with our specific needs and will share those with the House Armed Services Committee as well as the Department of Defense in the coming month. Our plan would be to address projects are “shovel-ready” immediately and then address secondary projects and Operations and Maintenance challenges in the future phases of the program.

Finally, we are following the guidance of Matt Stone on this topic as it relates to the policy aspect of the challenge. We continue to work with the PFAS taskforce, Representative Kildee, and Representative Hill to ensure that our needs are addressed in any legislation that proceeds on this timely topic.

Other Issues:

- *Orville Dam FEMA Consideration.* Anchor continues to work with a consortium of Water Agencies throughout the region on this topic. A letter was sent to FEMA requesting additional funding associated with the project.
- *Arundo Remediation.* Anchor was recently made aware by Steve Cole of the Agency’s interest in this topic. Anchor has met with Representative Ken Calvert’s office and with others from the House Appropriations Committee on this topic. As we have shared with Steve Cole, the Department of Interior has unspent invasive species funding from the last two fiscal years. We believe that the Agency is well positioned to receive funding for the ongoing challenge to our water supply.

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September 9, 2019

MEMORANDUM

TO: Steve Cole, Santa Clarita Valley Water District

FROM: Dennis K. Albiani, Anthony Molina, California Advocates, Inc.

SUBJECT: August Report

The legislature is in the last week of session. Since the last report, the bills were heard in the second house appropriations committee, some moved off suspense and to the floor while others were held in suspense and became 2 year bills. By the time of the meeting, they will have adjourned for the interim recess and the Governor will be well into bill signing.

SCVWA Sponsored Bill

SB 387 (Wilk) SCVWA Governance Clean Up. This bill is clean up to SB 634 (Wilk) and would allow the Santa Clarita Valley Water Agency Board, upon vacancy of a board seat, to eliminate the vacant Board of Director position that will be consolidated at the next election, through a vote of the board. The bill provides specific direction if seats are consolidated before the election, on having a lot to determine which seats receive 2- and 4-year terms. We have included an additional amendment suggested by legislative counsel to select a date for the lottery.

Status: The bill passed the Assembly and Senate and is to the Governor for consideration.
Position: Sponsor

California Advocates, Inc. Activity Report

- Participated in a strategic phone call session with SCVWA to update the state legislative advocacy “scope of work” for 2019/2020.
- Actively lobbied SB 1. Setting up meetings with legislators, participated in 35+ meetings with legislators to discuss the challenges in the bill.
- Participated in Governors office meeting on SB 1 where the 4 outstanding issues – 2 ESA and 2 WOTUS issues were thoroughly debated with Pro Tem staff, water board staff, Governor staff and Natural Resources Agency staff.
- Participated in numerous conference calls and coalition meetings in opposition to SB 1.
- Sheperded through SCV Water agency sponsored bill SB 387. Initiated advocacy with Governors office encouraging his signature.
- Continued discussions with legislative staff on AB 1448 concerning local government development fees as articulated in LA Times article.

PFOA and PFOS

AB 756 (C. Garcia) Public water systems: perfluoroalkyl substances and polyfluoroalkyl substances.

This bill would grant the State Water Resources Control Board (State Water Board) the authority to require all public water systems to monitor for perfluoroalkyl and polyfluoroalkyl substances (PFAS). The bill would also establish a separate, and very extensive, customer notification process as a result of any confirmed detection.

Status: Signed and Chaptered. This bill will take effect on January 1, 2020.

Position: Oppose

Priority Legislation with Positions

SB 1 (Atkins) Environmental and Labor Protection Act

We have been advocating aggressively on SB 1 and working on the main four points still outstanding. The main message is the overall elements of the bill are supportable, but there are key policy issues dealing with the ESA, federal primacy and new language under WOTUS.

STATUS: As of this writing, the bill was being considered by Rules and proposed to be amended.

Position: Oppose unless amended

Key Appointments

Elmy Bermejo, 64, of San Francisco, has been appointed regional director of Northern California for the Office of the Governor. Bermejo was outreach director and senior advisor for Eleni Kounalakis for Lieutenant Governor from 2017 to 2018. She was regional representative of the West Coast for the U.S. Department of Labor from 2014 to 2017 under the Obama Administration, where she was director of intergovernmental affairs from 2010 to 2014. Bermejo was deputy secretary of external affairs for the California State and Consumer Services Agency from 2004 to 2010, field representative for California State Senate President Pro Tempore Don Perata in 2004 and field representative for California State Senate President Pro Tempore John Burton from 1995 to 2004.

Yvette Martinez, 50, of Whittier, has been appointed regional director of Southern California for the Office of the Governor. Martinez recently managed Rusty Hicks' campaign for chair of the California Democratic Party in 2019. Previously, she was consultant and campaign director for Our Water LA for the Water Foundation from 2017 to 2018. She was deputy state director for U.S. Senator Barbara Boxer from 2011 to 2016.

Teresa Alvarado, 54, of San Jose, has been appointed to the California Water Commission. Alvarado has been the San Jose director of SPUR since 2016. She was deputy administrative officer for the Santa Clara Valley Water District from 2011 to 2016 and executive director of the Hispanic Foundation of Silicon Valley from 2006 to 2009. Alvarado held multiple positions at the Pacific Gas and Electric Company, including charitable contributions program manager from 2005 to 2006 and governmental relations representative from 1999 to 2005.

Matthew Swanson, 51, of Turlock, has been appointed to the California Water Commission. Swanson has been president and chief executive officer at Associated Feed since 1998. This position requires Senate confirmation.

Brian Ferguson, 36, of Sacramento, has been appointed deputy director for crisis communication and public affairs at the Governor's Office of Emergency Services. Ferguson has been deputy director of media and public affairs in the Office of Governor Newsom since 2019. He served as deputy press secretary in the Office of Governor Edmund G. Brown Jr. from 2017 to 2019 and deputy director of public affairs at the California Department of General Services from 2013 to 2017. Ferguson was a communications specialist for the California Faculty Association from 2006 to 2013.

Important Dates and Deadlines for 2019

September Deadlines:

- September 3rd – 13th, Floor session only. No committee may meet for any purpose, except the Rules Committee.
- September 6th, Last day to amend on the floor.
- September 13th, Last day for any bill to be passed. Interim Recess begins upon adjournment.

Interim Session Deadlines:

- October 13th, Last day for Governor to sign or veto bills passed by the Legislature on or before September 13th and in the Governor's possession after September 13th.

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MEMORANDUM

TO: STEVE COLE, SANTA CLARITA VALLEY WATER AGENCY

FROM: HUNT BRALY

RE: AUGUST 2019 Report

DATE: 9-9-19

I have provided a synopsis of activities performed on behalf of the Agency in June.

*Continued to work with staff regarding PFAS Contamination issue. Reviewed outreach proposals regarding future well sites.

*Worked with staff regarding SB 387 (Wilk) clean up legislation on Agency Board composition. Continued to keep local community and elected officials informed of the status of the bill.

*Continued to work with staff for Congresswoman Hill tour along with plans to work with Assemblywoman Smith in the fall regarding potential funding opportunities from grants and the State Budget.

*Continued to participate in efforts with Harry Henderson regarding potential federal legislation and funding opportunities.

*Attended and participated in the tour of the Santa Clara River with Congresswoman Katie Hill on August 23rd.

RECURRING ACTIVITIES/MEETING ATTENDANCE:

*Attended Public Information and Government Affairs Committee Meeting on August 22.

*Monitored City Council Meeting on August 27. Issues of interest include:

Approved the Second Reading of the Jobs Creation Overlay Zone. Ordinance now goes into affect.

*Monitored and review Agency Board Agendas

*Reviewed daily emails regarding articles of interest from Agency.

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COMMITTEE MEMORANDUM

DATE: September 10, 2019
TO: Public Outreach and Legislation Committee
FROM: Steve Cole, Assistant General Manager *SC*
SUBJECT: Proposed Sponsorship Guidelines

SUMMARY

SCV Water is often approached with requests to sponsor an event. Some requests come from the presenting organization, others from board members or staff. The criteria and goals proposed here will assist staff in evaluating sponsorship opportunities, to insure we are being strategic and effective with our resources.

DISCUSSION

For this purpose, sponsorships are defined as providing a financial contribution in exchange for certain benefits.

Sponsorship Program Goals:

To support those programs which meet one or more of the following objectives:

- Advance public policy in the water industry (i.e., conferences).
- Position SCV Water as an industry leader and advocate.
- Communicate regional water policy issues to key constituent groups.
- Promote discussion and educational activities for regional water conservation and water-use efficiency issues.
- Support community water awareness programs and water-related education outreach programs.
- Focus on community participation around regional water policy issues.
- Other objectives as may be determined to align with the mission, vision and values of SCV Water.

Examples of events that currently meet this criteria:

Industry events – ACWA; Urban Water Institute; AWA-Ventura County; Women in Water

Sponsor Memberships – Southern California Water Coalition

Industry publications (i.e., Maven's Notebook)

Elected Officials Receptions

Local events

- Chamber of Commerce (i.e., Patriot's Luncheon)
- City of Santa Clarita (Earth Arbor Day)
- Economic Development Corporation (Economic Summit)
- VIA (Leadership Program)
- KHTS Sacramento Bus Trip
- Community events
 - Home and Garden Show
 - College of the Canyons Green STEM Summit

Preferred Benefits of Sponsorship

- **Outreach** – Will the SCV Water name be prominently displayed on event material with a significant amount of the public or water industry members viewing it?
- **Alignment** – Does the sponsorship align with the Agency's message of being good stewards of our water resources, and/or a leader in the water industry?
- **Community Connection** – Does our sponsorship enhance the Agency's connection to the community we serve or the water industry in which we operate?

FINANCIAL CONSIDERATIONS

The FY 2019/2020 includes \$20,000 for these purposes. The prior year was budgeted at \$10,000, but \$24,900 was spent. There are two legacy sponsorships previously paid for by the Family of Water (Green STEM Summit and Home and Garden Show). The amount reflected for these in the Outreach budget (and on the spread sheet) is one-fourth of the actual cost. The rest is allocated to the three retail divisions. This will be consolidated in the coming year.

RECOMMENDATION

Provide staff direction on the proposed sponsorship guidelines.

Public Outreach Matrix of Selected Activities

AUGUST 2019

Website Statistics	AUGUST	
Total users	12,511	Users who have initiated at least one session during the date range
Total Page Views	31,376	Total number of pages viewed. Repeated views of a single page are counted.
Most Popular Content		
Home page	15,072	
Customer Care	4,921	Customer portals
Save Water & Money	1,490	Conservation program home page
Your Agency	717	Overview and "Locate Your Division"
Residential	1,303	Conservation
Connect	621	Contact Us
Valencia Division Bill	462	How to read your bill
Careers	387	Job opportunities
Governance	359	Board and committee agendas
Start/Stop Service	462	
Digital Outreach		
Social Media	AUGUST	Notable activity
Facebook	441 likes 474 follows	
Instagram	1,015	
Twitter	892	@scv_water
Constant Contact	AUGUST	
Water Currents eNewsletter	19,523	August open: 32% (23.6% industry standard)
Garden Classes/ Conservation eNewsletter	17,081	August open: 26% (3% click through)
Education	AUGUST	Calendar YTD
Students	1,065	7,197
Garden Classes – Saturdays	25	198
Garden Classes – evenings	19	169

* Data not available yet

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LEGISLATION TRACKING

Letters of Support/Opposition

ITEM NO.
4.2

Date	Bill/Initiative	Title	Stand	Notes	Leg. Policy*	Status
2/8/2019	Rule 1470	Drought, Water, Parks, Climate, Coastal Protection and Outdoor Access for All Act (June 2018)	Proposed Amendment	Requirements for Stationary Diesel-Fueled Internal Combustion and other compression ignition engines	10.0	Signed on to letter from SCWC to SCAQMD 2/8/19
2/27/2019	SB 669 (Caballero)	Safe Drinking Water Trust	Support	To help community water systems in disadvantaged communities provide access to safe drinking water; alternative to funding through a water tax	9.0	Placed on suspense file 5/13/19
3/1/2019 4/29/2019	SB 204 (Dodd)	Delta Conveyance	Oppose (previously oppose unless amended)	Would require DWR to provide at least 10 days notice to Joint Leg. Budget Committee (and others) before holding public sessions to negotiate any potential amendments of certain long-term water supply contracts/transfers. Bill would significantly delay actions to find a conveyance solution in the Delta, and to modify SWP contracts.	2.0, 8.0	7/2/19 committee hearing postponed (With Asm Water/Parks/Wildlife)
3/19/2019	AB 533 (Holden)	Income Tax Exemption for Water Rebates	Support	Letter expressing our support, which would exempt incentive rebates from being considered taxable income for the recipient	5, 9	Referred to Comm on Appropriations. 5/16/19 hearing postponed
4/2/2019	AB 1194 (Frazier)	Delta Stewardship Council	Oppose	Seeks to increase DSC membership to 13, with majority in Delta (a re-do of sorts of AB 1876 last year)	2.0	Signed on to letter from MWD to Assembly Member Jim Frazier 4/9/19 - held without recommendation
4/22/2019	SB 559 (Hurtado)	Subsidence repair	Support/ Amend	Seeks to add support to the California Aqueduct in this bill which seeks funding for the Friant Kern Canal.	2.0	8/14/19 Set for first hearing; place on APPR suspense file. 8/30 Hearing postponed by committee
5/1/2019	AB 217 (E. Garcia)	Safe Drinking Water for All Act	Oppose	Proposes a "fee" based on the public water system's number of connections; to provide a source of funding to secure access to safe drinking water, while ensuring the longterm sustainability of drinking water systems. Imposes several fees on agricultural activities and creates a trust fund using investments from the General Fund that together would provide the source of revenue to the fund.	9.0	Signed on to coalition letter in opposition. Passed out of Asm Rev and Tax on 6/24/19

Date	Bill/Initiative	Title	Stand	Notes	Leg. Policy*	Status
6/19/2019	AB 402 (Quirk)	Drinking Water: local primacy agency funding subsidy	Oppose unless amended	Creates a new opt-in funding stabilization program for local primacy agencies (LPA); which could result in subsidy by all public water systems, with larger systems paying a disproportionate share. Large systems would receive no benefit, as they are not the type of systems with LPA oversight	9.0	Signed on to coalition letter with ACWA. 8/30: In Sen APPR, held under submission.
7/30/2019	AB 756 (C. Garcia)	Public Water Systems: PFAS or PFOS	Request for VETO	Letter requesting VETO sent to Governor Newsom	6.0, 10.0	7/31/19 Approved by Governor
8/21/2019	SB 49 (Skinner)	Energy Efficiency & State Water Project Assessment	Support	Supported amendments direct an assessment of SWP potential contributions to achieving state's climate goal, without impacting primary purpose of SWP. Also provide a timeline for implementation of recommendations & potential funding from state, federal, & other applicable sources.	3.0	Signed on to letter with SWC. 9/5/19 Third reading in Assy APPR, with amendments.
8/22/2019	AB 1580 (Levine)	Public construction projects	Oppose	Adds an oversight committee to act as the authority for critical decisions regarding the project and to establish and implement a comprehensive risk management plan which could apply to the Delta conveyance project, in addition to other large infrastructure project	2.0	Signed on to coalition letter in opposition. 8/30/19 In Senate APPR Committee - held under submission
9/9/2019	Water Resilience Executive order N-10-19	Comments on draft resilience portfolio	Support	Signed on to a letter from coalition of water agencies providing input to Nancy Vogel, Director of the Governor's Water Portfolio Program on the resilience portfolio in development. Specifically addresses topics including water storage, conveyance, flood management, regulation and planning and others	2.0, 5.0	Signed on a letter from coalition of water agencies providing input to Nancy Vogel 9/9/19

* Reference to applicable section of Legislative Policy Guidelines

Revised: Sept 9, 19

Represents changes since last distribution.



SPONSORSHIP TRACKING FY 2019-20

**ITEM NO.
4.3**

Agency Name	Event	Event Date	Event Location	Registration Fee	Sponsorship	Amount
SCV Chamber	9th Annual Patriots Luncheon	July 11, 19	Hyatt Valencia	\$65	Event Sponsor: Preferred seating for 4, Logo placement on all event marketing materials, Chamber website highlight, Recognition in event program & in media & press	1,000.00
Urban Water Institute	Annual Water Conference	Aug 14-16, 19	Hilton San Diego Resort & Spa	\$575	Marketing Sponsor: Logo on website, agenda, on presentation screens and in registration area.	2,000.00
AWA	Annual Member & Elected Officials Reception	Sept 19, 19	Ronald Reagan Presidential Library	Free to members	Respresentative Sponsor: Listing on invitation & event program, agency name on signage	500.00
CSDA	2019 Annual Conference	Sept 25 -28, 19	Anaheim	\$675	Sponsorship of Morning Coffee Station & 2/3rd page ad in the 50th Anniversary commemorative program	2,000.00
SCV Chamber	Legislative Leaders Forum	Oct 4, 19	Hyatt Valencia	N/A	Gold Sponsor: 6 reserved seats, logo placement on all event marketing materials, recognition in media & press	1,000.00
Santa Clarita Environmental Education Consortium (SCEEC)	Green STEM	Nov 2019	College of the Canyon	N/A	Legacy Family of Water* sponsorship. The event provides high school and college students with exposure to STEM (Science, Technology, Engineering, Math) concepts, but with sustainability as a key focus. The Water Technology program at COC is one of the featured programs. (Total cost - \$5000)	1,250.00
ACWA	2019 Fall Conference	Dec 2 -6, 19	San Diego	\$725	Wednesday Opening Breakfast (includes 1 meal ticket); sponsor ribbon for badges; acknowledgement in ACWA News, website, conference programs, screens at meals, mobile app.	2,500.00
CVWD - Cucamonga Valley Water District	ACWA Women in Water	Dec 2019 & May 2020	San Diego; Monterey	N/A	UNRULY: name & logo included on invitations & materials promoting the reception, as well as displayed on signage throughout the reception room	500.00
					TOTAL SPONSORSHIP:	10,750.00
					FY 19/20 BUDGET:	20,000.00
					BALANCE:	9,250.00

Anticipated Sponsorship Not Yet Committed

Agency Name	Event	Event Date	Event Location	Registration Fee	Previous Sponsorship	Amount
Urban Water Institute	Spring Water Conference	Feb 19-21, 20	Palm Springs	\$575	Continental Breakfast	1,500.00
City of Santa Clarita	2020 Earth Arbor Day	April 2020	City of SCV Central Park	N/A	Legacy Family of Water* sponsorship. Sponsor Agreement 2017-2019: six 10'x10' marketing activation booths within event area; logo on all city bus shelter posters, all Paseo Bridge Banners, all local print & online advertisements; Ad placed in Mag of Santa Clarita; full page ad in Spring edition of Seasons publication; 5,000 post cards produced & placed throughout the SC community (Total cost -	2,500.00
KHTS	Home & Garden Show	April 2020	City of SCV	N/A	Signage, on-air interview, logos, links & commercials	2,500.00
KHTS	Sacramento Road Trip	March 2020	Sacramento		(75) 60 sec. commercials & (100) promotional: 10 sec. tags, advertising signage on Road Trip literature & web material. Website banners, tiles, linkage. Sponsorship messages during road trip. Logo on poster at Banquet	2,200.00
ACWA	2020 Spring Conference	May 2020			Ice Cream Break	1,500.00

* Family of Water items are allocated equally among wholesale/retail

10,200.00

Updated: Sept 9, 19



2019 Public Outreach Events

ITEM NO.
4.4

This is a list of events where SCV Water participates as a vendor, or as the host, in the case of the garden classes and Open House. We set up a branded outreach booth with information on our classes, programs, water supply, conservation efforts, etc. All retail divisions will be represented under the SCV Water umbrella, with occasional expanded presence by conservation staff.

	Event	Location	Notes (Pre and/or Post)
January			
1/10	Landscape class (evening)	Rio Vista	Planning a Landscape Project and Budget
1/12	Landscape class	Rio Vista	Proper Pruning
February			
2/7	Landscape class (evening)	Rio Vista	Designing a Sustainable Landscape
2/9	Landscape class	Rio Vista	Waterwise Vegetable Gardening
2/24	Mardi Gras Madness 5K/10K	Valencia Town Center	Students Off and Running: free afterschool program for youth in need through training for and completing a marathon. Fundraiser for SOAR: https://mgm5k.weebly.com/
March			
3/7	Landscape class (evening)	Rio Vista	Top 30 Plants for the SCV
3/9	Landscape class	Rio Vista	Planning Your Landscape Project – Design to Construction
3/16	Michael Hoefflin 5K Walk for Kids with Cancer	COC	The Michael Hoefflin Foundation is a non-profit organization that assists children diagnosed with cancer and their families. https://www.mhf.org/mhf-walk-kids-cancer/
April			
4/4	Landscape class (evening)	Rio Vista	Irrigating a Sustainable Landscape
4/6	Landscape class	Rio Vista	Drip Irrigation Basics
4/13-14	Cowboy Poetry Festival	Hart Park	City event - http://cowboyleftival.org/
4/27-28	Earth/Arbor Day/H&G Show	Central Park	City event - http://greensantaclarita.com/eartharborday/ KHTS event - http://www.santaclaritahomeandgardenshow.com/
May			
5/4	Open House	Central Park	Annual Agency Open House to celebrate California Water Awareness Month
5/5	Taste of Town	Mann Bio. Park	Child and Family Center Fundraiser http://childfamilycenter.org/events/
5/11	Placerita Nature Center Open House	Nature Center	http://www.placerita.org/event-calendar/
5/16	Landscape class (evening)	Rio Vista	Caring for the Top 30 Plants for the SCV
5/18	Landscape class	Rio Vista	Landscaping with Perennials

June			
6/8	Dragon Boat Festival	Castaic Lake	
6/13	Landscape class (evening)	Rio Vista	Maintaining a Sustainable Landscape
6/14	Jazz and Blues	Town Center Drive	valenciajazzandblues.com
6/15	Landscape class	Rio Vista	Shrubs and Native Plants
6/15	Castaic Lake Fitness Challenge	Castaic Lake	
6/15	Rotary Car Show	So Cal Innovation Park	Rotary's 2 nd Annual People's Choice Car Show – fundraiser for Bridge to Home and Family Promise
July			
7/11	Landscape class (evening)	Rio Vista	Planning a Landscape Project and Budget
7/20	Landscape class	Rio Vista	The Basics of a Sustainable Landscaping
7/26	Jazz & Blues Concerts	Town Center Drive	valenciajazzandblues.com
August			
8/8	Landscape class (evening)	Rio Vista	Designing a Sustainable Landscape
8/10	Landscape class	Rio Vista	Proper Turf Care and Turf Substitutes
September			
9/14	Circle of Hope Hoedown	Newhall	Circleofhopeinc.org/hoedown/
9/19	Landscape class (evening)	Rio Vista	Top 30 Plants for the SCV
9/21	Landscape class	Rio Vista	Controlling Weeds, Pests and Diseases
9/21	River Rally	Newhall Community Center	Clean up of the Santa Clara River http://greensantaclarita.com/calendar/river-rally/
9/21	Be the Light 5K	West Creek Park	http://www.bethelight5k.org/ Supporting A Light Of Hope (ALOH) https://www.alightofhopescv.org/ , a program for recovery from addiction/self-destructive behaviors
9/28	CAST for Kids	Pyramid Lake	Kids with disabilities, ages 6-17, experience the sport of fishing. www.castforkids.org
October			
10/5	CAST for Kids	Castaic Lake	Kids with disabilities, ages 6-17, experience the sport of fishing http://castforkids.org/event/castaiclake/
10/5	Touch a Truck	Central Park	Proceeds support the Santa Clarita Senior Center. http://myscvcoa.org/touch-a-truck/
10/5-6	Pow Wow Festival	Hart Park	A festival celebrating Native American Culture. Hosted by William S. Hart County Park & Museum and the Friends of Hart Park. http://www.friendsofhartpark.org/Event_Pages/powwow.html
10/6	Kids Expo	Golden Valley HS	Child and Family Center benefit. http://childfamilycenter.org/events/
10/12	LASD/Special Olympics Chili Cook off	Jack Bones Eq Center	Benefitting Special Olympics https://www.sosc.org/scvtv/chilicookoff

Purple = Events

Green = SCV Gardening Classes

Blue = Speakers' Bureau 26

10/17	Landscape class (evening)	Rio Vista	Irrigating a Sustainable Landscape
10/19	Landscape class	Rio Vista	Trees for the SCV
10/27	Haunted Jailhouse	Sheriff Station	Boys & Girls Club fundraiser
November			
11/14	Landscape class (evening)	Rio Vista	Caring for the Top 30 Plants for the SCV
11/16	Landscape class	Rio Vista	Managing Soils and Fertilizers in the SCV
December			
12/7	Family Literacy Festival	Newhall Library	Santa-clarita.com
12/12	Landscape class (evening)	Rio Vista	Maintaining a Sustainable Landscape
12/16	Landscape class	Rio Vista	Lawn Removal ... The Basics
TBD	Castaic Lake Winter Magic	Castaic Lake	Hosted by Friends of Castaic Lake http://www.castaiclake.com/focl.html

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**PUBLIC OUTREACH AND LEGISLATION COMMITTEE
AGENDA PLANNING CALENDAR 2019**

**ITEM NO.
4.5**

January 17, 2019 Committee

1. Legislative Consultant Reports
2. Discussion of Legislative Advocacy Request for Proposals
3. Consideration of Sponsorship for Maven's Notebook
4. Informational: Monthly Outreach Matrix
5. Informational: Legislative Tracking
6. Informational: Sponsorship Tracking FY 2018/19
7. Informational: Public Outreach Event Calendar 2019
8. Informational: Committee Planning Calendar 2019

February 5, 2019 Board Meeting

February 19, 2019 Board Meeting - CANCELLED

February 21, 2019 Committee

1. Legislative Consultant Reports
2. Discussion of Legislative Advocacy Request for Proposals
3. Recommend Approval of a Media Policy
4. Discussion of Agency's Role in Stewardship of Santa Clara River
5. Other Staff Activity: Blue Ribbon Committee
6. Informational: Monthly Outreach Matrix
7. Informational: Legislative Tracking
8. Informational: Sponsorship Tracking FY 2018/19
9. Informational: Public Outreach Event Calendar 2019
10. Informational: Committee Planning Calendar 2019

March 5, 2019 Board Meeting

March 19, 2019 Board Meeting - CANCELLED

March 21, 2019 Committee

1. Legislative Consultant Reports
2. Discussion of Public Outreach/Legislative FY 2019/20
3. Informational: Monthly Outreach Matrix
4. Informational: Legislative Tracking
5. Informational: Sponsorship Tracking FY 2018/19
6. Informational: Public Outreach Event Calendar 2019
7. Informational: Committee Planning Calendar 2019

April 2, 2019 Board Meeting

1. Recommend Approval of Agency Media Policy
2. Resolution to Adopt Santa Clara River Stewardship

April 18, 2019 Committee

1. Legislative Consultant Reports
2. Presentation: 2019 Customer Satisfaction and Awareness Survey
3. Informational: Monthly Outreach Matrix
4. Informational: Legislative Tracking
5. Informational: Sponsorship Tracking FY 2018/19
6. Informational: Public Outreach Event Calendar 2019
7. Informational: Committee Planning Calendar 2019



**PUBLIC OUTREACH AND LEGISLATION COMMITTEE
AGENDA PLANNING CALENDAR 2019**

May 16, 2019 Committee

1. Interviews of Federal Legislative Advocate Firms

June 4, 2019 Board Meeting

1. Presentation 2019 Customer Satisfaction and Awareness Survey

June 20, 2019 Committee

1. Legislative Consultant Reports
2. Discussion: Federal Legislative Advocacy Selection
3. Public Outreach Activities: Blue Ribbon Committee
4. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20
 - Public Outreach Event Calendar 2019
 - Committee Planning Calendar 2019

July 18, 2019 Committee

1. Legislative Consultant Reports
2. Discussion: Blue Ribbon Committee Membership
3. Public Outreach Activities: PFAS
4. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20
 - Public Outreach Event Calendar 2019
 - Committee Planning Calendar 2019

August 20, 2019 Board Meeting

1. Federal Legislative Advocacy Selection

August 22, 2019 Committee

1. Legislative Consultant Reports
2. Discussion: Blue Ribbon Committee
3. Discussion: Sponsorship Policy
4. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20
 - Public Outreach Event Calendar 2019
 - Committee Planning Calendar 2019

September 18, 2019 Committee - SPECIAL

1. Legislative Consultant Reports
2. Discussion: Sponsorship Policy
3. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20
 - Public Outreach Event Calendar 2019



**PUBLIC OUTREACH AND LEGISLATION COMMITTEE
AGENDA PLANNING CALENDAR 2019**

- Committee Planning Calendar 2019

October 17, 2019 Committee

1. Legislative Consultant Reports
2. Discussion: Social Media Plan
3. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20
 - Public Outreach Event Calendar 2019
 - Committee Planning Calendar 2019

November 21, 2019 Committee

1. Legislative Consultant Reports
2. Discussion: 2020 Legislative Platform
3. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20
 - Public Outreach Event Calendar 2019
 - Committee Planning Calendar 2019/20

December 19, 2019 Committee

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20
 - Public Outreach Event Calendar 2019/20
 - Committee Planning Calendar 2019/20