




Date: June 14, 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** is scheduled to meet on **Thursday, June 21, 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 Advocate
3. * Water Bottle Filling Station Pilot Program
4. * Recommend Approval a \$2,500 Sponsorship for the 2018 ACWA Fall Conference
5. Informational
 - * 5.1 Legislative Tracking 2018
6. Other Staff Activities
 - * 6.1 Semi-Annual Media Outreach Plan
7. 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, June 14, 2018

MGS



ITEM NO. 2.1

Memorandum

To: Matt Stone, Steve Cole
CC: Hunt Braly
From: Harry Henderson
Date: 6/13/2018
Re: June 2018 Federal Legislative Brief Update

Per Steve Cole's direction, Anchor is providing you with a brief update of activities in Washington. May traditionally serves as the dividing point in the Congressional calendar between the early authorization and budget months and the Federal appropriations season that dominates the second half of the calendar year. This year is no different, but a few other items are now on the radar screen for this Congress to consider.

In the past, we have indicated that Congress is likely focus on a series of five to six legislative priorities. Specifically:

- Reauthorization of the Water Resources Development Act;
- Completion of the Fiscal Year 2018 Appropriations process;
- A Transportation Investment Act;
- Comprehensive Immigration Reform; and
- Approval of President Trump's cabinet and subcabinet officials.



While we may technically have six months remaining on the calendar, Congress is only scheduled to be in session for roughly three of those months. With a busy, and highly competitive, campaign season about to kick into high gear, there will be little time for Congress to complete much beyond this list.

Throughout the first twelve months of this Congressional session, the House of Representatives were active in addressing a series of legislative priorities. However, the Senate was not as productive. Part of this stems from the Senate's Constitutional requirements of "advice and consent" for Presidential nominations. This is only part of the issue but has created some serious setbacks in the Senate schedule. So much so that Majority Leader Mitch McConnell has indicated that the Senate will be cancelling three of its proposed four-week August recess. This is not unprecedented, but in the past, the Senate has indicated they will be in session for most of August only to recess the chamber after a week of legislative activity.

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.

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. The Senate has not yet considered their version of the legislation. It is expected that a Conference Committee will meet sometime this summer to work out a final measure on this subject.

Six years ago, Chairman Shuster indicated a goal to have reauthorization of WRDA every two years – essentially creating a regular order on the legislation. For each of the past two Congresses, this has been the norm. With House passage of the 2018 WRDA, the Chairman has indeed restored regular order to this process. A few relevant points here:



- WRDA authorizes the Army Corps of Engineers to conduct a wide variety of programs associated with the nation's water infrastructure and environmental remediation. The legislation typically enjoys broad bipartisan support and funds programs such as harbor dredging, environmental remediation efforts, and flood control.
- In the past, the Agency (CLWA at the time) has received authorization through WRDA for remediation of the Eastern Santa Clara River Watershed (perchlorate remediation). In total, the Army Corps of Engineers was authorized to fund over \$10 million toward this effort.
- The Agency and Anchor have been working on finding projects and programs for consideration within WRDA that could impact a variety of initiatives.
- The House passed legislation is generally considered to be the broad first brushes associated with this subject. It is expected that during the Conference Committee, the measure will be far more specific than the one that passed the House of Representatives.
- The only real "controversy" in the bill was to move the Army Corps of Engineers from the Department of Defense.

Attached you will find a short document from the House Water Resources Subcommittee on this legislation.

FY2018 Appropriations:

The House of Representatives and the United States Senate are poised to begin their efforts to pass the individual 11 legislative measures required to physically fund the Federal government. The House is expected to pass each of the 11 bills before the end of September and the end of the Federal fiscal year. However, the Senate will be hard pressed to follow suit. This is one reason why the Senate has cancelled a significant portion of the August recess.

On June 7, 2018, the House of Representatives began consideration of the FY2019 Energy and Water Appropriations Act. At the time of the writing of this report, final passage or consideration of the legislation had not yet occurred. We expect to provide the Committee with an update on this matter during our verbal report.



Other Issues:

- Anchor continues to monitor actions associated with the Waters of the United States case. The House Energy and Water Appropriations Act does include language preventing the implementation of the rule. The House Interior Appropriations Act also included language outlawing implementation of the rule. Both sides are currently preparing for litigation on this subject.
- Anchor is closely monitoring the future leadership of both parties associated with the House of Representatives. With the retirement of Speaker Paul Ryan, Anchor has carefully monitored the progress of individuals such as Majority Leader Kevin McCarthy as he seeks to take over as Speaker in the next Congress. Furthermore, Anchor has reviewed the recent announcements by Minority Leader Nancy Pelosi and the team of “potential Chairman and Chairwoman of a Democratic Majority.” Finally, Anchor is monitoring the race to succeed Chairman Shuster at the House Transportation and Infrastructure Committee.
- Anchor would again remind members of the Board that should they be approached or discuss the upcoming mid-term elections with the press (national, local, or Washington, DC-based) to please give our firm a “heads-up” on the conversation. We continue to expect that the 2018 election for Representative Steve Knight’s seat will be highly contentious.
- We also continue to keep the Agency informed of actions going on back here in Washington pertaining to the Agency.

@TRANSPORT

#WRDAWORKS

WRDA

WATER RESOURCES DEVELOPMENT ACT



HOUSE TRANSPORTATION & INFRASTRUCTURE COMMITTEE

INVESTING IN AMERICA'S INFRASTRUCTURE

America's ports, inland waterways, locks, dams, flood protection, and other water infrastructure are essential to our prosperity. Every state in the nation depends on a segment of our water infrastructure to move approximately \$3.8 billion worth of goods each day to markets at home and around the world.

Maintaining our water resources infrastructure is an essential responsibility of Congress and the Water Resources Development Act (WRDA) is the legislation that makes it happen.

#WRDAWORKS

The Water Resources Development Act of 2018 (WRDA) represents Congress' continued investment in vital American infrastructure. Our ports, inland waterways, locks, dams, flood protection, ecosystem restoration, and other water infrastructure are essential to generating economic growth, moving goods throughout the country and beyond our borders, and protecting our communities.

FOR EXAMPLE:

America's ports connect us with the rest of the world – and are not just important to our coastal communities. Our ports are responsible for over a quarter of U.S. GDP and more than 23 million jobs. On average, every state depends on 15 seaports to handle a total of nearly \$4 billion in imports and exports each day. In total, the United States boasts 926 coastal, inland, and Great Lakes harbors.

Comprised of 12,000 miles of navigable waterways, our inland waterways annually move more than 575 million tons of cargo valued at \$230 billion. Waterways are also the most fuel-efficient, environmentally sound, and safest way to transport large amounts of cargo. They are ideal for moving bulk commodities, such as grain, iron, steel, coal, petroleum, intermodal containers, and other cargo. One 15-barge tow can move as much freight as



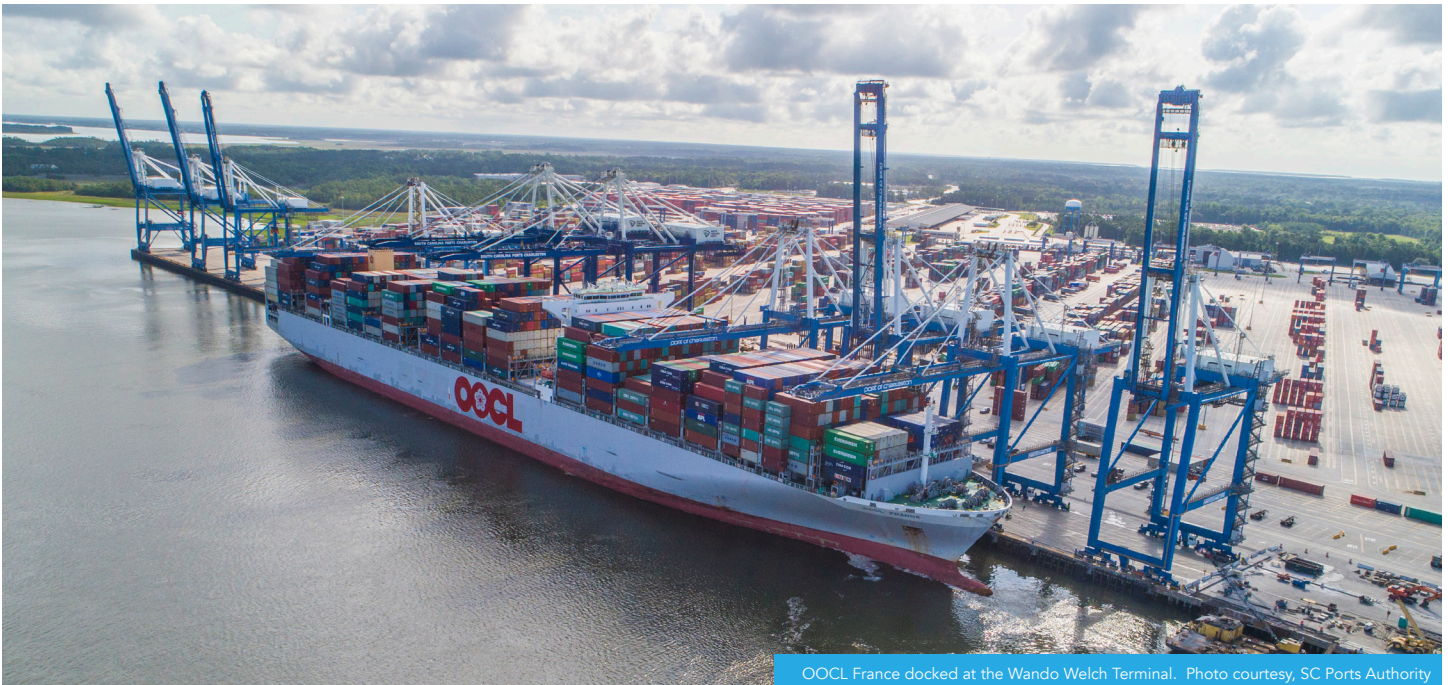
1,050 tractor trailer trucks or 216 rail cars and six locomotives.

The U.S. Army Corps of Engineers operates and maintains approximately 700 dams in the United States, and over 14,000 miles of levees are in the Corps' Levee Safety Program. Millions of Americans and over a trillion dollars' worth of property and goods are protected by these flood protection systems. In general, every \$1.⁰⁰ invested in flood protection provides \$8.⁰⁰ in economic benefit.

Through the regular consideration of WRDA legislation and by providing direction and reforms to the Corps of Engineers, Congress enables locally driven, but nationally important, federal investments in water resources infrastructure.

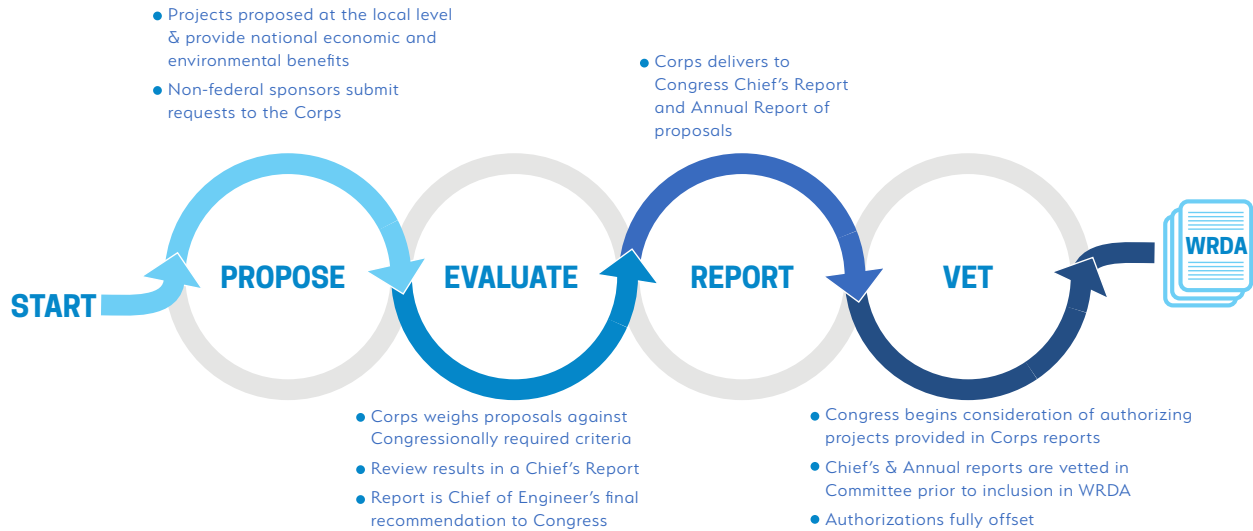
Prior to 2014, Congress had not passed a WRDA in seven years. As a result, many improvements languished while project costs rose and regulatory burdens remained unaddressed. With WRDA 2018, following the successful passage of the 2014 and 2016 laws, Congress is now back on track.

Simply put, WRDA works.



WRDA Follows an Approval Process Established by Congress

In 2014, Congress passed the Water Resources Reform and Development Act (WRRDA) and established a new, transparent, locally driven process for Congressional review and approval of Army Corps water resources development activities. WRDA 2018 follows this established process, and also continues the two-year cycle of addressing infrastructure that is vital to America's economy and job growth.



WRDA 2018:

- Authorizes locally driven, but nationally vital, investments in our Nation's water resources infrastructure.
- Strengthens economic growth and competitiveness, helps move goods throughout the country and abroad, and protects our communities.
- Follows the transparent process Congress established under the 2014 reforms for considering proposed Army Corps of Engineers activities.
- Builds upon previous reforms of the Corps to further accelerate the process for moving projects forward more efficiently and at lower cost.
- Upholds Congress' constitutional duty to provide for infrastructure and facilitate commerce for the Nation.



IMPROVES AMERICA'S WATER RESOURCES INFRASTRUCTURE:

- Provides for needed investment in our ports, channels, locks, dams, and other infrastructure that supports the maritime and waterways transportation system and provides flood protection for homes and businesses.
- Authorizes Army Corps of Engineers Chief's Reports received since the last WRDA law of 2016.
 - » Chief's Reports are the final recommendations to Congress by the Corps' Chief of Engineers for thoroughly studied water resources infrastructure priorities.
 - » These infrastructure improvements have been proposed at the local level, in cooperation and consultation with the Corps, and provide national economic and environmental benefits.
 - » All Chief's Reports have been fully vetted by the Transportation and Infrastructure Committee at hearings this Congress.
- Authorizes studies for future water resources improvements included in the Corps' 2017 and 2018 annual reports to Congress.
- Provides for the full use of funds from the Harbor Maintenance Trust Fund for harbor maintenance purposes.
- Reauthorizes the Levee Safety Initiative, and the National Dam Safety Program through 2023 to help protect American communities from flooding.
- Keeps American jobs in America by strengthening our competitiveness and ensuring that our transportation system remains attractive to private sector job creators.



Turkey Creek Project Tunnel Repair, Missouri



BUILDS UPON WRDA REFORMS:

- Eliminates barriers that result in project delays and improves the utility of the contributed and advanced funds provisions from previous WRDA laws. This allows the Corps to accept funds from non-federal sponsors to advance studies and project elements.
- Maintains process reforms established under WRRDA 2014 that allow greater local participation in project selection.
- Directs the National Academy of Sciences to evaluate the current organizational structure of the Corps' civil works functions, identify impediments to efficient project delivery, and provide recommendations to Congress.
- Requires the Corps to directly engage stakeholders in the development of implementation guidance.

PROMOTES FISCAL RESPONSIBILITY:

- Fully offsets new authorizations with deauthorizations.
- Sunsets inactive project authorizations to prevent future project backlogs.
- Reduces the inventory of projects that are not needed for the missions of the Corps.



Dredging being undertaken during the Savannah Harbor Deepening Project. Photo: GA Ports Authority



ENHANCES OVERSIGHT, TRANSPARENCY, AND ACCOUNTABILITY:

- Follows the transparent process established by Congress in WRRDA 2014 to review and prioritize water resources development activities with strong Congressional oversight.
- Improves transparency for non-federal partners by requiring the Secretary to support greater awareness of the Corps' Annual Report process established in WRRDA 2014.
- Requires added transparency with Army Corps reports on maintenance backlog obligations.

MAINTAINS REGULAR ORDER:

- Ensures proper Congressional oversight of the Army Corps of Engineers, provides regular opportunity for reform, and enables Congress to address infrastructure needs by maintaining the two-year cycle of considering WRDA legislation.
- Saves money by allowing needed infrastructure improvements and project modifications to move toward completion, preventing unnecessary project cost increases that occur with delays.

WRDA WORKS BECAUSE WRDA IS...



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June 8, 2018

MEMORANDUM

TO: Steve Cole, Santa Clarita Valley Water Agency

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

SUBJECT: June Report

California Legislature Passes Key Deadline June 1

The end of last week marks the house of origin deadline, making this one of the busiest weeks in the Capitol. The house of origin deadline is the last day for each house to pass non-urgency, non-tax levy bills introduced in that house. Unlike Congress, California imposes these deadlines to ensure the bills are always moving through the process. The Assembly voted on 459 bills while the Senate voted on 280 bills. Not only were there a lot of bills, but many of them were very controversial leading to hours of debate. After several late nights the Senate concluded their business at 1:30pm on Thursday and the Assembly ended at 9:30pm. Starting next week committees will resume their work hearing bills which passed out of the other chamber.

California Adopts Permanent Water Conservation Rules

On Thursday, May 31st, Governor Jerry Brown signed a pair of bills to set permanent overall targets for indoor and outdoor water consumption, something that has never been done before. **AB Bill 1668 (Friedman)** and **SB 606 (Hertzberg)** gives water districts more flexibility than the strict cuts mandated under Brown’s emergency drought order and will eventually allow state regulators to assess thousands of dollars in fines against jurisdictions that do not meet the goals. The laws set an initial limit for indoor water use of 55 gallons per-person per-day in 2022, which gradually drops to 50 gallons per person by 2030. Just how consumers will be required to meet the goals remains unknown. The Department of Water Resources and State Water Resources Control Board will conduct studies and recommend standards for outdoor use by October 2021. State regulators will consult with local districts, recognizing differences in climate, water availability and demand across the state, to establish outdoor targets. Water districts that have already taken steps, such as recycling, to broaden their water supply could get more leeway even in dry conditions.

Appropriations Committee Holds Several Bills of Concern

AB 2065 (Ting) was introduced to require local agencies with “surplus land” to provide a first right of refusal for “affordable housing.” The bill was held in appropriations

AB 3045 (Gallagher) was introduced as a measure to move the dam safety provisions from DWR to another ill-defined entity. The bill was later amended to transfer the State Water Project

to a 9 person Commission was placed into another bill and passed the Assembly Water Parks and Wildlife Committee this week. Bill was held in Asm Approps.

AB 2649 (Arambula) Attempted to encourage groundwater recharge in certain vulnerable areas by defining the practice as a “beneficial use.” Many exporter districts and State Water Project members were concerned that it may reduce the availability of water for export. Asm Arambula amended the bill out of Appropriations Committee to remove offending language.

Water Tax Continues to Linger

Legislation and budget actions that would create the Safe and Affordable Drinking Water Fund to provide grants to economically disadvantaged communities with contaminated drinking water continues to linger. **SB 623 (Monning)** which would assess a fee on retail residential and CII customers is parked in Assembly Rules Committee. Trailer Bill language proposed by the Governor in the budget has not been acted upon and instead some emergency funding from the general fund is currently in the budget. The budget will be closed by June 10th and voted upon before June 15th. Trailer bills can remain unaddressed all the way until the end of session which is August 31st. SB 623 will continue to sit in Rules until a deal can be reached.

Midterm Election Results in a Few Surprises

June 5th primary was the first test for many statewide and district politicians. While the statewide races provided little surprise and drama, a few of the Assembly and Senate races exposed some challenges for each party come November.

State-wide Offices

This year Jerry Brown is termed out after four terms in office. Brown is not only the longest serving Governor in California’s history, but perhaps more notably he has also governed California for 10% of its history. While many candidates fought to replace Brown in June only two advance to the November ballot, Lt. Governor Gavin Newsom and Republican John Cox. Cox's second-place finish in Tuesday's primary ensures Republicans won't be shut out of the race. But the San Diego businessman faces long odds against Democrat Gavin Newsom in a state where Democrats dominate.

As for Lieutenant Governor, Former U.S. Ambassador to Hungary Eleni Kounalakis finished with a hold on first in a tight three-way race to qualify for the November general election. State Sen. Ed Hernandez, a Democrat from LA County and a practicing optometrist, is the second-place finisher with 20.8%.

California Attorney General Xavier Becerra won his primary fight Tuesday to defend the job he was appointed to last year. The Democrat had an almost 20% lead over retired Republican judge Steven Bailey in second place. Current Insurance Commissioner Dave Jones ended up in last place, behind two Republicans.

Republican-turned-independent Steve Poizner and Democratic Sen. Ricardo Lara were the top vote-getters for Insurance Commissioner, advancing to the November election. Poizner, the former Insurance Commissioner, would be the first independent to win such an election and Lara would be the first openly gay statewide officer holder. It will be a tight race in November with Poizner receiving only a 2% lead.

Marshall Tuck and Tony Thurmond will face each other in November for State Superintendent of Public Instruction in what will be a closely contested and very expensive race funded by wealthy individuals who back charter schools and labor unions that want to restrict their growth. Tuck received 37.1% of the vote while Thurmond received 34.3%.

State Senate

The State's primary election took place this week, resulting in some wins for both parties. The Democrats suffered the biggest loss with the successful recall of Fullerton Senator Josh Newman. The Republican-led recall came after Newman's vote in support of increasing gas taxes and vehicle registration fees. Newman is replaced by Former Assemblywoman Republican Ling Ling Chang. More importantly, the success of this recall means that the California Democrats have lost their supermajority in the state Senate which is needed to pass tax and fee increases.

The special election in district 32 (Artesia) came after Senator Tony Mendoza's resignation following a sexual harassment investigation and inevitable expulsion from the Senate. Mendoza's attempt to go from resignation to re-election was rejected when he finished third behind Republican Rita Topalian and Democrat Vanessa Delgado. With this being a strong Democratic district Delgado is favored to win in November.

There will be an interesting contest in District 12 (Monterey) in November to replace termed out state Senator Anthony Cannella. Current Democratic Assembly Member Anna Caballero leads the race heading into November after receiving 41.2% of the votes. Republican Rob Poythress – a farm business owner – received 26.8% of the vote and will advance to the November election as well.

In another noteworthy race in District 22, former Assembly Member Mike Eng will face Baldwin Park Councilwoman Susan Rubio in November. The race has divided Democrats. Rubio has been endorsed by the Democratic Legislative Women's Caucus, but legislative leaders — including Senate President Pro Tem Kevin de León and Assembly Speaker Anthony Rendon — are supporting Eng for the seat. Additionally, Rubio shook up the Capitol last year when she obtained a domestic violence restraining order against her estranged husband, then-Democratic Assemblyman Roger Hernández. Eng holds a safe 16% lead over Rubio but nevertheless this race will be one to watch in November.

State Assembly

In the Assembly all incumbents made it to the November ballot. The biggest surprise came from district 76, a conservative region in San Diego, which has been lost to Democrats. The district's current Assembly Member Rocky Chavez had hopes of becoming the next Representative from

the 49th Congressional District so he did not seek reelection. Despite the district being historically held by Republicans, two Democrats – with each receiving approximately 25% of the vote – will progress to the November ballot.

In the Salinas valley, San Benito County Supervisor Robert Rivas is in the lead to replace termed out Assembly Member Anna Caballero in district 30, which includes Watsonville and Salinas. Rivas will face conservative Republican businessman Neil Kitchens in November. Rivas received 44.1% of the votes and Kitchens received 31.4%.

Current Democratic Assembly Member Rudy Salas faces a tough reelection in November to hold on to his seat in district 32. In a split Dem/Rep district, Salas came in second with 48.2% of the vote and his Republican challenger received 51.8%.

Meanwhile 58th district Assembly Member Cristina Garcia, who was under fire after reports of sexual harassment but ultimately cleared by an Assembly investigation, came in first place with 28.7% of the vote. While her Republican challenger Mike Simpenderfer received a close 27%, the race won't be so close in November since six other Democrats running split the vote this time around.

To see the election results from the Secretary of State you can go to <https://vote.sos.ca.gov/> .

One Down, One to Go on Parks/Water Bonds

Californians this year will vote on not one but two park/water bond measures totaling \$13 billion. Given that the state still hasn't spent all of the \$7.5 billion from the Proposition 1 water bond passed in 2014, it raises a crucial question: Does California really need another \$13 billion in water bonds? As of December 2017, the state had allocated only about \$1 billion from Proposition 1. About half of the total money available from the bond is dedicated to new water storage under a complicated new process that funds only the "public benefits" of such projects. The first dribble of money from that pot is expected to be awarded later this year.

Proposition 68, a \$4.1 billion bond measure known as the California Drought, Water, Parks, Climate, Coastal Protection and Outdoor Access for All Act of 2018 passed by 56% on the June ballot. Nearly two-thirds of the money is destined for park and wildlife projects, not water projects. However, much of this money would indirectly benefit state water resources, such as projects along specific river corridors that would improve water quality. The Water Supply and Water Quality Bond (proposition number not yet designated) has qualified for the November 6 general election ballot and would allocate \$8.9 billion for water projects. This bond is more strictly focused on water and wastewater projects. There is no money for parks, but there is money for watershed improvements all over the state.

The bonds do have some overlap in their funding. Both include funding for wastewater recycling (up to \$390 million in Prop. 68 and \$650 for the November proposition), an increasingly important source of drinking water for the state as public acceptance grows. There is also some overlap in funding to protect and enhance watersheds and rivers. For example, a state agency, the Santa Monica Mountains Conservancy, is designated funding in both bonds for river restoration projects. Numerous other waterways across the state would get money under both bonds, including the American River, the Russian River, the Guadalupe River and the Santa Margarita

River. Notably, neither bond includes any funding explicitly for traditional water storage projects like new dams.

A lot of the funding from both bonds will only benefit select regions in California. For example, the November bond measure includes \$200 million to help pay for repairs at Oroville Dam, which was heavily damaged by storms in February 2017. This money is being made available in case the Federal Emergency Management Agency doesn't cover all the repair costs. The Oroville Dam is part of the State Water Project, which provides some water for about two-thirds of the state's residents. The same bond includes \$750 million to repair the Friant-Kern Canal. The canal is buckling because of heavy groundwater pumping in the San Joaquin Valley that caused the land to subside. This has compromised the canal's water-delivery capacity which serves about 14 agricultural irrigation districts, which was damaged by a handful of groundwater users. Similarly, a lot of the money for park projects in Prop. 68 will be spent in locations that most Californians will never visit. This is particularly so with the \$725 million set aside to develop and improve local community parks. Virtually all bond measures contain funding like this that benefits a local area and not the state as a whole. Partly this is done to ensure voters in every part of the state find a reason to vote for it. It's up to each voter to decide if the bond measure, on balance, is a good investment of their tax dollars.

After Years of Skepticism, San Diego Supports Massive Water Project

For the past five years, the San Diego County Water Authority (the Water Authority) has been one of the chief critics of Gov. Jerry Brown's plan to build two 35-mile underground tunnels to keep water coming south through the Sacramento-San Joaquin Bay Delta. Now, in a sudden reversal, San Diego officials want to support the plan, if they can cut a deal on rates. Last week, the Water Authority board quickly – and without any warning – broke from years of thinly veiled opposition to become a tacit supporter of the tunnels. The Water Authority is still concerned about the project's costs, which it once estimated could be more than \$20 a month for water customers across the region, but other estimates put it at \$5 a month or less. Some Water Authority officials seem to think that by endorsing the tunnels now, they may be able to cut a better deal for ratepayers in the future, as costs of the project get divided up. The Water Authority joins several other notable water districts which have now voted to support this controversial project.

Senator Skinner Makes Committee Appointments

California Senate President pro Tempore Toni Atkins (D-San Diego) today announced the following changes to Senate standing committees. Designated committee chairs and membership will be formally adopted by the Senate Rules Committee when it convenes on June 11, 2018.

- Senator Ricardo Lara (D-Bell Gardens) will be the Chair of the Committee on Labor and Industrial Relations.
- Senator Anthony Portantino (D-La Cañada-Flintridge) replaces Sen. Lara as Chair of the Committee on Appropriations.

- Senator Richard Pan (D-Sacramento) replaces Senator Hernandez (D-West Covina) as Chair of the Committee on Health. Sen. Hernandez will remain as a member of the Committee on Health.

- Senator Mike McGuire (D-Healdsburg) is appointed to the Education Committee as a member to fill the current vacancy. Senator Ben Allen (D-Santa Monica) remains the Chair of the Committee on Education.

Except for the changes described above, committee membership remains the same.



COMMITTEE MEMORANDUM

DATE: June 14, 2018
TO: Public Outreach and Legislation Committee
FROM: Steve Cole
Assistant General Manager *SC*
SUBJECT: Recommend Approval of Water Bottle Filling Station (Pilot) Program

SUMMARY

Staff has explored the development of a Water Bottle Fill Station Program as a community outreach tool to increase awareness of SCV Water, encourage water conservation through education, promote tap water as a quality source of drinking water and promote the value of water. From a practical standpoint, the fill stations are designed to provide members of the community with access to safe and reliable tap water which will reduce plastic waste through the use of reusable water bottles.

The proposed program is comprised of two components: permanent fill station fixtures and a fill station at community events. Staff recommends a pilot program with the following criteria:

Permanent Fill Station Fixtures

- Conducted at 5 locations (schools; conservation garden; etc)
- Cost – up to \$4,000 per station (purchase and installation)

Fill Station at Community Events

- Identify 3 – 4 community events
- Fill station to hook to a potable water source
- Cost - \$1,500 for one fixture plus portable chiller

DISCUSSION

At the May 17, 2018 Public Outreach and Legislation Committee, staff gave a presentation of Eastern Municipal Water District's Water Bottle Fill Station Pilot Program. Since the May 17 meeting, staff researched other similar existing programs and found that the following agencies had similar programs:

- Tahoe Water Suppliers Association
- West Basin Municipal Water District
- Water Replenishment District of Southern California

Permanent Fill Station Fixtures			
	Costs	Vendor / Product	Notes
Eastern Municipal Water District	\$5,000 (*Total value of water bottle fill station, co-branded sign, and installation)	Vandal-Resistant EZH2O® Bottle Filling Station with Single Vandal-Resistant Cooler Models VRC8WS & VRCDWS	Messaging: Value of water
Tahoe Water Suppliers Association	N/A. Mobile fill stations only.		
West Basin Municipal Water District	\$1,000 grant	<ul style="list-style-type: none"> • Elkay(www.elkay.com) • PlumbingSupply.com • FaucetDirect.com • GlobalIndustrial.com • RestroomDirect.com 	Messaging: Value of water
Water Replenishment District of Southern California	N/A. Fill station at community events.		

Fill Station at Community Events			
	Costs	Set Up / Water Source	Notes
Eastern Municipal Water District	\$1,5000 + portable chiller	Porcelain sink with six faucets hooked to potable water source using food-grade hose	Giveaway: reusable water bottles
Tahoe Water Suppliers Association	\$1,000 + half day of labor	Water tanks hooked to potable water source	Giveaway: reusable water bottles
West Basin Municipal Water District	N/A. Permanent fill station fixtures only.		
Water Replenishment District of Southern California	Purchased Water tank (approx. \$1,495) + Cost of bulk water https://watermonster.us/pages/about-us	Water purchased in bulk: https://palomarwater.com/	Giveaway: reusable water bottles

BACKGROUND

Castaic Lake Water Agency (CLWA) established its Bottled Water Program in 1999 with a purpose of donating bottled water to local non-profit / community organizations within the Agency's service area. In addition to providing local organizations with bottled water, CLWA also gave it away at community events it attended. Additionally, bottled water was provided for the retailers for use in their lobbies for their customers.

In that first year, CLWA gave 1,908 cases of water to 50 local organizations. Over the years, the program grew, and by 2006, CLWA gave 9,441 cases to 326 local organizations. There were many concerns about the program including: the overall cost, effectiveness as an outreach tool, mixed messages regarding water quality and the carbon footprint.

In 2010, the Bottled Water Program was revised so that bottled water was only distributed at community events the Agency attended and provided to the retailers for use in their lobbies for their customers.

FINANCIAL CONSIDERATIONS

The initial cost of the pilot Water Bottle Fill Station Program would be approximately \$25,000. A breakdown of individual costs are listed below:

- Permanent fixtures – 5 locations x \$4,000 per fixture = \$20,000
- Event fixture – one fixture + portable chiller = \$2,000

Funding for a pilot program is available in Conservation Programs.

Based on success of the program in its first year, the cost for permanent fixtures have the potential to increase as more schools and locations are identified in subsequent years.

RECOMMENDATION

That the Public Outreach and Legislation Committee recommends the SCV Water Board of Directors approves the Water Bottle Fill Station (Pilot) Program.

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COMMITTEE MEMORANDUM

DATE: June 14, 2018
TO: Public Outreach and Legislation Committee
FROM: Steve Cole
Assistant General Manager *SC*
SUBJECT: Recommend Approval a \$2,500 Sponsorship for the 2018 ACWA Fall Conference

SUMMARY

ACWA conferences provide multiple opportunities for sponsorships and it has been recommended we look into options for the Fall 2018 conference, scheduled for November 27-30, 2018, in San Diego, CA. The full advertising and sponsor packet is attached.

DISCUSSION

Looking at the best value for the money, the Committee may wish to consider the size of the audience of the various activities. For example, breakfasts and lunches reach about 500 to 600 attendees, while Thursday dinner is 150 to 250 attendees. Other options include exhibit hall functions, individual sessions and two-day track sessions.

Each conference-specific sponsorship also includes the benefits listed under the Bronze level on page 13 of the ACWA packet.

Sponsorship of an ACWA conference furthers the goals of the recently adopted Communications Plan in several ways, including raising awareness of our new agency and creating stakeholder engagement with industry associations. It also positions SCV Water as an active participant in state-wide water issues and advocacy.

FINANCIAL CONSIDERATIONS

We have a budget of \$10,000 for the fiscal year for sponsorships of various events and activities. Other items paid from this account include the KHTS bus trip and Chamber events.

RECOMMENDATION

That the Public Outreach and Legislation Committee consider staff's recommendation of a \$2,500 sponsorship for either the Wednesday opening breakfast, Wednesday lunch or Thursday breakfast.

Attachment

MGS

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REACH YOUR TARGET AUDIENCE WITH ACWA

2018 Advertising, Exhibiting & Sponsorship Packet

March 2018



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JOIN US!

To learn more about the benefits of joining ACWA, please visit www.acwa.com/about/membership.

WHAT IS ACWA?

ACWA is the largest statewide association of public water agencies in the nation, representing more than 440 public agency members. Since its inception in 1910, ACWA has been a guiding force in California water policy, advancing comprehensive statewide strategies to meet the state's future water needs.

ACWA's member agencies are responsible for 90% of the water delivered to California communities, farms and businesses. Together, they play an active role in managing the state's water resources and creating progress in groundwater management, safe drinking water, water use efficiency, water recycling and desalination.

WHO CAN MARKET WITH ACWA?

Any water-industry related company or organization can advertise, exhibit and become a sponsor with ACWA! ACWA members, associates and affiliates receive discounted advantage pricing on all opportunities, while non-member agencies and organizations receive standard pricing.

CURRENT OPPORTUNITIES

ACWA's 2018 Advertising, Exhibiting & Sponsorship Packet details available opportunities to partner with ACWA. Costs are listed in advantage (ACWA members, associates and affiliates) and standard (non-member) pricing. All opportunities are available on a first come, first served basis. Please note that ACWA reserves the right to refuse any advertisement, exhibit or sponsorship.

For questions about any of these opportunities, please contact ACWA Business Partner Specialist **Ashley Kravchuk at ashleyk@acwa.com or (916) 441-4545**.

BENEFITS OF MARKETING WITH US

INCREASE BRAND VISIBILITY WITH MORE THAN

440

PUBLIC WATER AGENCIES



GAIN RECONGNITION AND RESPECT IN THE WATER COMMUNITY



EXCLUSIVE OPPORTUNITIES TO DEVELOP RELATIONSHIPS WITH CALIFORNIA'S WATER INDISTRY EXPERTS



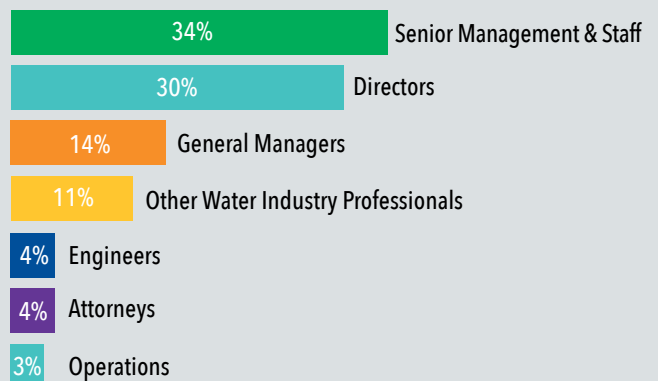
LEAD GENERATION



ADVANTAGE PRICING FOR MEMBERS, ASSOCIATES AND AFFLILATES

WHO ATTENDS ACWA CONFERENCE

1,600+ attendees per conference





Hastey, LaMar Voted into Office, New Ag Committee Formed

More than 1,700 water professionals and leaders from throughout California gathered in Anaheim Nov. 28 - Dec. 1 for ACWA's 2017 Fall Conference & Exhibition to get the latest on pressing issues and to gain insights from water leaders across the state.

On Thursday, ACWA Outgoing President Kathleen Tiggs passed the gavel to ACWA Vice President Brent Hastey, who was elected by the membership in General Session as the association's next president. Steven LaMar, a director for Irvine Ranch Water District, was elected vice president. Hastey and LaMar

assume their new roles in January, this critical time for California water policy," Hastey said. "As we prepare for climate change and work to update our aging water infrastructure, the voice of ACWA's public water agency members is more important than ever. I look forward to the challenges ahead as we work to build a strong water future."

Hastey has served on the ACWA Region 2 Board since February 2015. He is chairman of the Yuba County Water Agency Board of Directors and a former member of the Yuba

CONFERENCE Continued on page 3



Drinking Water Tax Proposal: Gov. Brown's Budget Signals Budget Trailer Bill to Advance SB 623-Like Framework

After extensive advocacy by ACWA and its members last year, SB 623 by Sen. Bill Monning (D-Carmel) was not enacted into law, instead becoming a two-year bill. Now, the bill that proposes a tax on drinking water to fill gaps in funding for disadvantaged communities without access to safe drinking water has re-emerged in the release of Gov. Jerry Brown's proposed 2018-19 budget.

In its summary of the budget, the Brown Administration stated that it is proposing "statutory language,

consistent with the policy framework of SB 623" as a way to fund work to provide safe drinking water to disadvantaged communities.

While ACWA strongly agrees with the intent to fill the funding gap in this area, it opposes a tax on drinking water because it is not the right solution to addressing this issue. Through its oppose-unless-amended position on SB 623, ACWA is advancing a more appropriate funding solution — a package of

DRINKING WATER Continued on page 8

Karla Nemeth Appointed DWR Director

Gov. Jerry Brown has named Karla Nemeth director of the California Department of Water Resources, replacing Grant Davis. Davis is returning to the Sonoma County Water Agency to serve as its general manager, the position he held before his appointment as DWR director in August 2017, to focus on fire recovery efforts in Sonoma County.

Nemeth has served as the governor's deputy secretary and senior advisor for water policy at the California Natural Resources Agency (CNRA) since 2014. Previously she was Bay Delta Conservation Plan project manager from 2009 to 2014.

"Karla Nemeth is an excellent choice to lead DWR during these challenging times. Karla comes to DWR as a long-time member of California's water community with experience in local water management and with the State of California," said ACWA Executive Director Timothy Quinn. "Her experience and perspective will play a vital role as the department moves forward with its mission. As it has with her predecessors, ACWA looks forward to working with Karla to advance comprehensive solutions for California water."

The CNRA followed the governor's appointment with a statement that its executive team has been restructured to further bolster dam and flood safety, emphasize climate resilience and incorporate lessons learned from recent impacts of extreme weather on the state's water system.

DWR Continued on page 5



Fall Conference: A Water Strong

The online registration and cancellation deadline is Nov. 1. More information is available at www.acwa.com.

Some of the headlining speakers include:

- Filmmaker Jim Thebaut, the producer of the "Beyond the Brink" documentary which explores society's future in a world where water, food, and natural resources teeter on the edge of sustainability. A synopsis of his film and Thebaut's talk are scheduled at the Opening Breakfast Nov. 29.

CONFERENCE Continued on page 14

Water Agencies Step Up During Virulent Fire Season

California's virulent fire season has scorched more than 200,000 acres this month, leaving thousands of residents homeless and leaving the mouths of water districts staff as they provide emergency response and boiler water production to meet firefighters' needs.

Some water professionals are providing emergency services to their communities as they grapple with the loss of their family homes. Sonoma County Water Agency Community and Government Affairs Manager Brad Sherwood came to the office to staff up the agency's Emergency Operations Center shortly after he narrowly escaped with his family from his burning

FIRE Continued on page 12

Get your ad in front of decision makers in the water industry with our monthly printed newsletter, ACWA News.

Consider tailoring your ad to specific monthly content themes:

Issue	Issue Topic or Theme
January	--
February	--
March	DC Conference / Federal issues
April	Legislative Symposium / Spring Conference Issue (Preview)
May	Spring Conference Issue (Sessions)
June	--
July	--
August	Member Appreciation Month
September	End of Legislative Session
October	Regulatory Summit / Water Professionals Appreciation Week
November	CLE Workshop / Fall Conference Issue (Preview)
December	Fall Conference Issue (Sessions)

ACWA NEWS ADVANTAGES



Exclusive California Water Industry Information - ACWA News is widely read by water industry professionals.



A Large Reach - ACWA News reaches more than 3,300 ACWA public agencies, associates, public officials and other subscribers.



Reach Decision Makers - ACWA News subscribers are directors, general managers, senior management engineers and attorneys.



3 Ways to be Visible - Pick from display ads, classified ads and business profile to fit your marketing needs.

DISPLAY ADS

Description	Advantage	Standard
Half Page: 7.5" w x 4.75" h	\$2,000 per issue	\$3,000 per issue
Half Column Back Cover: 3" w x 5.25" h	\$1,200 per issue	\$1,800 per issue

Issue Deadlines

Issue	Space Reservation	Art Submission
Jan. 2018	Nov. 19, 2017	Dec. 19, 2017
Feb. 2018	Dec. 16, 2017	Jan. 16, 2018
Mar. 2018	Jan. 16, 2018	Feb. 16, 2018
Apr. 2018	Feb. 20, 2018	Mar. 20, 2018
May 2018	Mar. 25, 2018	Apr. 25, 2018
June 2018	Apr. 15, 2018	May 15, 2018
July 2018	May 20, 2018	June 20, 2018
Aug. 2018	June 17, 2018	July 17, 2018
Sept. 2018	July 21, 2018	Aug. 21, 2018
Oct. 2018	Aug. 19, 2018	Sept. 19, 2018
Nov. 2018	Sept. 16, 2018	Oct. 16, 2018
Dec. 2018	Oct. 21, 2018	Nov. 21, 2018

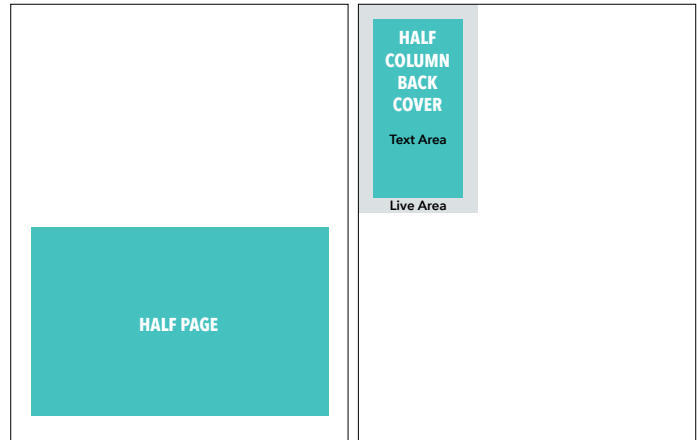
If space reservation and art submission dates fall on a holiday or weekend, it will due the next business day.

Specifications

- High resolution (300 dpi) or vector (Adobe Illustrator) files in CMYK color. Package all fonts or convert fonts to outlines. **Press-ready PDF files preferred.**
- ACWA is not responsible for the low resolution print quality of ads that do not meet the above requirements.
- ACWA reviews all ads prior to publication for content and reserves the right to reject ads.

Mechanical Requirements

Ad Type	Live Area	Text Area	Bleed
Half Page	7.5" x 4.75"	7.5" x 4.75"	No Bleed
Half Column Back Cover	3" x 5.25"	2.25" x 4.5"	0.125" each side



File Submission

Ads must be electronically submitted in either of the two ways:

- If smaller than 20MB and your email system allows it, email file to **ashleyk@acwa.com**.
- For larger files that are unable to be emailed, use a file sharing service and send the download link to **ashleyk@acwa.com**.

**DON'T WALK.
RUN!**

Only 2 display ad spaces available in each issue.



Advantage pricing applies to ACWA public agency members, associates & affiliates.
Standard pricing applies to non-members of ACWA.

BUSINESS PROFILE

Description	Advantage Only
<p>Full Page Business Profile Q&A Format</p> <p>Business Profile ads are an exclusive opportunity for ACWA Associates. Give ACWA members and other ACWA News subscribers an inside look at your company or product. When you purchase a Business Profile, you will work directly with ACWA's communications staff to design your ad. Business Profiles may use up to three images and four responses to self-selected questions below.</p> <p>Business Profile Question Options</p> <ol style="list-style-type: none"> 1.) What is your company's role in the water industry? 2.) What products and/or services do you offer to ACWA member agencies? 3.) How can you save ACWA member agencies money? 4.) What do you like most about working with ACWA member agencies? 5.) What is the benefit of working with your company over other companies that offer similar products/services? 6.) What is your company's biggest success? 7.) What value is most important to your company's leadership? Why? 8.) Tell us a "fun fact" about your company/product. 9.) What is your favorite thing about exhibiting at ACWA's Spring and Fall conferences? 10.) What is the most important thing ACWA members should know about your company/product? 	<p>\$2,500 per issue</p>

Issue Deadlines

Issue	Space Reservation	Art Submission
Jan. 2018	Nov. 19, 2017	Dec. 1, 2017
Feb. 2018	Dec. 16, 2017	Jan. 1, 2018
Mar. 2018	Jan. 16, 2018	Feb. 1, 2018
Apr. 2018	Feb. 20, 2018	Mar. 1, 2018
May 2018	Mar. 25, 2018	Apr. 1, 2018
June 2018	Apr. 15, 2018	May 1, 2018
July 2018	May 20, 2018	June 1, 2018
Aug. 2018	June 17, 2018	July 1, 2018
Sept. 2018	July 21, 2018	Aug. 1, 2018
Oct. 2018	Aug. 19, 2018	Sept. 1, 2018
Nov. 2018	Sept. 16, 2018	Oct. 1, 2018
Dec. 2018	Oct. 21, 2018	Nov. 1, 2018

If space reservation and art submission dates fall on a holiday or weekend, it will due the next business day.

Specifications

- Photo/image: High resolution (300 dpi) or vector (Adobe Illustrator) files in CMYK color.
- ACWA is not responsible for low resolution print quality of images that do not meet the above requirements.

- Profile: Document file compatible with Microsoft Word 2011.
- Layout will be designed by ACWA's graphic designer. You approve the layout before it goes to print.
- ACWA reviews all profile prior to publication for content and reserves the right to reject profiles.

File Submission

Ads must be electronically submitted in either of the two ways:

- If smaller than 20MB and your email system allows it, email file to **ashleyk@acwa.com**.
- For larger files that are unable to be emailed, use a file sharing service and send the download link to **ashleyk@acwa.com**.

**BECOME AN ACWA ASSOCIATE
TO TAKE ADVANTAGE OF THIS
EXCLUSIVE OPPORTUNITY**


Contact Ashley Kravchuk at
(916) 441-4545 to join today.

PRINTED CLASSIFIED ADS

Description	Advantage	Standard
<p>Classified Ad in ACWA News</p> <p>All printed classified ads are limited to 300 words max. and do not include an image or logo. Printed classified ads must be purchased on ACWA's website.</p>	\$550 per issue	\$825 per issue

Issue Deadlines

Issue	Ad Submission
Jan. 2018	Jan. 10, 2018
Feb. 2018	Feb. 7, 2018
Mar. 2018	Mar. 7, 2018
Apr. 2018	Apr. 11, 2018
May 2018	May 16, 2018
June 2018	June 6, 2018
July 2018	July 11, 2018
Aug. 2018	Aug. 8, 2018
Sept. 2018	Sept. 12, 2018
Oct. 2018	Oct. 10, 2018
Nov. 2018	Nov. 7, 2018
Dec. 2018	Dec. 12, 2018



CLASSIFIED AD SUBMISSION

Purchase and submit printed classified ads online at www.acwa.com/submit-an-ad

Western Municipal Employee's Work Assignment Inspires Lifes

The Inland Empire Division of the American Heart Association has awarded its 2017 Lifestyle Change Award to Western Municipal Water District Human Resources Specialist Pam Davis for kicking a 40-year smoking habit after managing the district's wellness program, the district announced March 7.

Davis was inspired to quit smoking "cold turkey" after she was tapped to manage WMD's wellness program, which promotes healthy lifestyle choices for employees. The program emphasizes the importance of social, emotional, spiritual, environmental, occupational, intellectual and physical wellness. (Messages under the program include Lunch 'n' Learn, exercise yoga and an annual Wellness Expo.)

"I could not change for my wellness with my co-workers and I am proud, unable to smoke," said Davis in a district statement. "Quitting was something that I had thought about for years, but I always lacked the motivation. My work assignment to run the wellness program was just the motivation I needed."

This month marks the third anniversary that Davis has been smoke-free.

Friant Water Authority Welcomes New Board Officers, I

In January, the Friant Water Authority welcomed **Kent Stephens, Chris Tanton and Georgianne White** as its board chairman, vice chairman and secretary/treasurer, respectively. Stephens, Tanton and White will serve in these positions through the end of 2018.

The Madras Irrigation District and Hills Valley Irrigation District also resigned the authority. Both agencies were previously members of FWA.

According to the authority, with MWD and HVLD resigning, FWA now represents the largest portion of the Friant Division of any organization – both in terms of acreage and Central Valley Project contract water supplies. MWD includes 271,000 acre feet and HVLD has 1280 acre feet of contract water, according to the district.

"Last year, Friant Water Authority changed how we operated and worked to better integrate Friant in oversight and direct Stephens in a system by the confidence of our members and the Fri have placed in me, at this time in the latter class construction for planning, managing, overseeing and evaluating assigned engineering, capital construction and water quality programs projects. Graduation from a four-year college or university with a degree in civil engineering, hydrology or a closely related field, and five years of professional engineering experience, including experience in engineering or water quality research; or an equivalent combination of training and experience. A valid California driver's license and the ability to maintain insurability under the District's vehicle insurance policy. Current, valid registration as a Professional Engineer from the State of California.

The salary for the position is \$68,360 to \$118,148.

EMPLOYMENT

Water Replenishment District of Southern California

The Water Replenishment District of Southern California is looking for a motivated self-starter with strong interpersonal and communication skills. Under the direction of the department manager, performs complete professional engineering work for the research and oversight of water resource projects, conducts research and analysis of specialized water resources and engineering issues, manages engineering design and construction work performed by outside contractors and consultants, and performs other duties as assigned. Engineer in the Professional Engineer class in the engineering series. An incumbent is responsible for performing complex engineering assignments requiring the use of judgment and initiative in developing solutions to problems, integrating policies and determining work assignments. Incumbents are responsible for conducting studies of complex and specialized water resource issues and overseeing and monitoring engineering design and construction activities performed by consultants/contractors. Engineer is distinguished from Senior Engineer in that incumbents in the latter class are responsible for planning, managing, overseeing and evaluating assigned engineering, capital construction and water quality programs projects. Graduation from a four-year college or university with a degree in civil engineering, hydrology or a closely related field, and five years of professional engineering experience, including experience in engineering or water quality research; or an equivalent combination of training and experience. A valid California driver's license and the ability to maintain insurability under the District's vehicle insurance policy. Current, valid registration as a Professional Engineer from the State of California.

The salary for the position is \$68,360 to \$118,148.

Engineer II or III Fresno Irrigation District

Fresno Irrigation District is looking for an experienced Civil or Agricultural Engineer to help our team in its continued efforts to manage water resources. The Engineer provides technical engineering services, acts in the planning, design and construction of District structures and facilities; performs various office and field duties; ensures the safety of District facilities; ensures compliance with regulatory or contractual obligations; serves as project engineer/manager on construction projects; and provides assistance to customers, construction personnel, outside agencies and others. Visit our Employment Opportunities webpage by accessing our website at www.fresnoirrigation.com for detailed information and application. Open until filled.

Natural Resources Lateral Attorney

Kronik Moskowitz Tiedemann & Girard

Kronik Moskowitz Tiedemann & Girard is currently seeking a lateral attorney with 7-9 years of experience to join a government California water law practice in the state capital. Candidate must be

State Water Board Names Former Federal Official Eileen Sobock as New Executive Director

The State Water Resources Control Board has named **Eileen Sobock**, a former head of National Oceanic and Atmospheric Administration Fisheries, as its next executive director. She replaces Tom Howard, who retired in May, and will start the job after the Labor Day weekend.

Sobock was selected after a lengthy, competitive recruitment. State Water Board officials stated in a press release that she was selected "due to her substantial managerial and environmental experience."

"She has nearly 40 years of government service, and more than a decade of executive and management experience leading professional staff in complex organizations," the State Water Board release stated.

While new to state government, Sobock has spent her career in federal agencies that touch on many of the same science-based, public resource challenges the State Water Board faces, the release stated.

Most recently Sobock headed the NOAA Fisheries as the assistant administrator at the Department of Commerce (2014-17). Prior to her work at NOAA, she was the Deputy Assistant Secretary for Inland Fisheries (2012-14), and Deputy Assistant Secretary for Fish, Wildlife and Parks (2009-12). Sobock is a lawyer by training and spent 25 years at the U.S. Department of Justice, ultimately serving as Deputy Assistant Attorney General for Environment and Natural Resources (1999-2005).

Sobock spent most of her professional career in Washington, D.C., but has many ties to California. She grew up in Davis and is a graduate of Stanford and Stanford Law School.

Supervising Water Resources Engineer IV Public Works Dept

The County of San Diego is offering a career opportunity for a Supervising Water Resources Engineer with regional water resources management technical expertise and related project development and management experience. The most qualified candidate will be career and active oriented, and understand the technical work environment associated with regional water



WEBSITE CLASSIFIED ADS

Description	Advantage	Standard
<p>60-day Web Posting</p> <p>All standard website classified ads appear on ACWA's Careers and Opportunities webpage for up to 60 days and receive an unlimited word count. Premium ads also include a logo and spotlight location at the top of the ACWA's Careers and Opportunities landing page at www.acwa.com/careers.</p>	<p>\$475 Basic \$675 Premium</p>	<p>\$715 Basic \$1,015 Premium</p>
<p>eNews/Social Media Add-on</p> <p>By purchasing this optional add-on, your website classified ad will be included in ACWA's weekly email newsletter, eNews, until the expiration of your ad. The add-on also includes one stand-alone promotion of your classified on one of ACWA's social media accounts.</p>	<p>+\$150</p>	<p>+\$225</p>



Purchase and submit website classified ads online at www.acwa.com/submit-an-ad

EMAIL ADVERTISING

Description	Advantage	Standard
<p>Exclusive Emails</p> <p>Promote your products and services directly to ACWA Members in an exclusive email. Send us your specific message and preferred send date, and we'll create a custom email highlighting your company. Content for exclusive emails must be received at least 30 days prior to the preferred send date. ACWA reserves the right to select the final send date based on our master calendar.</p> <p>This opportunity includes:</p> <ul style="list-style-type: none"> • Use of ACWA-branded email template included • Include direct links to your website or your custom URL • Customize your subject line and message 	\$500 per email	\$750 per email
<p>Email Banner Ad</p> <p>Display your ad on ACWA events and conference emails. Our marketing emails are sent to more than 5,000+ ACWA members. Banner Ads are accepted on a first-come, first serve basis and are payable in advance. Advertisers must provide ACWA with the final ad design file at least 14 days prior to the send date. Contact Ashley Kravchuk at (916) 441-4545 on which ACWA event email and dates are available. Ads must be 650 pixels wide x 144 pixels high. ACWA reserves the right to select the final send date based on our master calendar.</p>	\$1,500 for two emails	\$2,250 for two emails

WEBINAR

Description	Advantage	Standard
<p>Host a Live Webinar (4 opportunities per year)</p> <p>Host a 30 minute live webinar to be offered free of cost to ACWA members. Advertisers will receive the list of registered attendees and the contact information provided by the attendee. Webinars must be approved by ACWA prior to initial marketing to ACWA members. ACWA reserves the right to select the final webinar date based on our master calendar.</p>	\$2,000 per webinar	\$3,000 per webinar

BECOME AN ACWA ADVERTISER



WEBSITE AND PRINT CLASSIFIED ADS

Purchased online at www.acwa.com/submit-an-ad.



ALL OTHER ADVERTISING

Purchased by completing order from in this packet.



SPRING AND FALL CONFERENCE & EXHIBITION

Twice a year, in conjunction with ACWA's Spring and Fall conferences, ACWA offers water industry companies a chance to get one-on-one time with key water industry decision makers who are looking for new products and services.

By exhibiting at an ACWA conference you'll have access to exhibitor-only opportunities and a chance to:

- Network with more than 1,600 water industry professionals
- Establish and build long-lasting customer relationships
- Showcase your company's brand, products and services to water industry decision makers
- Maintain relationships with existing clients
- Connect directly with key water industry prospects in one place
- Display your company in front of your key audience through sponsorship's

**SAVE MONEY
BECOME AN ACWA
ASSOCIATE**

Want to save 50% on your exhibit booths and receive other exclusive discounts and benefits? Become an ACWA Associate today! Learn more about becoming an ACWA Associate at bit.ly/2EIJrrk.

CONFERENCE DATE AND LOCATION

Description	Date	Location
2018 Spring Conference & Exhibition	May 8-11	Sacramento, CA
2018 Fall Conference & Exhibition	Nov. 27-30	San Diego, CA

The following opportunities and prices are related to the 2018 Spring Conference & Exhibition.

Due to the variable nature of the Exhibit Hall and related exhibitor opportunities based on conference location, all prices and opportunities are subject to change. Additionally, ACWA cannot guarantee the following opportunities and prices for the 2018 Fall Conference & Exhibition.

EXHIBIT BOOTHS

All exhibit booth spaces are 8’ deep x 10’ wide. Exhibitors may choose to upgrade to a premium booth (based on location in the Exhibit Hall) for an additional cost.

Booth Type	Advantage	Standard
8’ x 10’ Standard Booth	\$1,280	\$2,560
8’ x 10’ Premium Booth	\$1,380	\$2,660

What’s Included:

- Exhibit booth space includes 8’ draped back wall and 3’ draped side walls
Table and chairs are not included but can be ordered for an additional cost from our conference service contractor
- Exhibitor I.D. sign and number
- Complimentary conference registration for up to three designated exhibit booth personnel – meals are purchased separately
- Complimentary pre-conference and post-conference attendees list
- Complimentary listing on the conference mobile app with your company name, booth number, description, contact information, hyperlink to company website, and direct link to booth location on Exhibit Hall map
- Complimentary listing in official conference program booklet distributed to all attendees with your company name, booth number, description, and contact information
- Company description listed on ACWA website

Don’t wait too long, exhibit booths will sell out quickly!

EXHIBITOR-ONLY OPPORTUNITIES

In addition to purchasing booth space, ACWA exhibitors may also choose to participate in the following opportunities.

For full details on exhibitor opportunities, please contact ACWA Business Partner Specialist Ashley Kravchuk at ashleyk@acwa.com or **(916) 441-4545**.

Opportunity Type	Short Description (Additional requirements apply)	Advantage	Standard
Exhibitor Case Studies	Submit a proposal for an Exhibitor Case Study (previously called Technical Presentations)	Free Opportunity	Free Opportunity
Exhibitor Cash Prize Contribution	Sponsor cash prizes in the Exhibit Hall	\$50 increments	\$75 increments
Exhibitor Demos	Demonstrate your product or services during a 20-minute session in the Exhibit Hall	\$850	\$1,275
Exhibitor Game Card	Get your booth featured in a question on our Exhibitor Game Card	Free Opportunity	Free Opportunity
Exhibitor Prizes Contribution	Sponsor giveaway prizes in the Exhibit Hall	\$50 increments	\$75 increments
Exhibitor Spotlight	Customize a specialized message (50 word max.) to attendees so they can plan to visit your booth at the conference	\$300	\$450
Welcome Reception Appetizer Host	Host an appetizer at your exhibit booth during our popular Tuesday evening Welcome Reception	\$400 per platter	\$600 per platter

BECOME AN ACWA EXHIBITOR

Exhibit booth sales and exhibitor-only opportunities require additional information to purchase. Please contact ACWA Business Partner Specialist Ashley Kravchuk at ashleyk@acwa.com or **(916) 441-4545** for more information.



Throughout the year, ACWA hosts a variety of conferences and events that provide your company with a chance to connect with key decision makers in California's water community.

All sponsors are eligible to earn sponsor benefits. However, non-members may only receive Bronze-level sponsorship benefits, while ACWA members, associates, and affiliates may participate in any sponsorship level (Bronze, Silver, Gold, Platinum or Diamond) allowing them to receive additional benefits and special recognition at ACWA's Fall Conference & Exhibition.

By sponsoring any item associated with an ACWA conference and/or event, ACWA members, associates and affiliates will receive the benefit of each sponsorship level when they reach the specified dollar amount for that level during a single calendar year (January - December).

MAXIMIZE YOUR SPONSORSHIP

ACWA members, associates, and affiliates can take full advantage of all the sponsorship level benefits.

Become an ACWA Associate today! Contact Business Partner Specialist Ashley Kravchuk at (916) 441-4545.

BECOME AN ACWA SPONSOR



SPONSORSHIP RESERVATION

Become an ACWA Sponsor by completing reservation from in this packet.



QUESTIONS? Please contact ACWA Business Partner Specialist Ashley Kravchuk at ashleyk@acwa.com or (916) 441-4545.

BENEFITS	Available to ALL sponsors	Available ONLY to ACWA members, associates and affiliates.			
	BRONZE \$1,000+	SILVER \$3,000+	GOLD \$6,500+	PLATINUM \$10,000	DIAMOND \$15,000+
Company representatives identified as sponsors on their ACWA conference name badge	✓	✓	✓	✓	✓
Acknowledgment as a sponsor with sponsor level in ACWA News	✓	✓	✓	✓	✓
Listing on ACWA website with link to sponsor's website	✓	✓	✓	✓	✓
Company logo signage for specific sponsorship	✓	✓	✓	✓	✓
Recognition as a sponsor in Spring and Fall Conference & Exhibition booklets (conference sponsors only)	✓	✓	✓	✓	✓
Recognition as sponsor in conference mobile app	✓	✓	✓	✓	✓
Company logo displayed on media presentation during Fall Conference & Exhibition meal functions	✓	✓	✓	✓	✓
Admittance to Sponsor Lounge during Spring and Fall Conferences	✓	✓	✓	✓	✓
Receive pre-/post-conference attendee mailing list		✓	✓	✓	✓
Sponsorship level recognition on banners at Fall Conference & Exhibition (Gold, Platinum, Diamond includes logo)		✓	✓	✓	✓
Recognition of sponsorship level in Fall Conference & Exhibition program booklet		✓	✓	✓	✓
Included in email to all conference attendees acknowledging sponsorships at the end of the year			✓	✓	✓
Receive complimentary quarter-page display ad in ACWA News in 2019 (issue determined by ACWA)				✓	✓
Receive special sponsorship award at Fall Conference & Exhibition meal function				✓	✓
Receive complimentary full-page ad in the Fall Conference & Exhibition program booklet (ad location determined by ACWA)					✓
Receive one complimentary exhibit booth to be used at the Fall Conference & Exhibition in 2019					✓
Receive one invitation for a representative to attend the ACWA Board of Directors dinner in November 2018					✓
Receive complimentary registration package(s) to be used for Spring or Fall conferences 2019		1 Package	2 Packages	3 Packages	4 Packages

ACWA’s Spring and Fall conferences are the premier destination for water professionals to learn and network. By sponsoring an ACWA conference you’ll reach more than 1,600 California water industry decision makers.

CONFERENCE DATE AND LOCATION

Description	Date	Location
2018 Spring Conference & Exhibition	May 8-11	Sacramento, CA
2018 Fall Conference & Exhibition	Nov. 27-30	San Diego, CA

The conference sponsorship amounts listed are **cost per conference** and co-sponsorships of items/events unless otherwise noted. Any item listed also may be exclusively sponsored.

Each sponsorship opportunity below includes the Bronze-level sponsorship benefits listed on page 12. Additional benefits for each sponsorship opportunity appear under the listing.

EXCLUSIVE MATERIALS FOR ATTENDEES

Description	Advantage	Standard
SOLD Notebooks - Include your logo to the cover of notebooks provided to ACWA conference attendees at check-in.	\$6,500/year	\$9,750/year
SOLD Tote Bags - Include your logo on 1,000 tote bags provide to ACWA conference attendees at check-in.	\$6,000	\$9,000
SOLD Badge Pouches - Include your logo on all name badge pouches which are required for admittance to sessions and meal functions and provided to ACWA conference attendees at check-in.	\$5,000	\$7,500
SOLD Badge Lanyard - Include your logo on all name badge lanyards which are required to for admittance to sessions and meal functions and provided to ACWA conference attendees at check-in.	\$4,000	\$6,000

MEAL FUNCTIONS

Description	Advantage	Standard
Tuesday Committee Meetings Lunch - Reach approximately 250 ACWA committee members by sponsoring this lunch.	\$1,500	\$2,250
Wednesday Opening Breakfast - Reach approximately 500-600 attendees by sponsoring the Opening Breakfast. Opportunity also includes 1 free meal ticket to this function for a registered representative.	\$2,500	\$3,750
Wednesday Opening Breakfast Video - Reach approximately 500-600 attendees by sponsoring the video shown during the Opening Breakfast to kick off the conference.	\$2,000	\$3,000
Wednesday Lunch - Reach approximately 500-600 attendees by sponsoring this lunch. Opportunity also includes 1 free meal ticket to this function for a registered representative.	\$2,500	\$3,750
Thursday Networking Continental Breakfast - Reach approximately 100 attendees by sponsoring this breakfast in the Exhibit Hall. Opportunity also includes 1 free meal ticket to this function for a registered representative.	\$1,500	\$2,250
Thursday Lunch - Reach approximately 500-600 attendees by sponsoring this lunch. Opportunity also includes 1 free meal ticket to this function for a registered representative.	\$2,500	\$3,750
Thursday Dinner & Entertainment - Reach approximately 150-250 attendees by sponsoring this fun evening dinner and a show. Opportunity also includes: <ul style="list-style-type: none"> • 2 free meal tickets to this function for registered representatives • Custom signage with sponsor logo 	\$2,500	\$3,750



Advantage pricing applies to ACWA public agency members, associates & affiliates.
Standard pricing applies to non-members of ACWA.

SESSIONS

Description	Advantage	Standard
NEW Individual Sessions – Reach approximately 400-500 attendees each session by sponsoring Sponsor Statewide Issue Forums or Town Hall Sessions. Opportunity also includes: <ul style="list-style-type: none"> • Banner with sponsor logo in session room • Session banner ad in conference mobile app (640 pixels wide x 240 pixels tall) 	\$1,000	\$1,500
NEW Track Sessions – Reach approximately 1,400 attendees by sponsoring a 2-day track session. Choose from Attorney, Finance, Energy, Water Trends or Region program tracks. Opportunity also includes: <ul style="list-style-type: none"> • Banner with sponsor logo in each session room for 2-day period • Session banner ad in conference mobile app (640 pixels wide x 240 pixels tall) 	\$2,000	\$3,000

EXHIBIT HALL FUNCTIONS

Description	Advantage	Standard
Fruit-Infused Water Stations – Sponsor refreshing fruit-infused water stations offered in the Exhibit Hall during the conference.	\$1,500	\$2,250
Wednesday Morning Break – Sponsor a morning break and networking opportunity in the Exhibit Hall.	\$2,000	\$3,000
Wednesday Afternoon Ice Cream Break – Sponsor the ice cream station in the Exhibit Hall for one of our most popular breaks. Opportunity also includes custom signage in front of the ice cream station and at the entrance of the Exhibit hall.	\$2,000	\$3,000
Tuesday Welcome Reception in Exhibit Hall – Reach approximately 1,400 attendees by sponsoring this popular reception.	\$1,750	\$2,625
Wednesday Prize Drawing Fiesta Reception – Reach approximately 1,400 attendees by sponsoring chips, salsa and fiesta beverages during the main prize drawing night in the Exhibit Hall. Opportunity also includes: <ul style="list-style-type: none"> • 80 custom “Free Drink” tickets to hand out to attendees of your choice • Sponsor logo on custom promotional signage in the Exhibit Hall and conference registration area • Sponsor logo on reception invitations distributed to all conference at check-in 	\$2,000	\$3,000

EACH SPONSORSHIP INCLUDES:

- Company representatives identified as sponsors on their ACWA conference name badge
- Acknowledgment as a sponsor with sponsor level in ACWA News
- Listing on ACWA website with link to sponsor’s website
- Company logo signage for specific sponsorship
- Recognition as a sponsor in Spring and Fall Conference & Exhibition booklets (conference sponsors only)
- Recognition as sponsor in conference mobile app
- Company logo displayed on media presentation during Fall Conference & Exhibition meal functions
- Admittance to Sponsor Lounge during Spring and Fall Conferences

OTHER FUNCTIONS

Description	Advantage	Standard
GenJam Reception (Spring Conference only) – Sponsor this fun evening reception aimed at bringing all generations of water professionals together.	\$2,000	\$3,000
Outreach Reception (Fall Conference only) – Sponsor a special reception for the ACWA Outreach Ambassadors and members that play a key role in ACWA's advocacy efforts.	\$2,000	\$3,000

CUSTOM SPONSORSHIPS

Description	Advantage	Standard
General Sponsorship – “Name your price” with this flexible sponsorship opportunity. General sponsorship funds are used for conference costs at ACWA's discretion.	\$500 minimum	\$750 minimum
“Create Your Own” Sponsorship – Have an idea for an item you'd like to sponsor? Let's work together to make your idea a reality.	\$500 minimum	\$750 minimum
Welcome Treat – Sponsor cookies, snacks, or other treats to welcome attendees to the conference.	Request Pricing	Request Pricing
Attendee Give-Away – Host a special freebie for conference attendees such as water bottle or pens.	Request Pricing	Request Pricing
Hotel Key Cards – Get your logo in the hands of ACWA conference attendees by sponsoring the hotel key cards.	Request Pricing	Request Pricing

MOBILE APP ADVERTISING

Description	Advantage	Standard
Conference Mobile App Banner Ad (3 opportunities per conference) – Purchase a banner ad to appear on our Conference Mobile App during ACWA's Spring and Fall conferences. Ads must be 600 pixels wide x 110 pixels high.	\$1,500	\$2,250
Conference Mobile App Activity Feed Ad – Get your ad in the activity feed of our Conference Mobile App during ACWA's Spring and Fall conferences. Ads must be 650 pixels wide x 450 pixels high.	\$2,000	\$3,000



ACWA's Conference Mobile app provides all attendees with conference information such as maps, schedules, exhibitor information and speaker details and also allows them to interact with peers at the conference.

EACH SPONSORSHIP INCLUDES:

- Company representatives identified as sponsors on their ACWA conference name badge
- Acknowledgment as a sponsor with sponsor level in ACWA News
- Listing on ACWA website with link to sponsor's website
- Company logo signage for specific sponsorship
- Recognition as a sponsor in Spring and Fall Conference & Exhibition booklets (conference sponsors only)
- Recognition as sponsor in conference mobile app
- Company logo displayed on media presentation during Fall Conference & Exhibition meal functions
- Admittance to Sponsor Lounge during Spring and Fall Conferences

PRINTED PROGRAM ADVERTISING

Description	Advantage	Standard
Back cover: 5.5"w x 8.5"h (1 opportunity per conference)	\$2,750	\$4,125
Inside front cover: 5.25"w x 8.5"h (1 opportunity per conference)	\$2,500	\$3,750
Inside back cover: 5.25"w x 8.5" h (1 opportunity per conference)	\$2,500	\$3,750
Full page: 5.75"w x 8.75"	\$2,000	\$3,000
1/2-page: 5.5"w x 4.25"	\$1,500	\$2,250
1/4-page: 2.75"w x 4.25"h	\$1,000	\$1,500

Deadlines

- 2018 Spring Conference - April 6, 2018
- 2018 Fall Conference - October 15, 2018

Specifications

- All ads are in color.
- High resolution (300 dpi) JPEG, TIFF or vector EPS files in CMYK color. Package all fonts or convert fonts to outlines. **Press-ready PDF files preferred.**
- ACWA is not responsible for the low resolution print quality of ads that do not meet the above requirements.

Mechanical Requirements

Ad Type	Live Area	Bleed
Back cover	5.5"w x 8.5"h	0.125" each side
Inside front cover	5.25"w x 8.5"h	0.125" each side
Inside back cover	5.25"w x 8.5"h	0.125" each side
Full page	5.75"w x 8.75" h	0.125" each side
1/2-page	5.5"w x 4.25" h	0.125" each side
1/4-page	2.75"w x 4.25"h	0.125" each side

File Submission

Ads must be electronically submitted in either of the two ways:

- If smaller than 20MB and your email system allows it, email file to **ashleyk@acwa.com**.
- For larger files that are unable to be emailed, use a file sharing service and send the download link to **ashleyk@acwa.com**.

EACH SPONSORSHIP INCLUDES:

- Company representatives identified as sponsors on their ACWA conference name badge
- Acknowledgment as a sponsor with sponsor level in ACWA News
- Listing on ACWA website with link to sponsor's website
- Company logo signage for specific sponsorship
- Recognition as a sponsor in Spring and Fall Conference & Exhibition booklets (conference sponsors only)
- Recognition as sponsor in conference mobile app
- Company logo displayed on media presentation during Fall Conference & Exhibition meal functions
- Admittance to Sponsor Lounge during Spring and Fall Conferences

The following sponsorship opportunities for ACWA events are available on a first come, first served basis. Each event is targeted to a specific topic and sponsorship benefits range by event.

FULL EVENT SPONSOR PACKAGE

Description	Advantage	Standard
<p>DC Conference – Feb. 27-March 1, 2018 in Washington D.C.</p> <p>This annual conference covers federal issues such as congressional and administration priorities, infrastructure, federal budget and program funding, and legislation. Typical attendance ranges from 150-200 attendees. Opportunity includes:</p> <ul style="list-style-type: none"> • Recognition as event sponsor in promotion emails to ACWA members • Recognition as event sponsor on ACWA's website with logo and link to your company's website • Recognition as event sponsor in attendee materials packet • Recognition as event sponsor on table tents during Wednesday and Thursday breakfast programs • Recognition as event sponsor on signage throughout the event 	\$2,500	\$3,750
<p>Legislative Symposium – March 14, 2018 in Sacramento</p> <p>This annual symposium covered statewide water policy issues and legislation. Typical attendance ranges from 100-175 attendees. Opportunity includes:</p> <ul style="list-style-type: none"> • Recognition as event sponsor in promotion emails to ACWA members • Recognition as event sponsor on ACWA's website with logo and link to your company's website • Recognition as event sponsor on conference program signage and during luncheon • One table to display promotional materials during the conference • One free registration for the conference 	\$1,500	\$2,250
<p>Regulatory Summit – Fall 2018, location TBD</p> <p>This annual event covers different regulatory topics related to the water industry each year. Typical attendance ranges from 100-175 attendees. Opportunity includes:</p> <ul style="list-style-type: none"> • Recognition as event sponsor in promotion emails to ACWA members • Recognition as event sponsor on ACWA's website with logo and link to your company's website • Recognition as event sponsor on conference program signage and during luncheon • One table to display materials during the conference • One free registration for the conference 	\$1,500	\$2,250
<p>Continuing Legal Education Workshop – May 8, 2018 in Sacramento and Nov. 27, 2018 in San Diego</p> <p>These annual workshops are paired with ACWA's Spring and Fall conferences and covers legal topics of interest and offers continuing legal education credits for water professionals. Typical attendance ranges from 50-100 attendees. Opportunity includes:</p> <ul style="list-style-type: none"> • Recognition as event sponsor in promotion emails to ACWA members • Recognition as event sponsor on ACWA's website with logo and link to your company's website • Recognition as event sponsor on conference program signage and during luncheon • One table to display materials during the conference • One free registration for the conference 	\$1,500	\$2,250

BECOME AN ACWA SPONSOR



SPONSORSHIP RESERVATION

Become an ACWA Sponsor by completing reservation form in this packet.



QUESTIONS? Please contact ACWA Business Partner Specialist Ashley Kravchuk at ashleyk@acwa.com or (916) 441-4545.

To submit your order, return completed form with payment to ACWA or email AshleyK@acwa.com

1 ENTER YOUR CONTACT INFORMATION

Organization's Name: _____ Date: _____

Contact Person: _____ Email: _____

Full Address: _____ Phone: _____

2 MAKE YOUR SELECTION(S)

Print Advertising in ACWA News	Issue (Month, Year)	Advantage	Standard
Half Page Display Ad		\$2,000	\$3,000
Half Column Back Cover Display Ad		\$1,200	\$1,800
Full Page Business Profile (ACWA Associates Only)		\$2,500	N/A

Digital Advertising	Instruction	Advantage	Standard
Exclusive Email	Complete Exclusive Email section (below)	\$500 per email	\$750 per email
Email Banner Ad	Contact Ashley Kravchuk on email and date availability	\$1,500 for two email	\$2,250 for two email
Webinar	Complete Webinar section (below)	\$2,000	\$3,000

Exclusive Email

Company Web Address _____

Subject Line _____

Customize Message _____

Please submit company logo or any graphics with this order form.

Webinar

Company Web Address _____

Presenter Name _____

Topic _____

Month Preference for Webinar (Must be at least 3 months out from request date. Final webinar date will be selected by ACWA.) _____

Please submit webinar presentation material for review with this order form.

3 CALCULATE TOTAL AMOUNT \$ _____

4 MAKE PAYMENT

To charge sponsorship to your credit card (AmEx not accepted), contact ACWA Accounting at 916-441-4545

Send form with check made payable to ACWA to: 910 K Street, Suite 100, Sacramento, CA 95814

Order & File Submission

Ads must be electronically submitted in either of the two ways:

- If smaller than 20MB and your email system allows it, email file to **ashleyk@acwa.com**.
- For larger files that are unable to be emailed, use a file sharing service and send the download link to **ashleyk@acwa.com**.



2018 SPONSORSHIP RESERVATION FORM

To reserve your sponsorship, return completed form with payment to ACWA or email AshleyK@acwa.com

1 ENTER YOUR CONTACT INFORMATION

Date: _____

Organization's Name (EXACTLY AS YOU WANT IT PRINTED FOR RECOGNITION): _____

Contact Person: _____ Email: _____

Full Address: _____ Phone: _____

2 MAKE YOUR SELECTION(S)

Spring Due: 4/6/18	Fall Due: 10/15/18	Conference Sponsorship Opportunities (pricing per conference or as noted)	Advantage	Standard
		Notebooks (annual) SOLD	\$6,500	\$9,750
		Tote Bags SOLD	\$6,000	\$9,000
		Badge Pouch (annual) SOLD	\$5,000	\$7,500
		Badge Lanyard (annual) SOLD	\$4,000	\$6,000
		Tue. Committee Meetings Lunch	\$1,500	\$2,250
		Tue. Welcome Reception in Exhibit Hall	\$1,750	\$2,626
		Wed. Opening Breakfast (includes 1 meal ticket to this function)	\$2,500	\$3,750
		Wed. Luncheon (includes 1 meal ticket to this function)	\$2,500	\$3,750
		Wed. Prize Drawing Fiesta Reception (includes 80 drink tickets for this function)	\$2,000	\$3,000
		Thur. Networking Continental Breakfast (includes 1 meal ticket to this function)	\$1,500	\$2,250
		Thur. Luncheon (includes 1 meal ticket to this function)	\$2,000	\$3,000
		Thur. Evening Reception	\$2,000	\$3,000
		Thur. Dinner & Entertainment (includes 2 meal ticket to this function)	\$2,500	\$3,750
		Track Session (per track): Attorney Finance Energy Water Trends Region Programs	\$2,000	\$3,000
		Session (per session): State Wide Issue Forum Town Hall	\$1,000	\$1,500
		Exhibitor Demo Room ONLY 4 SPOTS	\$850	\$1,275
		Fruit-Infused Water Stations	\$1,500	\$2,250
		Ice Cream/Snack Break on Wed.	\$2,000	\$3,000
		Reception (per reception): Gen Jam (Spring) Outreach (Fall)	\$2,000	\$3,000
		Exhibitor Spotlight ONLY 5 SPOTS	\$300	\$450
		Mobile App Banner Ad	\$1,500	\$1,500
		Ad in Mobile App Activity Feed	\$600	\$900
		Program Booklet Back Cover Ad	\$2,750	\$4,125
		Program Booklet Inside Front Cover Ad	\$2,500	\$3,750
		Program Booklet Inside Back Cover Ad	\$2,500	\$3,750
		Program Booklet Full Page Ad	\$2,000	\$3,000
		Program Booklet Half Page Ad	\$1,500	\$2,250
		Program Booklet Quarter Page Ad	\$1,000	\$1,500
		Opening Media Presentation	\$2,000	\$3,000
		Specialty Sponsorship: Welcome Treat Attendee Give-Away Hotel Key Cards Create Your Own	Request Pricing	
		General Sponsorship - Name your price (Adv. \$500 min./Std. \$750 min.)	\$	\$

FILE SUBMISSION
 Ads must be electronically submitted in either of the two ways:
 • If smaller than 20MB and your email system allows it, email file to **ashleyk@acwa.com**.
 • For larger files that are unable to be emailed, use a file sharing service and send the download link to **ashleyk@acwa.com**.

Other Event Sponsorships (Deadline: Contact Ashley Kravchuk)			Advantage	Standard
Washington, D.C. Conference			\$2,500	\$3,750
Legislative Symposium			\$1,500	\$2,250
Regulatory Summit			\$1,500	\$2,250
Continuing Legal Education:	Spring	Fall	\$1,500	\$2,250

3 CALCULATE TOTAL AMOUNT OF YOUR SPONSORSHIP \$ _____

4 MAKE PAYMENT

To charge sponsorship to your credit card (AmEx not accepted), contact ACWA Accounting at 916-441-4545
 Send form with check made payable to ACWA to: 910 K Street, Suite 100, Sacramento, CA 95814

QUESTIONS?
 Contact Ashley Kravchuk
 at ashleyk@acwa.com.



LEGISLATION TRACKING

Letters of Support/Opposition

ITEM NO.

5.1

Date	Bill/Initiative	Title	Stand	Notes	Leg. Policy*	Status
5/29/2018	AB 2649 (Arambula)	Water Rights	OPPOSITION Withdrawn	(5/29/18: In light of the most recent amended version of the bill, SCV withdrew opposition) Lacks important safeguards to insure permanent underground storage is implemented in a way that protects existing water users and the environment (Initially opposed 4/16/2018)	4.0 & 10	Active - pending referral
5/16/2018	AB 2065 (Ting)	Local Agencies Surplus Land	OPPOSE unless amended	Require special districts/ local agencies to offer right of first refusal to affordable housing developers, schools, and parks before selling, leasing, or otherwise conveying their land; regardless of the appropriateness of use and regardless of desire to protect or preserve the land for future use.	11.0	Active - in committee process
5/10/2018	AB 3045 (Gallagher)	State Water Project Commission	OPPOSE	Transfers control of SWP from CA DWR to a new SWP Commission, with 9 members appointed by the governor, confirmed by Senate. Requires representation from upstream watershed, but not actual SWP service area.	2.0	Held in suspense file. Won't move FW this year
5/9/2018	Assembly Hearing	CA WaterFix Coalition (Atkins/Rendon)	SUPPORT	Signed on to coalition letter in advance of an Assembly Committee meeting	1.0	n/a
4/13/2018	SR 96 (Wilk)	Proposed mining project	SUPPORT	Signed on to letter from City of Santa Clarita, opposing CEMEX planned operations in Soledad Canyon, which would have a negative effect on the Santa Clara River	4.0	Active
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	Active
3/27/2018	SB 998 (Dodd)	Restrictions on Shutoff Notices	OPPOSE	Requires process for retail water districts to follow prior to shutting off water for low wealth and disadvantaged ratepayers and customers.		Active
3/26/2018	AB 792 (Frazier)	Delta Stewardship Council	OPPOSE	Delta policy. The replacement "Delta Protection Commission" is dominated by in-Delta interest.	2.0	Failed
3/26/2018	AB 1876 (Frazier)	Delta Stewardship Council	OPPOSE	Replaced AB792 for 2018. Still to create new "Delta Protection Commission" dominated by in-Delta interest.	2.0	Failed
3/22/2018	WaterSense	EPA WaterSense program	SUPPORT	This letter urges the administrator of the EPA to continue to fund the program.	5.0	n/a

Date	Bill/Initiative	Title	Stand	Notes	Leg. Policy*	Status
6/4/2018 3/19/2018	SB 623 Budget Trailer Bill	Drinking Water Tax	OPPOSE unless amended	(6/4/18: Oppose unless amended letter sent to ACWA, Senator Wilk and Assemblymember Acosta) 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	Trailer bill dead; SB 623 still active
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	Active - in committee process
3/14/2018	Prop 68	Drought, Water, Parks, Climate, Coastal Protection and Outdoor Access for All Act (June 2018)	RESO in Support (SCV-25)	General obligation bond (\$4 billion) which includes safe drinking water, watershed restoration, groundwater investments/recharge, recycled water, more	4.0	Passed w/ 56.29% of the vote

SM

* Reference to applicable section of Legislative Policy Guidelines

Revised: June 12, 2018



COMMITTEE MEMORANDUM

DATE: June 14, 2018
TO: Public Outreach and Legislation Committee
FROM: Steve Cole
Assistant General Manager *sm*
SUBJECT: Semi-Annual Media Outreach Plan

SUMMARY AND DISCUSSION

For FY 2018/19, outreach staff will manage an annual budget of \$562,500 for the purpose of local outreach opportunities.

Of the fiscal year total, \$187,500 is designated for conservation, to promote awareness of rebates and efforts that will help customers reach water usage goals. The figure represents 30% of the budget for various conservation programs. We work closely with conservation staff in prioritizing the rebate program and message to the season and targeted demographic, as well as the overall goals and priorities of our outreach efforts.

General agency messaging accounts for \$100,000. This category includes communicating ideas such as the value of water, agency expertise and awareness/recognition within the community.

We also set aside funds for industry or state initiatives that may need additional education or outreach locally. For FY 2018/19, we have budgeted \$75,000 to inform customers about the California WaterFix, and what it means for the Santa Clarita Valley. We also have \$200,000 for drought outreach. There are no current plans to expend the drought outreach funds; however, should the climate change, staff is able to act quickly to locally promote and bolster any State drought messaging.

Typically, media contracts are negotiated on a six-month basis. For July through December 2018, we anticipate contracting for approximately \$180,000 of the \$562,500 total.

The attached chart is intended to show a high level overview of the variety of media outlets we have available and how we anticipate allocating funds. Matching the message to the outlet is key to getting the most from our outreach dollars.

In addition to aligning with the key message themes identified in the recently adopted Communication Plan, this outreach plan also supports the three main goals of awareness building, behavior change and positive perception.

FINANCIAL CONSIDERATIONS

The costs for the semi-annual media outreach come from the Water Resources operating budget, which is part of the approved FY 2018/19 SCV Water Budget.

Attachment

MGS

**SCV Water
FY 2018/19 Ad Buy Plan**

CATEGORY	OUTLET	DESCRIPTION	\$/MONTH	MESSAGING				
				CONSERVATION		AGENCY	WATER FIX	DROUGHT
				RESIDENT	CII			
PRINT	The Signal		TBD			X	X	
	SCV Business Journal		TBD		X	X	X	
	Inside SCV Magazine		\$1,050			X		
	Magazine of Santa Clarita		\$1,100			X		
	Canyon Country Magazine		\$327			X		
	SCV Chamber Directory		TBD			X		
DIGITAL	The Signal	Web Package	\$2,500	X				
	Spectrum	Web Package	TBD	X				
	SCV Beacon		N/A	X				
	SCV Econ Dev. Corp.	enewsletter	TBD					
RADIO	KHTS AM 1220	Digital & Radio	\$1,500 - \$3,000	X		X		
BILLBOARDS	Outfront Media	Digital/Print	\$5,000					
THEATER ADS	NCM Theatre Advertising	Video :15 seconds	\$2,000			X		
TRANSIT	Clear Channel	Bus Shelter	\$1,000			X		
SOCIAL MEDIA	SCV Water Facebook	Promoted posts	TBD	X		X		
	The Signal Facebook	Shared posts	\$1,500	X				
DIRECT MARKETING	Bill Stuffer / Insert	Bill Stuffer / Insert	TBD	X		X	X	
	Constant Contact	eNews Blast	TBD	X	X		X	
TOTAL				\$167,500	\$20,000	\$100,000	\$75,000	\$200,000
				\$187,500		\$175,000		\$200,000
Total FY 18/19 Budget						\$562,500		