




Date: April 12, 2018

To: Public Outreach and Legislation Committee
Jacque McMillan, Chair
B.J. Atkins
Kathy Colley
Jerry Gladbach
Lynne Plambeck

From: Steve Cole 
Assistant General Manager

The **Public Outreach and Legislation Committee Meeting** is scheduled to meet on **Thursday, April 19, 2018 at 5:30 PM at Santa Clarita Water Division** located at 26521 Summit Circle, Santa Clarita, CA 91350 in the Training Room.

MEETING AGENDA

1. Public Comments
 2. Legislative Consultant Report
 - * 2.1 Anchor Consulting
 - * 2.2 California Advocates
 3. * Discussion of Outreach Communications Plan
 4. Informational
 - * 4.1 Legislative Tracking
 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: Thursday, April 12, 2018

MGS



Memorandum

To: Matt Stone, Steve Cole
CC: Hunt Braly
From: Harry Henderson
Date: 4/12/2018
Re: April 2018 Federal Legislative Brief Update

Per Steve Cole's direction, Anchor is providing you with a brief update of activities in Washington. Since our last call, Congress completed action on the Fiscal Year 2017 (FY2017) Omnibus Appropriations Act – effectively completing the FY2017 budget process. FY2018 will begin on October 1, 2018 and Congress will have until then to pass additional legislation funding the Federal government for another 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.

FY2017 Appropriations Act:

Overview:

- Funds the Federal government through September 2018.
- Provides roughly \$1.3 trillion in total funding and \$78 billion for the global war on terror.
- The legislation adheres to the recently enacted budget caps and provides an additional \$80 billion for defense spending (the largest increase in the last 15 years).



Department of Interior Provisions:

- \$2.3 billion for the Clean Water and Drinking Water State Revolving Fund (SRF).
- Permits an additional \$3 billion for the Water Infrastructure Finance and Innovation Program.
- Funds the EPA at \$8.06 billion.
- Prohibits the EPA from making changes to certain agricultural exemptions under the Clean Water Act.
- Directs the EPA to establish clear policies that reflect carbon neutrality of biomass.
- Requires reporting on the backlog of mining permits awaiting approval.
- Prohibits the regulation of the lead content of ammunition and fishing tackle.
- US Fish and Wildlife is funded at \$1.5 billion
- Funding for FWS includes a prioritization to reduce endangered species delisting backlog and maintenance backlog, to fight invasive species, to prevent illegal wildlife trafficking, and to prevent the closure of fish hatcheries.
- Land and Water Conservation Fund is funded at \$400 million

Energy and Water Provisions:

- Army Corps of Engineers is funded at \$6.04 billion, an increase from FY2016 levels
- \$2.7 billion for navigation projects and studies
- \$1.7 billion to support public health and safety by funding storm and flood damage reduction activities (an increase from FY2016)
- \$6.4 billion for environmental management activities (\$202 million above FY2016 levels)
- Bureau of Reclamation received \$1.3 billion – an increase over FY2016 levels
- Prohibits any changes to the definition of “fill material” or “discharge of fill material”
- Restricts the Clean Water Act in certain areas including farm ponds and irrigation ditches



CEMEX

- Legislation includes provisions at the request of Representative Steve Knight regarding mining contracts at the Soledad Canyon/CEMEX location.
- The legislation effectively removes any future mining contracts beyond the current approved contract with CEMEX and BLM.
- Based on our discussions with the City of Santa Clarita and others, this provision effectively limits the time frame upon which CEMEX can hope to mine the property.
- While the issue is still with the Department of Interior Appeals Court, the feedback is that even if CEMEX were to win its case and get the mining contract approved, the timeframe for CEMEX to operate the mine would be severely limited.
- Anchor and its associates have worked on this issue for over 20 years and can say with accuracy that this is the single greatest development in stopping the mine in that time frame.
- While much still is to be done, it appears that the mine is closer than ever to be shuttered.
- We will continue to work on this matter at the direction of the Agency.

Other Issues:

- Anchor continues to monitor actions associated with the Waters of the United States case. Nothing new to report on this matter.
- Anchor also is monitoring efforts by the President and the Majority Leader, Kevin McCarthy to re-open the FY2017 Omnibus Appropriations Act to make cuts in federal funding.
- Finally, Anchor continues to monitor closely the proposed Infrastructure bill by the White House and the proposed Water Resources Development Act by the House of Representatives.
- We also continue to keep the Agency informed of actions going on back here in Washington pertaining to the Agency.

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House Appropriations Committee

Chairman Rodney Frelinghuysen

Website address: <http://appropriations.house.gov/>

FY 2017 Omnibus Summary – Interior and Environment Appropriations

Priorities include: reining in regulatory overreach, responsibly using the nation’s natural resources, fighting devastating wildfires, and promoting safe and reliable drinking water

The Omnibus includes funding for the Department of the Interior, the Environmental Protection Agency (EPA), the Forest Service, the Indian Health Service, and various independent and related agencies. In total, the bill provides \$32.28 billion for these programs and agencies, \$121 million above the fiscal year 2016 enacted level.

In addition, the legislation contains policy provisions to stop bureaucratic regulatory overreach that harm U.S. industries and hinder economic and job growth.

Bill Highlights:

Wildland Firefighting and Prevention – In total, the bill funds wildland firefighting and prevention programs at \$4.2 billion, including \$407 million in emergency funding. It fully funds the 10-year average for wildland fire suppression costs for both the Department of the Interior and the Forest Service. The legislation also includes \$570 million for hazardous fuels management, which is \$25 million above the fiscal year 2016 level.

Federal Payments to Local Communities – The bill provides \$465 million for the “Payments In Lieu of Taxes” (PILT) program, the full funding level. PILT provides funds for local governments in 49 states to help offset losses in property taxes due to nontaxable federal lands within their counties. Without congressional action, many rural communities would face huge budget shortfalls impacting public safety, education, and other local government responsibilities.

Water Infrastructure – To help address the ongoing problem of lead in drinking water across the U.S., which can cause dangerous health risks, the bill provides additional legal authority allowing states to provide debt relief in areas with elevated levels of lead in drinking water. The bill also provides targeted increases for water infrastructure programs such as:

- \$2.3 billion for the Clean Water and Drinking Water State Revolving Funds (SRFs), equal to the fiscal year 2016 enacted levels. These funds help improve the safety of drinking water and create jobs in every state;

- An additional \$10 million for the new Water Infrastructure Finance and Innovation (WIFIA) program, which when combined with funds from the previous CR, will leverage more than \$3 billion in new infrastructure projects.

The bill also includes a “Buy America” provision for drinking water infrastructure projects.

Environmental Protection Agency (EPA) – The bill funds the EPA at \$8.06 billion, a reduction of \$81.4 million below the fiscal year 2016 enacted level and \$209 million below President Obama’s budget request. Within this total, the EPA’s research and regulatory programs are reduced by \$52 million below the current level and over \$300 million below the previous administration’s request. The bill provides an additional \$7.5 million to accelerate the cleanup of Superfund sites.

The legislation rejects the previous Administration’s proposed increase in staffing, holding the EPA to the current capacity of 15,000 positions, the lowest since 1989. It supports recent Executive Orders to encourage economic growth by providing flexibility for the Administration to review and rewrite the “Clean Power Plan” and other environmental regulations.

To stop the EPA’s anti-growth agenda that includes various harmful, costly, and potentially job-killing regulations, the bill contains a number of legislative provisions. Some of these include:

- A prohibition on the EPA from making changes to certain agricultural exemptions under the Clean Water Act;
- A directive to EPA, USDA and DOE to establish clear policies that reflect the carbon neutrality of biomass;
- A reporting requirement on the backlog of mining permits awaiting approval; and
- A prohibition on the regulation of the lead content of ammunition and fishing tackle.

American Indian and Alaska Native Programs – The Bureaus of Indian Affairs and Education are funded at \$2.9 billion – an increase of \$69 million above fiscal year 2016. This includes necessary increases for schools, law enforcement, road maintenance, and economic development.

The Indian Health Service is funded at \$5.0 billion – an increase of \$232 million above the fiscal year 2016 enacted level. This includes operating costs for staffing at new facilities, and increases for rising contract support costs, medical inflation, and a growing and aging population.

Office of Surface Mining (OSM) – The OSM is funded at \$253 million in the bill – approximately the same as the fiscal year 2016 enacted level. This includes \$105 million to continue a pilot program to accelerate the reclamation of abandoned mine lands, which will help boost community redevelopment and economic growth. The legislation also continues state regulatory grants at \$68 million, and rejects the President’s proposal to impose additional and duplicative federal oversight over the program.

Bureau of Land Management (BLM) – The bill contains \$1.2 billion for the BLM, an increase of \$15 million above the fiscal year 2016 enacted level.

The bill rejects the previous administration's proposal to increase oil and gas inspection fees, which could increase energy costs nationwide. It also rejects the previous Administration's proposal to raise fees on American ranchers for grazing on federal land.

The bill provides an increase of nearly \$9 million above the fiscal year 2016 level for on-the-ground sage grouse conservation to protect the species and to preserve federal lands so that they can continue to be used for multiple uses, such as energy development, ranching, and recreation..

National Park Service (NPS) – The legislation contains \$2.9 billion for the NPS, an increase of \$81 million above the fiscal year 2016 level. This funding provides targeted increases for park operations and maintenance to help reduce the maintenance backlog and addresses other priorities related to the Park Service's centennial anniversary.

U.S. Forest Service – The bill includes \$5.6 billion for the Forest Service. More than half of this funding – \$3.2 billion – is targeted to wildland fire prevention and suppression.

The bill also includes a provision prohibiting the Forest Service or BLM from issuing new closures of public lands to hunting and recreational shooting, except in the case of public safety, and a provision prohibiting the Department of Interior from administratively creating new wilderness areas.

The bill includes several reforms to the Forest Service's accounting, budgeting, and management practices to improve transparency and accountability.

U.S. Fish and Wildlife Service (FWS) – The FWS is funded at \$1.5 billion in the bill, an \$11 million increase above the fiscal year 2016 enacted level. Within this amount, the legislation prioritizes funding to reduce the endangered species delisting backlog and maintenance backlog, to fight invasive species, to prevent illegal wildlife trafficking, and to prevent the closure of fish hatcheries. The bill also continues a one-year delay on any further Endangered Species Act status reviews, determinations, and rulemakings for greater sage-grouse.

U.S. Geological Survey (USGS) – The bill includes \$1.1 billion for the USGS, \$23 million above the fiscal year 2016 enacted level. Funding is targeted to programs dealing with natural hazards, streamgages, the groundwater monitoring network, and mapping activities. Also, within the total, the bill includes \$10 million for an earthquake early warning system to help save lives during natural disasters, and fully funds "Landsat 9" – a satellite program that provides land use measurements that are important to local communities for agriculture, forestry, energy, and water resource decisions.

Smithsonian Institution – The Smithsonian Institution is funded at \$863 million in the bill, \$23 million above the fiscal year 2016 enacted level. The increases will improve the long-term storage of collections and increase security.

National Endowments for the Arts and Humanities – The bill includes \$150 million for each of the endowments, \$2 million above the fiscal year 2016 level.

Eisenhower Memorial Commission –The bill provides \$45 million for construction of the Eisenhower Memorial Commission and directs the Commission to use prior year funds to begin site preparation. The agreement also extends the authority to build on the present site.

Land and Water Conservation Fund (LWCF) – The bill provides \$400 million for LWCF programs, a reduction of \$50 million below the fiscal year 2016 level and \$75 million below the President’s request. State and local recreation and battlefield preservation programs are prioritized, while federal land acquisition is reduced.

For the full Committee Report on the Interior and Environment portion of the Omnibus, including a detailed funding table, please visit:

<https://rules.house.gov/sites/republicans.rules.house.gov/files/115/OMNI/DIVISION%20G%20-%20INT%20SOM%20FY17%20OCR.pdf>

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House Appropriations Committee

Chairman Rodney Frelinghuysen

Website address: <http://appropriations.house.gov/>

FY 2017 Omnibus Summary – Energy and Water Appropriations

Protecting the nation from security threats and maintaining U.S. nuclear weapons, promoting an “all-of-the-above” energy strategy, and investing in water resources projects are funding priorities

The Energy and Water Development and Related Agencies portion of the Omnibus provides annual funding for national defense nuclear weapons activities, the Army Corps of Engineers, various programs under the Department of Energy (DOE), and other related agencies.

The bill totals \$37.8 billion – \$586 million above the fiscal year 2016 enacted level and \$495 million above the previous Administration’s budget request. This funding is targeted toward national security efforts, including nuclear weapons activities, and energy and water infrastructure investments.

Bill Highlights:

Nuclear Security – The bill provides a total of \$12.9 billion for DOE’s nuclear weapons security programs, including Weapons Activities, Defense Nuclear Nonproliferation, and Naval Reactors – a \$142 million increase above the fiscal year 2016 level and a \$63 million increase above President Obama’s budget request. This funding will uphold the nation’s nuclear deterrence posture, maintain the safety and readiness of our weapons stockpile, and allow the U.S. to meet any nuclear threat. This includes:

- \$9.3 billion for Weapons Activities – \$471 million above the fiscal year 2016 enacted level. Within this amount, funding for nuclear weapons infrastructure is increased by 23% (\$2.8 billion total) and will address high-risk, deteriorating infrastructure and deferred maintenance;
- \$1.4 billion for Naval Nuclear Reactors – \$45 million above the fiscal year 2016 enacted level, which includes funding for the Navy’s Ohio-replacement submarine program;
- \$1.9 billion for Defense Nuclear Nonproliferation – \$38 million below the fiscal year 2016 enacted level. This includes \$335 million in funding to help fulfill the international commitment by the U.S. to operate a Mixed Oxide (MOX) Fuel Fabrication Facility to dispose of surplus plutonium.

The bill rejects the Obama Administration’s proposal to accelerate nuclear weapons dismantlements.

Army Corps of Engineers – The Army Corps of Engineers is funded at \$6.04 billion, an increase of \$49 million above the fiscal year 2016 enacted level and \$1.4 billion above President Obama’s budget request. The bill focuses funding on activities that will have an immediate impact on public safety, job creation, and economic growth, including those that help increase the functionality of our ports and waterways. For example, the bill provides:

- \$2.7 billion for navigation projects and studies, including \$1.3 billion in funding from the Harbor Maintenance Trust Fund and full use of estimated annual revenues from the Inland Waterways Trust Fund, to help advance American competitiveness and export ability; and
- \$1.7 billion to support public health and safety by funding flood and storm damage reduction activities, an increase of \$29 million above fiscal year 2016 and \$506 million above President Obama’s budget request.

Environmental Cleanup – Included in the legislation is \$6.4 billion for environmental management activities, \$202 million above the fiscal year 2016 enacted level. This includes \$5.4 billion for Defense Environmental Cleanup to safely clean sites contaminated by previous nuclear weapons production.

The legislation also provides \$30 million above the Obama budget request for the Waste Isolation Pilot Plant, the nation’s operating repository for defense nuclear waste.

Energy Programs – Funding for energy programs within DOE is \$11.28 billion – an increase of \$257 million above the fiscal year 2016 enacted level and \$1.1 billion below the President Obama’s request. Within this total, the bill prioritizes and increases funding for energy programs that encourage U.S. economic competitiveness and that help advance the nation’s goal of an “all-of-the-above” solution to energy independence.

Research and development projects to advance coal, natural gas, oil, and other fossil energy technologies, which will help the country make greater use of our rich natural energy resources and help keep down energy costs, are funded at \$668 million – an increase of \$36 million above the fiscal year 2016 enacted level. The bill reflects the national importance of these projects, and rejects the previous Administration’s proposal to reduce new funding for these accounts.

In addition, nuclear energy research, development, and demonstration activities are increased by \$30 million above the fiscal year 2016 enacted level, for a total funding level of \$1.02 billion.

Renewable energy programs, which have already received significant investments in recent years, are cut by \$808 million compared the previous Administration’s budget request.

Also included is \$230 million – \$24 million above the fiscal year 2016 level – for research and development activities to strengthen the security of our electric grid against cyberattacks and extreme weather events.

Science Research – The bill includes \$5.4 billion for science research – an increase of \$42 million above the fiscal year 2016 enacted level. This funding supports basic energy research, the development of high-performance computing systems, and research into the next generation of energy sources. These investments lay the groundwork for a more secure energy future, maintaining U.S. science leadership and ensuring continued economic growth.

Bureau of Reclamation – The legislation contains \$1.3 billion – \$42 million above the fiscal year 2016 enacted level and \$205 million above the previous Administration’s request – for the Department of the Interior and the Bureau of Reclamation to help manage, develop, and protect the water resources of Western states.

Other policy items:

- The bill prohibits any changes to the definition of “fill material” and “discharge of fill material” for the purposes of the Clean Water Act.
- The bill restricts the application of the Clean Water Act in certain agricultural areas, including farm ponds and irrigation ditches.
- The bill prohibits new nuclear nonproliferation projects in Russia.

For the full Committee Report on the Energy and Water portion of the Omnibus, including a detailed funding table, please visit:

<https://rules.house.gov/sites/republicans.rules.house.gov/files/115/OMNI/DIVISION%20D%20-%20E%26W%20SOM%20FY17OCR.pdf>

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April 6, 2018

MEMORANDUM

TO: Steve Cole, Santa Clarita Valley Water Agency

FROM: Dennis K. Albiani, Erinn Ryberg, California Advocates, Inc.

SUBJECT: March Report

Major Decision on California WaterFix Nearing

The CA Water Fix is approaching several key decisions over the next few months. On April 10th, MWD board will consider the financing plan. Metropolitan and other public water agencies that contract with the state for their water supplies have been supportive of California WaterFix. However, the majority of the federal Central Valley Project water contractors and U.S. Bureau of Reclamation officials have informed the state there are issues to be resolved before they can make a commitment to participate in the project. The Brown Administration plans to construct the project in stages. The State Water Project contractors and the Central Valley Project (CVP) contractors that are prepared to invest at this time will proceed with the first stage to build one tunnel and two intake facilities on the Sacramento River.

Oversight Hearing On CA Water Fix Scheduled

The Assembly Accountability and Administrative Review Committee, chaired by Assembly Member Susan Eggman (D-Stockton), will be scheduling an informational hearing on CA WaterFix for May 9.

There is not an agenda out yet, but likely participants include DWR, SWRCB, DFW, State Water Contractors, and MWD.

Legislation that Impacts Delta/Water Fix

Consistent every year the delta county legislators introduce a series of bills to frustrate the CA Water Fix. This year two bills were introduced **AB 1876 (Frazier)** – held by the author in Water, Parks and Wildlife and **AB 2543 (Eggman)** which requires public posting and audits of large infrastructure projects. This bill passed committee with bipartisan support. Bill is currently in Appropriations.

SB 998 (Dodd) – Drinking Water “Shut off” - Since our last report the bill was triple referred -to Senate Nat resources and Water, Governance and Finance and Judiciary. This bill requires a

process for retail water districts to follow prior to shutting off water for low wealth and disadvantaged ratepayers and customers. This is defined as customers making 200% of the federal poverty rate – estimated to be 37% of households in California. ACWA, CMTA and CSDA have a working group and provided amendments to the author. The Group is meeting April 9th.

Long-Term Conservation – AB 1668 (Friedman) and SB 606 (Hertzberg/Skinner/Friedman)

These bills continue to be topics of negotiations and be amended. Current issues include credit for reclaimed/recycled water, enforcement, oversight over local districts and waivers. Water agencies split with Met and East Bay MUD supporting, but many individual districts that provide retail water are moving to neutral. Discussions with the Governor’s office and water community continue.

SB 623 (Bill Monning,)/Water Quality Trailer Bill would establish the Safe and Affordable Drinking Water Fund and ensure that monies in the fund are continuously appropriated to the State Water Resources Control Board, to provide emergency, interim and long-term assistance to community water systems where wells exceed the maximum contaminant levels for arsenic, hexavalent chromium, lead, manganese, MTBE, nitrate and perchlorate. ACWA remains opposed and a water district Governance bill has been introduced as an alternative. There is a coalition meeting on Friday April 6th.

AB 2050 (Caballero) this measure addresses governance for consolidation and is being put forward as an alternative to SB 623/Trailer Bill Language. This measure is supported by ACWA, CSDA and many water districts.

Parks/Water Bonds

There are two water bonds currently being considered. Prop 68 (Aka SB 5) will be on the June Ballot. This measure is a total of \$4.1 billion with \$1.27 billion for water. Recent polling shows much promise for June:

- 66% say they would support a state bond measure to pay for water infrastructure projects.
- 56% say that the supply of water is a big problem in their part of California.
- Among these voters 70% would vote yes on a state bond to pay for water infrastructure projects

There is a second Parks/water bond currently in signature gathering slated for November. It is known as the “Meral Proposal”. It has a total of \$8.9 Billion, approximately \$4.5 Billion for Water.

Below is a chart comparing the two proposals.

Funding Category	Proposition 68 -- \$4.1 billion	Meral Proposal -- \$8.9 billion
Forest protection	\$110 million	\$120 million
Recycled water and desalination	\$80	\$800 (excludes ocean water desalination)
Safe drinking water (and wastewater)	\$330	\$750
SGMA implementation	\$50	\$640
Conservation	\$20	\$365
Flood management	\$550	\$500
Stormwater	\$100	\$400
Oroville Dam Safety	\$0	\$222
Madera & Friant-Canals improvements	\$0	\$750

Special Election Results

Special elections were held in Assembly Districts 39, 45, and 54 this week to replace three male lawmakers who resigned last year, 2 amid sexual harassment allegations and sexual harassment allegations and one citing health problems. For the AD 54 Democrat Sydney Kamlager was elected after having surpassed the 50% + 1 vote threshold requirement to avoid a special general election. Since this threshold was not met for the AD 39 and 45 the top two contenders in each race will advance to the June 6 special general election. For the AD 39, Democrat Luz Marie Rivas and Republican Ricardo Antonio will face-off. As for the AD 45, Democrat Jesse Gabriel will face Republican Justin M. Clark. Both districts have strong Democrat registration margins making it every likely the Democrat candidates will win the general on June 5th.

Meet California's Newest Assembly Member Sydney Kamlager-Dove

Sydney Kamlager-Dove was elected in the special election to replace Sebastian Ridley Thomas. She is currently President of the Los Angeles Community College District where she has served since 2015. Ms. Kamlager-Dove is the district director for California State Senator Holly J. Mitchell (D-30). Sydney is responsible for the daily and strategic operations of Sen. Mitchell's district office, including legislative and constituent initiatives, communications and programming.

She has spent over 20 years working in the nonprofit, entertainment and policy sectors. She has taught and spoken before local, national and international audiences on education and ECE issues, economic development, the arts, and other issues that impact society. Sydney will be sworn in soon after the election ins certified by Los Angeles County Registrar of Voters.

Assembly Committee Changes

Speaker Anthony Rendon of the California State Assembly announced committee changes this week. Notable changes to committees important to ag and water entities include: Asm. Melissa Melendez (Lake Elsinore) replacing Asm. Phillip Chen (Diamond Bar) as Vice Chair of the


Environmental Safety and Toxic Materials Committee and Asm. James Gallagher (Yuba City) and Asm. Chad Mayes (Yucca Valley) replacing Asm. Travis Allen (Huntington Beach) and Asm. Bill Brough (Dana Point) on the Rules Committee.

California Advocates Hires New Advocate to Assist with Water Issues

California Advocates recently hired Erinn Ryberg to assist as a lobbyist on several key issues including water. Ryberg is a 2013 Graduate of McGeorge School of Law and a member of the California State Bar. Prior to joining California Advocates she worked for two members of the California State Assembly starting as a legislative aide and moving to legislative director. She has a Bachelor of Arts Degree from San Diego State University.



COMMITTEE MEMORANDUM

DATE: April 12, 2018
TO: Public Outreach and Legislation Committee
FROM: Steve Cole 
Assistant General Manager
SUBJECT: Discussion of Outreach Communications Plan

SUMMARY

Outreach staff is developing a Communications Plan (Plan) which will ensure that department efforts dovetail with and support broader SCV Water's goals. The Plan will provide strategic direction for the planning and implementation of communications and outreach programs to educate and inform the public about important issues related to water supply, water quality and water conservation.

The Plan will identify communication goals and key outreach function areas. Additionally, it will serve as a tool to prioritize use of limited resources, to insure each action and project undertaken serves to advance SCV Water's mission.

With the Plan as an overarching guide, staff can achieve coordinated and consistent communications both internally and externally, and ensure alignment with the Agency mission, strategic plan, budget and other guiding documents.

DISCUSSION

Outreach staff desires to develop a Plan including the following key areas:

- Communication Goals
- Audiences
- Key Message Themes
- Outreach Resources and Tools
- Public Outreach and Legislative Affairs Functions
- Measuring Effectiveness

Specifically, the Plan will break down Public Outreach and Legislative Affairs efforts into specific functions, with goals for each. These functions would include:

- SCV Water Identity (brand/logo standards management and key messages)
- Media Relations (including development of press releases, fact sheets, op-eds, talking points, etc.)
- Internal Communications (newsletter, training and surveys)
- External Communications (publications and advertising)

- Stakeholder engagement (Speaker's Bureau; Blue Ribbon Committee; liaison to community organizations, i.e., ACWA; SCWC; etc.)
- Legislative Affairs (coordinate with state/federal advocates; develop policy positions, etc.)
- Collateral development (graphic design; photography; videography; annual reports and fact sheets; etc.)
- Digital Management (website and social media)

As we begin the preliminary work on the Plan, we invite discussion and input from the Committee.

FINANCIAL CONSIDERATIONS

The Plan will be identified and funded as part of the FY 2018/19 Budget.

RECOMMENDATION

That the Public Outreach and Legislation Committee provide direction as appropriate on the Communications Plan.

Attachment

MBS

1. Introduction

The SCV Water Communications Plan provides strategic direction for the planning and implementation of communications and outreach programs to educate and inform the public about important issues related to water supply, water quality and water conservation.

2. Guiding Principles

Mission

Providing responsible water stewardship to ensure the Santa Clarita Valley has reliable supplies of high quality water at a reasonable cost.

Vision

Exemplary water management for a high quality of life in the Santa Clarita Valley.

Core Values

- Integrity
 - We commit to the highest ethical standards of honesty, transparency and respect in our interactions with each other, the customers we serve and the entire community.
- Trust
 - We are dedicated to partnering with community stakeholders to pursue responsible long-term management of water resources that effectively enhance quality of life and further the agency's mission and duty to be stewards of the water supply.
- Professionalism
 - We maintain a diverse team of highly skilled employees who are devoted to honest, courteous and accountable business practices and take their role as stewards of our resources seriously and with humility.
- Excellence
 - We strive to exceed customer expectations and deliver extraordinary service while providing a reliable, safe water supply at an affordable cost.
- Safety
 - We prioritize creating and maintaining healthy, secure conditions at our facilities and in the community by adhering to safety policies and procedures and by offering technical and preventative training to our workforce.
- Innovation
 - We are industry leaders who embrace change by finding sustainable, pioneering solutions to challenges and continuing to learn and grow in all we do.

3. Purpose of Communication Plan

The purpose of this Communication Plan (Plan) is to identify communication goals and key outreach function areas. With the Plan as an overarching guide, staff can achieve coordinated and consistent communications both internally and externally, and ensure alignment with SCV Water's mission, strategic plan, budget and other guiding documents.

The Plan identifies the following:

- Communication Goals
- Audiences
- Key Message Themes
- Outreach Resources and Tools
- Public Outreach and Legislative Affairs Functions
- Measuring Effectiveness

Each fiscal year, a 12-month tactical plan will be developed with specific objectives and expected outcomes, to reflect the current priorities or initiatives of the agency in a measurable, achievable and results-oriented way.

4. Communication Goals

The guiding principles of this Plan lead to three overarching communication goals. The specific goal defined in any situation will call for a specific and customized mix of the various tools and processes outlined in the Plan.

1. Awareness Building:

- a. Educate the public about SCV Water, and the programs and services it provides.
- b. Educate customers on SCV Water's efforts to increase reliability and diversity of our water supplies.
- c. Educate customers on the value of water, by fostering awareness of the true cost and complexity of infrastructure and treatment.

2. Behavior Change:

- a. Inspire the public to adopt water conservation habits and equipment through effective social marketing.

3. Positive Perception:

- a. Increase opinion of SCV Water as a proactive organization and a leading resource in the field.

5. Audiences

Successful communications require a clear understanding of target audiences, recognizing the unique opportunities and challenges inherent in each, as well as identifying the most effective messages and tactics for reaching them.

Residents:

- Single family homeowners
- Multi-family tenants
- Multi-family property owners

Businesses:

- Commercial/Industrial/Institutional
- Homeowner Associations
- Building Industry Association and Developers
- Media Networks
- SCV Chamber of Commerce
- Valley Industry Association (VIA)
- Vendors/Contractors/Consultants doing business with SCV Water

Public/Community Agencies:

- Educational Institutions
- Elected Officials and Community Leaders
- State and Federal Representatives
- City of Santa Clarita
- Los Angeles County
- Sanitation Districts of Los Angeles County
- Community Councils
- Area Public Information Officers Coalition
- Water Industry – Association of California Water Agencies, Southern California Water Committee, etc.
- Watershed Interests
- Regulatory Agencies

Internal

- Agency staff
 - Office staff
 - Field staff
 - Customer service
 - Management
- Retail Divisions
- Board of Directors

6. Key Message Themes

Working to transcend the challenges facing SCV Water, develop clear, direct and consistent messaging. Targeted messages are customized for specific audiences and channels; larger message themes create a foundation for comprehensive and cohesive communications.

Message Topics:

1. Conservation
2. Drought
3. Industry Leadership
4. Value of Water
5. Regional Water Management (i.e., Groundwater Sustainability; Watershed; Urban Water Management Plan; Integrated Regional Water Management Plan; etc.)
6. Crisis Communications/Emergency

7. Outreach Resources and Tools

The Public Outreach function has many tools at its disposal for communicating with its various audiences. This list represents this point in time, and tools can be added and removed as technology and situations arise and change

Digital

- Social Media (Facebook, Instagram, Twitter, YouTube and Pinterest)
- Water Currents e-newsletter (approximately 20,000 distribution)
- Websites
- Photography
- Videography

Collateral Material

- Flyers/postcards/handouts
- Information kiosks (5 locations)
- Fact sheets

Direct Customer Contact

- Robo-calls
- Direct mail
- Bill stuffers
- Bill messages

Media

- Ad buys – print, radio, billboards, bus stops, movie theaters, etc.
- Earned media – press releases, featured articles
- Round tables and press conferences

Stakeholder Engagement

- Blue Ribbon Committee
- Landscape Education Program
- K-12 Education Program
- Speaker's Bureau
- Special Event Participation
- Annual Open House
- Green Gardener Program (with College of the Canyons)
- Sponsorship of other community events

8. Public Outreach & Legislative Affairs Functions

1. SCV Water Identity

Purpose: To develop and maintain an identity through logo usage, key phrases and the quality of information produced that presents a positive and unified image of SCV Water.

- a. Communication Plans
 - i. Develop and administer umbrella SCV Water Communications Plan.
 - ii. Identify individual issues and communication challenges and develop targeted communication plans as needed.
- b. Message Delivery
 - i. Overall promotion of SCV Water programs, services, mission and vision.
 - ii. Develop key messages for widespread use, addressing ongoing communication goals as well as short-term communication needs.
- c. Logo standards
 - i. Maintain/enforce standards for consistency.
 - ii. Develop templates as needed.

2. Media Relations

Purpose: To establish and maintain an effective relationship with local media through timely and accurate responses, and to use local media resources as one avenue for delivering our message to our citizens and the general public.

- a. Internal: Media policy and staff training.
- b. External
 - i. Cultivate relationships across all media outlets.
 - ii. Provide timely response to media inquiries.
 - iii. Develop and issue press releases, op-eds, fact sheets, talking points.
 - iv. Track and update Directors and staff on media coverage of SCV Water.

3. Internal Communications

Purpose: To foster an open culture that encourages dialog, trust and camaraderie, and fosters enhanced staff effectiveness and improved morale. Create a team atmosphere in which everyone has a stake, takes responsibility, enjoys and utilizes each other's strengths and exhibits pride in the SCV Water family of employees.

- a. Employees
 - i. Produce The Pipeline internal newsletter.
 - ii. Provide regular summaries of council actions to employees ("Distilled").
 - iii. Conduct regular staff communication surveys.
- b. Directors/Management Staff
 - i. Facilitate responses to media inquiries.
 - ii. Monitor media and community conversation regarding SCV Water issues, and provide updates on media inquiries.
 - iii. Coordinate involvement in SCV Water events.
 - iv. Facilitate community appearances (i.e., speech writing, presentation development).
- c. Proactively engage with SCV Water divisions to identify communication needs.

4. External Communications

Purpose: To create transparent communications with each of our stakeholders, to ensure quality control and accountability for the message we convey as a whole, and to be clear, concise and complete in all communications.

- a. Publications
 - i. Annual reports, newsletters, flyers, brochures, and other publications as deemed necessary to meet communication goals.
- b. Advertising
 - i. Ad buys for general SCV Water awareness as well as issue-specific outreach.
- c. Research
 - i. Initiate qualitative efforts to learn communication preferences, awareness, and opinions of our various audiences.
- d. Outreach Campaigns
 - i. Identify issues, trends, initiatives, mandates, regional, state and federal water industry issues with potential impact or engagement needs among our stakeholders, and provide communication planning and implementation for outreach.

- e. Special and Long-Term Projects
 - i. Provide outreach support of other departments' work efforts, including outreach for new, special and/or long-term projects.

5. Stakeholder engagement

Purpose: To create an environment conducive to collaboration and foster an open and honest exchange of ideas between the SCV Water and those we serve, impact or do business with.

- a. Speaker's Bureau
- b. Ambassador Program (Blue Ribbon Committee)
- c. Participation/Membership/Liaison to organizations including environmental groups, task forces, business and civic associations
- d. Participation in state and regional water industry associations (ACWA; SCWC, etc.)

6. Legislative Affairs

Purpose: To build relationships with elected and staff representatives at the local, regional, state and federal levels for the purpose of shaping or responding to policy development.

- a. Coordinate with state and federal advocates to stay abreast of issues affecting the water industry.
- b. Develop policy positions; support/oppose legislation and initiatives.
- c. Engage at the policy level through participation in leadership positions with industry associations.
- d. Participate in and coordinate regional legislative efforts (KHTS Bus Trip; Legislative briefing).

7. Crisis Communications/Issues Management

- a. Develop and maintain crisis communication plan and protocol.
- b. Monitor and anticipate potential issues (rate adjustments, regulation, state mandates, etc.).
- c. Participate in development of Emergency Communications Plan.

8. Collateral Development

Purpose: To maximize the benefits ratepayers derive from all communications efforts through strategic application of appropriate resources and avenues available, with a goal of maximum efficiency and effectiveness.

9. Digital management

Purpose: To provide 24/7 access to accurate and timely information, continue to develop websites and social media outlets as tools to communicate all goals and objectives.

- a. Website
 - i. Manage quality, consistency, messaging and ease of use.

- b. Social Media
 - i. Cultivate presence through a variety of social media channels.
- c. Photography/Videography
 - i. Enhance and maintain library of SCV Water images and b-roll.
 - ii. Production of videos in multiple formats for various outlets.

9. Measuring Effectiveness

The fiscal year tactical plan will identify methods and benchmarks for measuring the effectiveness of our communication efforts. The methods will be chosen according to the goals of the particular effort. Examples of these are:

- Surveys (online, direct mail and phone)
- Website analytics
- Social media analytics
- Focus groups
- Program participation rates



LEGISLATION TRACKING

Letters of Support/Opposition

ITEM NO.

4.1

Date	Bill/Initiative	Title	Stand	Notes	Leg. Policy*
4/4/2018	SB 929 (McGuire)	Website Transparency (special districts)	SUPPORT	CSDA sponsored bill to increase awareness, accessibility, transparency of special districts, more than half of which do not have websites.	9.0
3/26/2018	AB 1876 (Frazier)	Delta Stewardship Council	OPPOSE	Delta policy. The replacement "Delta Protection Commission" is dominated by in-Delta interest.	2.0
3/22/2018	WaterSense	EPA WaterSense program	SUPPORT	This letter urges the administrator of the EPA to continue to fund the program.	5.0
3/19/2018	Budget Trailer Bill	Drinking Water Tax	OPPOSE unless amended	Seeks to establish a fund through state-mandated tax on local ratepayers, with funds going to SWRCB to assist those who do not have access to safe drinking water. Alternative funding sources proposed: State Revolving Fund; GO Bonds (i.e. Prop 68); Ag funding; General Fund	9.0
3/19/2018	AB 2543 (Eggman)	State Infrastructure Projects	OPPOSE	Adds new costs/paperwork to state entities advancing infrastructure projects to provide info already available by request [changes in cost (10%) or schedule (12 mos.)].	9.0
3/14/2018	Prop 68	Drought, Water, Parks, Climate, Coastal Protection and Outdoor Access for All Act (June 2018)	RESO in Support	General obligation bond (\$4 billion) which includes safe drinking water, watershed restoration, groundwater investments/recharge, recycled water, more	4.0

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* Reference to applicable section of Legislative Policy Guidelines