



Date: June 12, 2020

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

From: Steve Cole, Assistant General Manager *SC*

The **Public Outreach and Legislation Committee** is scheduled to meet via teleconference on **Thursday, June 18, 2020 at 5:30 PM**, dial information is listed below.

**TELECONFERENCE ONLY
NO PHYSICAL LOCATION FOR MEETING**

TELECONFERENCE NOTICE

Pursuant to the provisions of Executive Order N-29-20 issued by Governor Gavin Newsom on March 17, 2020, any Director may call into an Agency Committee meeting using the Agency's **Call-In Number 1-866-899-4679, Access Code 535-471-525** or GoToMeeting by clicking on the link <https://global.gotomeeting.com/join/535471525> without otherwise complying with the Brown Act's teleconferencing requirements.

Pursuant to the above Executive Order, the public may not attend the meeting in person. Any member of the public may listen to the meeting or make comments to the Committee using the call-in number or GoToMeeting link above. Please see the notice below if you have a disability and require an accommodation in order to participate in the meeting.

We request that the public submit any comments in writing if practicable, which can be sent to **ekang@scvwa.org** or mailed to **Eunie Kang, Administrative**, Santa Clarita Valley Water Agency, 27234 Bouquet Canyon Santa Clarita, CA 91350. All written comments received before 4:00 PM the day of the meeting will be distributed to the Committee members and posted on the Santa Clarita Valley Water Agency website prior to the meeting. Anything received after 4:00 PM the day of the meeting will be posted on the SCV Water website the following day.

MEETING AGENDA

<u>ITEM</u>		<u>PAGE</u>
1.	Public Comments – Members of the public may comment as to items not on the Agenda at this time. Members of the public wishing to comment on items covered in this Agenda may do so now or at the time each item is considered. (Comments may, at the discretion of the Committee Chair, be limited to three minutes for each speaker.)	
2.	Legislative Consultant Report:	
* 2.1	Van Scoyoc Associates	1
* 2.2	California Advocates	9
* 2.3	Poole & Shaffery	15
3. *	Discussion: Changing Legislative Advocacy Contract Terms to 2-Year Contract	19
4. *	Discussion: Social Media Plan – Goals and Objectives for 2020/21	41
5.	Public Information Officer Activities:	
* 5.1	Monthly Outreach Matrix	59
* 5.2	Legislative Tracking	61
* 5.3	Sponsorship Tracking FY 2019/20 and FY 2020/21	63
* 5.4	Public Outreach Event Calendar 2020	67
* 5.5	Committee Planning Calendar 2020	71
6.	Adjournment	
*	Indicates Attachment	
💧	Indicates Handout	

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 Eunie Kang, at (661) 297-1600, or in 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 Committee 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, CA 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 June 12, 2020



To: Santa Clarita Valley Water Agency; Public Outreach & Legislation Committee
From: Van Scoyoc Associates (VSA); Geoff Bowman & Pete Evich
Date: June 9, 2020
Subject: JUNE 2020 Report

House Passes \$3 Trillion HEROES Act

On May 15, the House of Representative passed the Health and Economic Recovery Omnibus Emergency Solutions Act (HEROES), H.R. 6800 by a vote of 208 to 199. HEROES is the House Majority's \$3 trillion economic and public health assistance package to address the continuing Coronavirus COVID-19-related public health and economic impacts. HEROES represents the fourth federal relief package and expands provisions contained in the CARES Act that was enacted in April.

H.R. 6800 provides \$1 trillion in assistance to states and local governments; includes hazard pay for frontline health care workers as well as essential workers as well as forgiveness of student debt and provisions bolstering Medicaid and Medicare. Additionally, it would provide new stimulus checks for \$1,200 to individuals and up to \$6,000 for families. The HEROES Act also would provide funding for coronavirus testing, rent and mortgage assistance, an extension of the \$600 weekly unemployment expansion, and additional funding for small businesses, emergency relief for the U.S. Postal Service.

Important to water agencies, the HEROES Act creates a \$1.5 billion low-income ratepayer assistance program to support low-income households' needs in paying their municipal water service bills. Under the program, the Department of Health and Human Services would provide grants to States, which the States would distribute to public drinking water and wastewater utilities to help offset revenue losses due to COVID-19 impacts.

To be eligible to receive funding, utilities will have to ensure and maintain outreach activities, notifying ratepayers of available assistance and charge not more than the difference between actual cost of service and amount of assistance payment made by the State. Under this program, a utility receiving assistance is barred from disconnecting service due to nonpayment, charging late fees or fees accrued during the emergency period, and reconnections of service must be conducted so that health risks to the household receiving service are minimized.

Below is a summary of how the bill defines low-income households and how funding would be allocated to States under the program.

- States must enter into agreements with utilities to assist in identifying low-income households. Allotment would be made based upon:
 - Percentage of households in a state with income equal or less than 150% of federal poverty line

- Percentage of such households that spend more than 30% of monthly income on housing
- Extent to which the jurisdiction impacted by COVID-19 compared with national average
- 10% of funds reserved to provide funding by Secretary to states based on economic disruptions from declared emergency
- Definition of low-income household is:
 - All households equal or less than 150% of federal poverty line and all households with income equal or less than 60% of state median income
 - Other households may include those adversely impacted by job loss or severe income loss and households that are receiving assistance under SNAP, SSI, and payments under Veterans' and Survivors' Pension Act

Senate to Consider a Scaled Down COVID-19 Phase IV Package

Senate Republican leadership has expressed skepticism over the House passed HEROES Act with Senate Majority Leader Mitch McConnell (R-KY) stating the bill is dead on arrival. Despite this position, and an informal White House veto threat, quiet negotiations on a Phase 4 COVID relief package are underway in the Senate. Majority Leader McConnell has reportedly expressed a strong desire to keep the Phase IV COVID package to \$1 trillion or less. As part of this process, McConnell and House Republican Leader Kevin McCarthy (R-CA) have staked out their condition for any final package to include employer liability protections related to the COVID-19 impacts. Timing for this legislation is anticipated to occur after July 4, but prior to the traditional August district work period.

House Allows Remote Voting and Virtual Committee Work During COVID Health Crisis Period

On May 15, the House passed H. Res. 965, a resolution that gives Members the ability to vote remotely by proxy in the event of a public health crisis. During the health crisis, a Member would have the option to decide whether they want to travel to the Capitol to vote in-person. If the Member is unable or chooses not to travel, a designated Member will provide a proxy vote on their behalf. A Member can serve as a proxy for no more than ten Members.

This rule change also allows the House to conduct Committee hearings and mark-ups through video conferences during the COVID-19 pandemic.

House Revises Schedule and Outlines Summer Agenda

On May 29, House Majority Leader Steny Hoyer (D-MD) released an updated House legislative calendar for 2020 that has only one scheduled voting day in June (June 30), 12 voting days in July and none in August. The revised calendar retains the previously scheduled monthlong August recess and the October break for Members to campaign ahead of the November general election.

Hoyer specifically mentioned plans for the House to take up:

1. The FY 2021 appropriations bills
2. A highway-rail-transit infrastructure package, anticipated to be a \$495 billion bill, is expected to be marked up by the House Committee on Transportation and Infrastructure on June 17. As the federal highway programs expire on September 30, 2020, reauthorization of these programs may open the door to other infrastructure priorities beyond the expiring surface transportation programs
3. The Water Resources Development Act (WRDA) bill
4. The annual defense authorization bill (National Defense Authorization Act)

5. Legislation to strengthen and expand the 2010 health care law, among other unnamed items.

However, Hoyer left open the possibility of further changes to the schedule, depending on whether the House can complete work on several priority bills in late June and July. Hoyer indicated that information on the fall schedule will be provided later.

Committees have largely not been able to conduct official business during the pandemic because House rules had not allowed them to meet without a physical presence. However, on May 15, the House voted to allow remote hearings and markups, but the rules guidance says the latter can only be done after two virtual hearings and a practice remote markup. Committees have just started holding remote hearings since the new rules were adopted May 15 and none have yet met the requirements needed to hold remote markups.

With several committees, including the House Appropriations and House Transportation and Infrastructure Committee, on track to start reporting out bills in June, Hoyer has scheduled the next voting day for June 30. The House will be in session July 1 and 2 as well before breaking for Independence Day.

The weeks of July 6 and July 13 will again be devoted to committee work and then the House will be in session all five weekdays during the weeks of July 20 and 27. Hoyer warned members that voting days will likely be longer than usual, with votes starting early as 10:00 a.m. on the first day of the week and potentially running into the evening on the last day of the week.

Hoyer did leave open the possibility that the House could come back for votes sooner than June 30 if the Senate acts on additional coronavirus relief legislation. The House passed a \$3 trillion package earlier this month, but bicameral negotiations have yet to start and the Senate has shown little interest in advancing its own relief bill. Senate Majority Leader Mitch McConnell has signaled action on another package is unlikely to occur in June.

Senate Summer Agenda - Coronavirus Package with Other Priorities

The GOP-controlled Senate is planning to tackle legislative priorities such as infrastructure, highways and contact tracing in the upcoming months as they continue to address the coronavirus pandemic. Republican Whip Sen. John Thune (R-SD) laid out a plan for the rest of the year, including focusing on water infrastructure legislation and a surface transportation program that must be reauthorized by September 30.

In contrast with the House's revised calendar, the Senate is scheduled to be in session and voting every week in June. The chamber's next scheduled district work break starts July 3 and ends July 20. The Senate's August break is scheduled to start later than the House's on August 8. Thune said the Senate plans to stick to their original schedule of work periods and recesses, which gives members all of June and most of July as well as September to work on legislation.

Two water infrastructure bills, (S. 3591, S. 3590) were approved May 11 by the Senate Environment and Public Works Committee and are also priorities, Thune said. That same panel also approved a surface transportation bill (S. 2302) in August 2019, however approval is needed from several other committees before the bill can come to the Senate Floor and lawmakers are stuck on how to fund the measure.

Thune said he doesn't expect the next coronavirus bill to pass until June or July, but senators are working on the next phase.

House and Senate Appropriations Markups Expected to Start in Late June

House and Senate appropriators will start their markup season in late June, about a month and a half later than usual, racing to get bills out of the respective Committees in the middle of the summer under a condensed legislative schedule due to the coronavirus. The delayed appropriations schedule is another sign it will be difficult to get any spending measures signed into law before the September 30 fiscal year deadline other than a stopgap measure.

Appropriators will begin "subcommittee and full-committee markups at the end of June and beginning of July," Hoyer said in a letter to House members. The Senate Appropriations Committee is expected to start marking up its chambers spending bills during the week of June 22nd.

Congressional appropriators warned early in the year that it's typically difficult to get spending bills signed into law quickly during a presidential election year. The coronavirus pandemic made things more challenging by drawing so much focus to emergency legislation.

Interior Secretary Responds to CA Delegation on CVP/SWP Operations

On April 28, in a letter sent to select members of California's congressional delegation, Secretary of the Interior David Bernhardt expressed his frustration with actions taken by the State of California regarding the implementation of 2019 biological opinions. Bernhardt's letter highlights the long conflict over California water policy and increases the prospect that courts will ultimately decide California's water future.

On April 15, Senator Dianne Feinstein (D-CA) and Representatives John Garamendi, T.J. Cox, Josh Harder and Jim Costa sent a letter to Secretary Bernhardt stressing the need for cooperation and coordination of the Central Valley Project (CVP) and the State Water Project (SWP), as well as to resolve differences between the 2019 biological opinions. A similar letter was sent to California Governor Gavin Newsom.

On April 21, Attorney General Xavier Becerra filed a motion for a preliminary injunction regarding the 2019 biological opinions. Becerra asserts Interior's operation of water pumps in the Delta, under the biological opinions, violates the state and federal Endangered Species Acts, "because it has resulted, and will result, in the unlawful take of these fish species." In his letter, Secretary Bernhardt calls the State's actions "ill-founded and potentially unlawful" and stated that any litigation will further complicate the operation of the two projects.

Sen. Feinstein Introduces Measure to Repair Major CA Water Canals

On May 21, Senator Feinstein introduced a bill S. 3811, the "Restoration of Essential Conveyance Act," which would authorize almost a \$1 billion in federal funds to address/repair canals in the San Joaquin Valley that have subsided. VSA worked with SCV Water to provide a letter of support for this legislation.

The highlights of the bill are as follows:

It authorizes \$800 million for the federal cost-share of three major canal repair projects and a major habitat restoration project:

- \$200 million for California Aqueduct repairs, which would move an additional 205,000 acre-feet per year on average.

- \$200 million for the Friant-Kern Canal, which would move an additional 100,000 acre-feet per year on average.
- \$200 million for the Delta Mendota Canal, which would move an additional 62,000 acre-feet per year on average.
- \$200 million for the San Joaquin River Restoration Settlement to help restore salmon populations in the river.

If the canals are not restored to their original capacity, 20 percent of the farmland – approximately 1 million acres – might have to be retired in a region that produces \$36 billion in crops annually, including a third of the nation’s produce. Decades of pumping groundwater has caused land beneath the canals to sink by more than 20 feet in some areas. Damage caused by this subsidence has caused the valley’s canals to lose up to 60 percent of their capacity.

The State Water Contractors Association have expressed their support for S. 3811. Central Valley California Reps. Jim Costa and T.J. Cox introduced a similar bill in February, H.R. 5752, the “Conveyance Capacity Correction Act.” VSA would recommend SCV Water requests Representative Mike Garcia (R-CA 25th Congressional District) sign onto the bill as a co-sponsor.

Garamendi Introduces Bill to Support Special Districts in Future Coronavirus Relief Legislation

On June 2, Congressman John Garamendi (D-CA) introduced the “Special Districts Provide Essential Services Act” (H.R.7073). Currently, special districts are ineligible for direct federal financial assistance under the “Coronavirus Relief Fund” established by the CARES Act, which was enacted into a law on March 27. Garamendi’s legislation would ensure special districts nationwide, including the 2,700 in California, are eligible for any additional federal assistance provided by Congress to State, county, and local governments to aid in the fight against COVID-19. Special districts are units of local government that provide public services cities and counties do not provide for residents. Those services include water agencies, first responders, firefighting, public health, transit, and more.

Specifically, the “Special Districts Provide Essential Services Act” would provide:

- **Eligibility for Coronavirus Relief Fund and Future Federal Assistance:** Make special districts eligible for direct federal financial assistance appropriated by Congress in the future, along with state, county, and local governments and subject to the same oversight requirements.
- **Access to Municipal Liquidity Facility:** Provide special districts access to the Federal Reserve’s Municipal Liquidity Facility, which provides states, counties, and cities federally guaranteed “bridge financing” to offset unexpected short-term revenue shortfalls caused by the current pandemic. Special districts are not currently granted direct access to the Municipal Liquidity Facility.

12 or the 18 cosponsors of H.R. 7073 are Californians and include Reps. Napolitano and Lowenthal. The following CA associations have endorsed this legislation: California Special Districts Association, California Fire Chiefs Association, Fire Districts Association of California, California Municipal Utilities Association, Association of California Healthcare Districts, California Association of Resource Conservation Districts, Mosquito and Vector Control Association of California, California Air Pollution Control Officers Association, California Association of Recreation and Park Districts.

Congress is expected to pass one more large Coronavirus recovery measure before the end of the summer. That measure will include direct financial aid to states, cities, and counties. Rep. Garamendi and the supporters of the legislation will attempt to include the language of H.R. 7073 into that package.

Senate Committee Moves Water Resources and Water Infrastructure Legislation

On May 11, the Senate Committee on Environment and Public Works unanimously approved America's Water Infrastructure Act of 2020 (AWIA) (S. 3591) and the Drinking Water Infrastructure Act of 2020 (DWIA) (S. 3590) by roll call votes of 21-0. The bills now go to the Senate floor for debate and votes. A date for floor debate on the legislation has yet to be scheduled. AWIA provides a total of \$17 billion in new federal authorizations to support America's water infrastructure. This includes activities related to the Army Corps of Engineers' management of water infrastructure and clean water infrastructure, such as repairing wastewater and stormwater systems. DWIA provides \$2.5 billion to reauthorize programs under the Safe Drinking Water Act to assist communities meet their clean drinking water needs, including \$300 million to address PFAS remediation.

California Senators Press EPA on Water Quality

Senators Dianne Feinstein and Kamala Harris weighed in on a fight between the EPA and San Francisco over water quality that began when President Trump visited the city in 2019 and declared that pollution flowing into the ocean from sewers violated permit conditions.

The senators sent a letter to EPA Inspector General (IG) Sean O'Donnell thanking him for considering a probe into ensuing enforcement actions and violation notices from the agency to San Francisco. The correspondence to the IG contains a letter from the San Francisco Public Utilities Commission saying violations and criticism of its combined sewage system was politically motivated and that EPA's regional office had previously approved of or sanctioned operating permits. California also had better Clean Water Act compliance than 45 other states, the lawmakers said, citing a memo from an EPA compliance officer to Administrator Andrew Wheeler.

Trump Orders Agencies to Modify Regulations

On May 19, President Trump signed an executive order requiring federal agencies to carry out additional regulatory changes, an action that is claimed to spur growth as the country's economy recovers from the coronavirus pandemic. In a Cabinet meeting in the White House, the President said the order would help cut through "*every piece of red tape that stands in our way*" to support the millions of Americans out of work. The President also stated that he was "*instructing federal agencies to use any and all authority to waive, suspend and eliminate unnecessary regulations that impede economic recovery. And we want to leave it that way.*" The President also directed agency chiefs to "*make sure it's environmentally good*" when relevant. The White House had already told agencies to compile a list of regulatory relief options last month. Since late March, the EPA and the Interior Department have taken steps to ease regulations on energy industries, including oil and gas companies, which are under financial pressure due to low oil prices and the disruptions caused to the nation's overall economy.

EPA Proposes to Give Up Some 'Guidance' Authority

In late May, EPA moved to restrain how it uses memos, advisories and other informal statements to shape policy -- with a proposal that could open the door to court review of those guidance documents. The EPA's proposed rule would limit the scope of guidance documents and give the public a chance to weigh in on many of them. It would require the agency post such documents online -- including some that have been locked away in file cabinets for decades. It also would create a formal process for the public to request that guidance documents be modified or withdrawn. "This is good government," said

EPA Administrator Andrew Wheeler in an interview Monday. “If we’re going to rely on guidance documents for whatever reason, those guidance documents should be public, and people should know what they say.” The measure is part of a broader Trump administration effort to rein in agency guidance documents. The documents -- whether taking the form of frequently asked questions, memos or advisories -- are meant to provide insight on how agencies interpret laws or are implementing legal requirements, not actually impose new mandates. Critics, however, say federal agencies have been more frequently leaning on informal guidance documents to do an end-run around formal notice-and-comment rulemaking.

EPA Takes Next Step to Implement PFAS Legislation

In May, EPA took the next step to implement an important per- and polyfluoroalkyl substances (PFAS) requirement of the National Defense Authorization Act (NDAA). The NDAA added 172 PFAS to the list of chemicals required to be reported to the Toxics Release Inventory (TRI) and established a 100-pound reporting threshold for these substances. The agency is publishing a final rule that officially incorporates these requirements into the Code of Federal Regulations for TRI. As this action is being taken to conform the regulations to a Congressional legislative mandate, this rule is effective immediately. Per the NDAA requirements, the PFAS additions became effective as of January 1, 2020. Reporting forms for these PFAS will be due to EPA by July 1, 2021, for calendar year 2020 data. EPA expects to release raw data from information collected by July 31, 2021. EPA’s TRI is an important tool that provides the public with information about the use of certain chemicals by tracking their management and associated activities. U.S. facilities in different industry sectors must report annually how much of each chemical is released to the environment and/or managed through recycling, energy recovery, and treatment. TRI helps support informed decision-making by companies, government agencies, non-governmental organizations and the public.

CA and Sixteen Other States Seek to Freeze Trump’s WOTUS Rule

California and other states are urging a federal court to sideline the Trump administration’s divisive water jurisdiction rule. On May 18, a 17-state coalition asked the U.S. District Court for the Northern District of California to block the Navigable Waters Protection Rule (commonly referred to as WOTUS for Waters of the U.S.) while they spar with government lawyers over its legality.

EPA and the Army Corps of Engineers published the rule in April, and it officially takes effect June 22, tightening the federal definition for the types of wetlands and waterways the Clean Water Act covers. The state challengers filed suit May 1, saying the regulation violates the Administrative Procedure Act and the Clean Water Act. Now they want a judge to freeze it nationwide to avoid “imminent, significant and irreparable harm” while they litigate their claims.

The coalition includes California, New York, New Mexico, Connecticut, Illinois, Maine, Maryland, Massachusetts, Michigan, New Jersey, North Carolina, Oregon, Rhode Island, Vermont, Virginia, Washington, and Wisconsin, plus the District of Columbia, New York City, and state agencies in California and North Carolina.

The Army Corps and EPA don’t comment on pending litigation, but EPA has said it believes the rule “*will stand the test of time as it is securely grounded in the text of the Clean Water Act and is supported by legislative history and Supreme Court case law.*” The Trump administration is facing multiple other legal challenges to the water rule.

President Trump to Ask Congress for Additional Stimulus

Trump stated on June 5 that he'll ask Congress to pass more economic stimulus, including a payroll tax cut. House Democrats passed an additional \$3.5 trillion stimulus last month, aimed largely at assisting beleaguered states and hospitals battered by coronavirus lockdowns. But Senate Republicans plan to wait until late July before considering any new bill.

A Senate Republican aide said Friday, June 5th's surprising jobs report demonstrates any future relief measure should be focused on steps to get the economy re-opened rather than more stimulus spending, as proposed by Democrats. Trump administration officials increasingly expect to spend up to \$1 trillion on the next round of relief, a figure that has the agreement of Senate Majority Leader Mitch McConnell (R-KY).

National Parks and Land and Water Conservation Funding

During the week of June 8, Senate lawmakers considered S. 3422, the "Great American Outdoors Act," to permanently fund the Land and Water Conservation Fund (LWCF) and direct \$1 billion a year to address maintenance needs in the Nation's national parks. The bill would also create a five-year fund to reduce the current \$20 billion deferred maintenance backlog at parks and other public lands, including those managed by the Fish and Wildlife Service, Forest Service, Bureau of Land Management and Bureau of Indian Education. Since the Bureau of Reclamation was left out of the bill, Sen. Martha McSally (R-AZ) is offering an amendment to establish a revolving loan account to address extraordinary maintenance backlogs associated with the Bureau of Reclamation-owned facilities.

June 9, 2020

MEMORANDUM

TO: Steve Cole, Santa Clarita Valley Water Agency

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

SUBJECT: June Report

The California Legislature is currently running in full stride with a condensed schedule and several deadlines ahead. The State Senate and Assembly have both passed their respective policy bill hearing deadlines. While each house is currently operating on a different schedule, both are working to complete their fiscal hearings in order to meet their major legislative “House of Origin” deadline – both houses plan to have this work complete before leaving on summer recess.

Meanwhile, the Governor and the Legislature are working to reach a balanced budget agreement. While negotiations are finally ramping up, there are vastly different approaches being taken on how to address the state’s largest fiscal deficit in history. The Governor’s approach in his May Revise is to cut popular segments of the budget (e.g., education, healthcare, etc.) in order to spur federal support. In addition, he cut new spending proposals that he presented in his January proposed budget, while also borrowing, and transferring funds. In contrast, legislative leaders in the Senate and Assembly essentially retain the spending the Governor cut on the assumption that the federal government will provide relief, and make spending reductions in the fall if the money doesn’t materialize. The budget has a constitutional deadline to be passed by midnight on June 15th or legislators will forfeit their pay.

As the legislative process and budget negotiations play out, we will provide SCVWA timely updates on all pertinent information. Stay tuned!

Climate Resiliency/Water Bonds

AB 3256 (E. Garcia) “Economic Recovery, Wildfire Prevention, Safe Drinking Water, Drought Preparation, and Flood Protection Bond Act of 2020” passed out of the Assembly Appropriation Committee – the bill was on the “suspense file”. Moving out of the committee an amendment was placed in the bill to add an “urgency” clause, which means the bill is no longer subject to the legislative deadlines. The bill was referred to the Assembly Rules Committee until the Assembly receives clarity from the Governor and his administration as to whether or not there is an appetite for a bond this year. At this point, there are two bond proposals within the legislature, AB 3256 (E. Garcia) and SB 45 (Allen) which are both in the Assembly Rules Committee. We will continue to monitor the issue and provide information as progress is made.

AB 3256 (E. Garcia) Economic Recovery, Wildfire Prevention, Safe Drinking Water, Drought Preparation, and Flood Protection Bond Act of 2020.

This bill would enact the Wildfire Prevention, Safe Drinking Water, Drought Preparation, and Flood Protection Bond Act of 2020, which, if approved by the voters, would authorize the issuance of bonds in

the amount of \$6,980,000,000 (Billion) pursuant to the State General Obligation Bond Law. The bond would finance projects for wildfire prevention, safe drinking water, climate resilience, drought preparation, and flood protection program.

Status: The bill passed the Assembly Appropriations Committee and was referred to the Assembly Rules Committee. The bill was amended to add an urgency clause.

Position: Watch

SB 45 (Allen) Wildfire Prevention, Safe Drinking Water, Drought Preparation, and Flood Protection Bond Act of 2020.

This bill would enact the Wildfire Prevention, Safe Drinking Water, Drought Preparation, and Flood Protection Bond Act of 2020, which, if approved by the voters, would authorize the issuance of bonds in the amount of \$ 5,510,000,000 pursuant to the State General Obligation Bond Law to finance projects for a wildfire prevention, safe drinking water, drought preparation, and flood protection program. This bill would provide for the submission of these provisions to the voters at the November 3, 2020, statewide general election.

Status: This bill is in the Assembly Rules, pending referral.

Position: Watch

COVID-19 Water Response Bill

AB 2095 (Cooper) Public water systems: reduction of water charges: customers impacted by COVID-19.

This bill would authorize a public water system to reduce the water charges imposed on a customer impacted by COVID-19 during the duration of the impact provided that the reduction does not increase the water charges imposed on another ratepayer.

Status: This bill will be held by the author for the remainder of the year.

Position: Watch

Public Safety Power Shutoffs

AB 2182 (Rubio) Emergency backup generators: water and wastewater facilities: exemption.

This bill would provide flexibility for all critical service providers to use and maintain emergency power generators for Public Safety Power Shutoff (PSPS) events. This flexibility would be accomplished by: (1) confirming that backup power generation during PSPS events is considered emergency use of generators; (2) ensuring that generator use for PSPS events is not limited by any time constraints; and, (3) by providing testing and maintenance flexibility for these backup generators due to the strenuous nature of their use during PSPS events.

Status: This bill will be held by the author for the remainder of the year.

Position: Support

SB 1099 (Dodd) Emergency backup generators: critical facilities: exemption.

This bill would require air districts to adopt a rule, or revise its existing rules, to allow critical facilities with a permitted emergency backup generator to use that emergency backup generator during a deenergization event or other loss of power, and to test and maintain that emergency backup generator, without having the usage, testing, or maintenance count toward that emergency backup generator's time limitation on actual usage and routine testing and maintenance. The bill would also

prohibit air districts from imposing a fee on the issuance or renewal of a permit issued for those critical facility emergency backup generators.

Status: This bill is on the Senate Floor.

Position: Support

Water Quality

SB 996 (Portantino) State Water Resources Control Board: Constituents of Emerging Concern Program.

This bill would establish a “Constituent of Emerging Concern” (CEC) Drinking Water Program at the State Water Board that would identify, evaluate, and prioritize actions for CECs in drinking water sources. A dedicated funding source would be created to establish and maintain the program in the State Treasury. This fund would additionally support the creation of a Science Advisory Panel to assist the State Water Board in its considerations when prioritizing and making regulatory determinations for CECs, as well as a Stakeholder Advisory Group that would advise the State Water Board in meeting the purposes of the CEC program.

Status: This bill will be held by the author for the remainder of the year.

Position: None

SB 1056 (Portantino) Drinking water: testing: perfluoroalkyl and polyfluoroalkyl substances.

This bill would require the SWRCB, on or before January 1, 2022, to validate and certify a method or methodologies to measure perfluoroalkyl and polyfluoroalkyl (PFAS) substances in drinking water, groundwater, surface water and wastewater.

Status: This bill will be held by the author for the remainder of the year.

Position: None

Governance

AB 2560 (Quirk) Water quality: notification and response levels: procedures.

This bill would require the SWRCB to comply with public notice, comment, and peer review procedures, when establishing or revising notification or response levels.

Status: This bill is on the Assembly Floor. This bill has been placed on the proposed “consent calendar”.

Position: None

SB 1386 (Moorlach) Local Government: Assessments, Fees, and Charges: Water.

This bill would protect fire hydrant system funding and ensure public water suppliers can operate water systems to supply their customers and to fight fires. Also, this bill is declaratory of existing law, which allows water suppliers to include the costs of operating and maintaining these systems, as well as the costs associated with a fire hydrant and the water served through them, in their property-related service charges.

Status: This bill is on the Senate Floor. This bill has been placed on the proposed “consent calendar”.

Position: Support

Budget Update

In mid-May, the Governor released his May Revision, citing a historical fiscal deficit of \$54.3 billion dollars due to the current COVID-19 pandemic. The Governor’s May Revisions noted that California has a current unemployment rate of 18% and growing. Further, the May Revision stated that the California

would draw down \$16.2 billion from the rainy-day fund over three years – this year will be \$8.3 billion. Also, the state will be canceling \$6.1 billion in program expansions across the board.

All the while, the Senate and Assembly have been working on a proposed legislative budget agreement. Unlike normal years where each house adopts their own individual plan, given the circumstances, the houses have partnered on an agreement to increase their leverage when negotiating with the Governor and his administration. While both the May Revision and the Legislature’s version contain a federal funds/trigger solutions interaction, the two versions differ in the presumed starting point and other key details of trigger solutions. For example, the Governor’s May Revision proposes \$14 billion in budget cuts that would take effect, but then be triggered off if federal funds materialize to replace the proposed cuts. Whereas, the Legislature’s version flips the presumption, and instead includes the anticipated federal funds in the budget, but then establishes trigger solutions that take effect should the federal funds not materialize.

The legislature believes their plan responsibly closes the \$54 billion budget shortfall by following the same reasonable framework set forth in the Governor’s May Revision, with a mix of spending reductions, temporary new revenues, borrowing/transfers/deferrals, existing federal funds, reserves, and anticipated additional federal funds/trigger solutions. It will be interesting to see how the Governor and Legislature will come to a compromise on 180-degree proposals.

The legislature has until midnight on June 15th to pass a balanced state budget.

A copy of the Governor’s May Revision Summary can be found [HERE](#).

A copy of the Legislature’s Budget Agreement Report can be found [HERE](#).

Split-Roll (Prop 13) Initiative Measure Qualifies for November Ballot

One of California’s highest-profile ballot initiatives qualified for the November ballot, just a week after another prominent measure did the same (Gig Economy Independent Contractors). The initiative would amend Prop. 13, the landmark 1978 measure that capped property taxes, by nixing its protections for commercial property owners. Businesses would thus pay property taxes based on their current market value, raising as much as \$12 billion for public schools, community colleges and local governments. Exempted from the proposed change are agricultural properties and owners of commercial and industrial properties with a combined value of \$3 million or less.

In an [April poll by the Public Policy Institute of California](#), 53% of likely voters supported the idea, while 47% were opposed. We will be tracking this issue closely and following all polling updates.

California Advocates, Inc. Activity Report

- Participated in daily briefings for COVID-19 and pass along pertinent information to SCVWA staff.
- Attended ACWA MMLG virtual meetings.
- Participated in ACWA Climate/Water Bond Working Group Meetings.
- Participated in State Water Contractors advocate team call.
- Participated in the Southern California Water Coalition (SCWC) Legislative Task Force calls.
- Participated in monthly check-in call with SCVWA.
- Monitored the Senate and Assembly budget subcommittees on Natural Resources and Water.

- Participated in phone call meetings with key legislators and staff on SCVWA supported bill SB 1099 (Dodd).
- Testified in support on behalf of SCVWA on SB 1099 (Dodd) in the Senate Environmental Quality Committee hearing.
- Testified in support on behalf of SCVWA on SB 1386 (Moorlach) in Senate Governance and Finance Committee hearing.
- Introductory phone call with Suzette Martinez Valladares, candidate for Assembly District 38.

Regulatory

- May 17th the Legislative Analyst’s Office – Releases Initial Comments on the Governor's May Revision. This information can be found [HERE](#).
- May 22nd the Department of Water Resources – The State Water Project (SWP) now expects to deliver 20 percent of requested supplies in 2020 thanks to above-average precipitation in May. A 20 percent allocation amounts to 843,696 acre-feet of water. This will likely be the final allocation update of 2020.
- May 28th the California Air Resources Board – The results reported for the quarterly Cap-and-Trade auction revenue was \$25 million dollars, whereas the prior auction in February resulted in \$700 million in revenue. This was a 96% reduction in Cap-and-Trade revenue. Attached summary and chart of the May quarterly auction. May 2020 Auctions Summary and Results can be found [HERE](#).
- June 2nd the Department of Water Resources – Awards \$65.8 Million in Grants to Support Local Water Resilience Projects Around the State. These grant awards were made possible by Proposition 1, the \$7.5 billion water bond approved by California voters in 2014. Approximately \$220 million is being awarded in phases, with about \$130 million left to be awarded in the coming months. This grant program empowers local agencies to address the water resource challenges in their communities using integrated regional water management, a collaborative approach aimed at improving regional self-reliance and helping water infrastructure systems adapt to climate change.
- June 4th the California Natural Resources Agency – California and federal water regulators are trying to quickly resolve their legal dispute over competing biological opinions governing the management of their respective water projects, a top state official says. “I actually think there is strong potential” for finding common ground, California Natural Resources Secretary Wade Crowfoot said this week. “There are some clear differences ... in state and federal approach, but the men and women that operate the system work really closely together. They all wake up every morning wanting to maximize water reliability but also to avoid extinction of fish.” Crowfoot also said the agencies’ goal is to “move beyond that process as quickly as possible” and “resolve the legal disputes,” which would “allow the parties to get to the table on the voluntary agreements.”
- June 4th the Legislative Analyst’s Office – Releases an Overview of the Legislature’s 2020-21 Budget Package. The information can be found [HERE](#).

Important Dates and Deadlines for 2020

Note: Both the Assembly and Senate calendar will not harmonize until July 13th. Once synced, we will modify the calendars below.

Assembly Calendar

June Deadlines:

- June 15th Budget Bill must be passed by midnight.
- June 15th – 19th Assembly Floor session only. No committee may meet for any purpose except for Rules Committee.
- June 19th Last day for the Assembly to pass bills introduced in that house. Summer Recess begins for the Assembly upon adjournment, provided Budget Bill has been passed.
- June 25th Last day for a legislative measure to qualify for the November 3rd General Election ballot.

July Deadlines:

- July 3rd Independence Day (Observed Holiday)
- July 13th Legislature reconvenes from Summer Recess
- July 31st Last day for policy committees to hear and report fiscal bills to fiscal committees.

Senate Calendar

June Deadlines:

- June 15th Budget Bill must be passed by midnight.
- June 19th Last day for fiscal committees to hear and report to the floor bills introduced in their house. Last day for fiscal committees to meet prior to June 29th.
- June 22nd – 26th Floor Session Only. No committees, other than conference or Rules committees, may meet for any purpose.
- June 25th Last day for a legislative measure to qualify for the November 3rd General Election ballot.
- June 26th Last day for each house to pass bills introduced in that house.

July Deadlines:

- July 2nd Summer Recess begins upon adjournment provided Budget Bill has been passed.
- July 3rd Independence Day (Observed Holiday)
- July 13th Legislature reconvenes from Summer Recess.
- July 31st Last day for policy committees to hear and report fiscal bills to fiscal committees.

Writer's Email: hbraly@pooleshaffery.com

MEMORANDUM

TO: STEVE COLE, SANTA CLARITA VALLEY WATER AGENCY

FROM: HUNT BRALY

RE: May 2020 Report

DATE: 6-8-2020

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

1. Continued to work with staff regarding PFAS Contamination issue.
2. Continued to work with staff and Dennis Albiani to discuss our potential projects for funding in Sacramento. Contacted local Legislative offices
3. Continued to participate in efforts with Federal Advocates potential federal legislation and funding opportunities. Assisted in engaging with new Congressman Mike Garcia.
4. Continued to work with staff on Groundwater Management Committee.

RECURRING ACTIVITIES/MEETING ATTENDANCE:

5. Safe, Clean Water Program (Measure W) Watershed Area Steering Committee Santa Clara River Attended Virtual Meeting on May 14. There was a continued discussion regarding the SIP programming. In addition, there was further discussion of the proposed Regional Scientific Study. On May 27, 2020 an update was sent regarding the proposals for Watershed Coordinator Services. Since the call for projects has been delayed until October, there will be no Steering Committee meetings in June and July. The next meeting is expected in August to interview for the coordinator.

6. Attended Virtual City Council Meeting on May 12

This meeting was a virtual regular meeting of the City Council. Out of closed session the Council directed Counsel to determine if large group meetings could be held by the May 19 scheduled public meeting on council districts. If not, then that meeting will be cancelled and the issue will be put on the May 26 Agenda.

There were comments about the City's Rent ordinance not being in compliance with the County revised ordinance. The Council directed staff to put this issue on the May 26 agenda.

The main issue was the discussion of the recent State and Los Angeles County Orders related to the COVID 19 crisis. There had been some expectation that the May 15 deadline would be lifted or significantly relaxed and concern that the County public health official had

indicated that afternoon that the stay at home order could continue for another 75 days. City Manager Ken Striplin made a presentation of the detrimental economic impacts on the City with an expectation that there will be an estimated \$10 million for this fiscal year and another \$10 million next year. He also indicated that Santa Clarita has the 17th highest unemployment rate in the Country. Just that afternoon the comments from the County Public Health Director's comments about the extension of the shutdown had resulted in almost 500 emails to the City regarding opening up the City. Mr. Striplin made the case that Santa Clarita along with Palmdale and Lancaster are different from the rest of the rest of LA County. 6 members of the public addressed the Council in support of Santa Clarita being opened sooner than the rest of LA County. The Council had discussion regarding sending a letter regarding the uniqueness of North LA County and how it qualified to be open now consistent with the State orders. It was agreed that a letter be sent and a meeting with Supervisor Barger be scheduled as soon as possible. In addition, the City Manager was directed to meet with Lancaster and Palmdale to cooperate on this issue.

Attended Virtual City Council Meeting on May 26.

In public comments Lynn Plambeck raised issues with whether replacement oaks were planted in the Needham Ranch project and why Mike Redmond on his Sierra Highway project was allowed to remove 10 oaks without a commitment to replace them. City Manager stated that the City follows all conditions of approved projects and monitors them. He was asked to provide a map of the Needham replacement oaks and he stated that he would.

The Agenda Included three major discussion items. The first was the discussion of the opening up of the economy and the result of the discussions with the County. It was announced that the County had passed a motion today to ask the Governor to further open up all of LA County and the City agreed to send a letter to the Governor opening the Santa Clarita Valley and LA County.

The second item dealt with the proposal to rescind the Council's Urgency Ordinance regarding prohibition on residential and commercial evictions. The ordinance expires on May 31st and if rescinded then the City would be governed by the LA County Order which has been extended now by the County until June 30, 2020. The Council had extensive discussion and decided not to rescind its ordinance, but rather adopted a new ordinance and changed the rent pay back for 9 months (the County has 12 months) and not make any changes to commercial properties depending on the tenant's size which the County had done.

The third item was a renewed discussion on the decision by the City to proceed with council districts this year due to the threat of litigation. The majority of the council believed that there was not sufficient time by the June 30 deadline to have meaningful public participation in this process and that Governor Newsom's Executive order allowing the delay

of the public meetings until the public can attend should be relied on. There was continued concern that the attorney who is bringing the claim will file suit if the City does not proceed, but the Council voted by a 3-2 vote to delay this process until public meetings can be held. In reality this means there will be no district elections this year unless a court would somehow intervene.

7. Participated in the Virtual May 21st Public Outreach and Legislation Committee.
8. Monitored and reviewed Agency Board Agendas.
9. Reviewed weekly emails regarding articles of interest from Agency.

[This page intentionally left blank.]



COMMITTEE MEMORANDUM

DATE: June 18, 2020
TO: Public Outreach and Legislation Committee
FROM: Steve Cole
Assistant General Manager *SC*
SUBJECT: Recommend Approval of Changing Legislative Advocacy Contract Terms to Two Years

SUMMARY

Historically, legislative advocacy contracts were prepared for one year terms, and extensions offered for one year at a time. As we have increased our legislative advocacy efforts and would benefit from consistent representation and long-range planning with our current advocate team, staff recommends renewing the existing contracts for a two-year term.

DISCUSSION

This action will include the following contracts. All have submitted new scopes of work anticipating a two-year term.

- California Advocates
- Van Scoyoc Associates (VSA)
- Poole Shaffery and Koegle, LLP

FINANCIAL CONSIDERATIONS

None. The Fiscal Year 2020/2021 budget anticipates the proposed legislative advocacy contract amounts.

RECOMMENDATION

The Public Outreach and Legislation Committee recommends the Board of Directors approve the legislative advocacy contracts to two-year term effective July 1, 2020.

Attachments

[This page intentionally left blank.]



Michael D. Belote

Dennis K. Albiani

Faith Lane Borges

Cliff Costa

Anthony Molina

Erinn P. Ryberg

Via Email

Santa Clarita Valley Water Agency

Month to Month Agreement for California State Government Affairs Representation
California Advocates (Contractor) will perform state government affairs services for Santa Clarita Valley Water Agency (SCVWA) on a month to month basis under the following terms:

1. SCOPE OF WORK

1.1. Contractor shall provide all services set forth below:

- Participate as a legislative advocate in state legislation and budget matters affecting SCVWA;
- Monitor legislation affecting SCVWA and report to staff, the Water Resources and Outreach Committee and ad hoc committees dealing with legislative matters;
- Participate in water industry coalition efforts;
- Inform designated SCVWA representative periodically on the status of all state legislation affecting SCVWA as requested;
- Perform water industry-related activities such as attend meetings of the ACWA State and Regulatory Affairs Committee;
- Participate in State Water Contractors meetings;
- Attend ACWA lobbyist meetings during legislative session; and
- Prepare and submit quarterly written reports to SCVWA.

The Consultant shall not speak for or represent SCVWA in any specific matter without the prior approval of staff of SCVWA.

- ##### **1.2. Independent Contractor; Agency - The Consultant is acting hereunder as an independent contractor and not as an agent or employee of SCVWA. The Consultant is thus not eligible to receive workers' compensation, medical, indemnity or retirement benefits, including but not limited to enrollment in CalPERS. Except as expressly provided herein, the Consultant is not eligible to receive overtime, vacation or sick pay. The Consultant shall not represent or otherwise hold out itself or any of its directors, officers, partners, employees, or agents to be an agent or employee of SCVWA.**

- 1.3. Extra Services - Before performing any services outside the scope of this Agreement ("Extra Services"), Consultant shall submit a written request for approval of such Extra Services and receive written approval from SCVWA. SCVWA shall have no responsibility to compensate Consultant for any Extra Services provided by Consultant without such prior written approval.
- 1.4. Methods - Consultant shall have the sole and absolute discretion in determining the methods, details and means of performing the Services required by SCVWA. SCVWA shall not have any right to direct the methods, details and means of the Services; however, Consultant must receive prior written approval from SCVWA before assigning or changing any assignment of Consultant's project manager or key personnel and before using any sub-consultants ("Sub-consultants") or Sub-consultant agreements for services or materials under this Agreement and any work authorizations.
- 1.5. Review - Consultant shall furnish SCVWA with reasonable opportunities from time to time to ascertain whether the Services of Consultant are being performed in accordance with this Agreement. All work done and materials furnished shall be subject to final review and approval by SCVWA. SCVWA's review and approval of the Services shall not, however, relieve Consultant of any of its obligations under this Agreement.

2. COMPENSATION

- 2.1. Amount - As consideration for the Services described above, SCVWA will pay the Consultant a monthly retainer fee of Eight Thousand Eight Hundred Dollars (\$8,800) representing full payment for services performed during the respective month. SCVWA agrees to reimburse California Advocates for Fair Political Practices Commission (FPPC) filings fee of one hundred and fifteen dollars (\$115) per quarter. SCVWA agrees to reimburse Consultant for all customary out-of-pocket expenses incurred by Consultant on behalf of SCVWA including, but not limited to, postage and delivery, copying, telephone, fax and internet. However, in no event shall reimbursable expenses in one calendar month exceed one Hundred and fifty dollars (\$150).

SCVWA shall pay approved invoice amounts within thirty (30) days of receipt. SCVWA'S determinations regarding verification of Consultant's performance accrued reimbursable expenses and percentage of completion shall be binding and conclusive. Consultant's time records, invoices, receipts and other documentation supporting the invoices shall be available for review by SCVWA upon reasonable notice and shall be retained by Consultant for three (3) years after completion of the Project.

3. DURATION

- 3.1 The agreement shall commence on July 1, 2020 and shall be a month to month agreement, terminating June 30, 2022, unless extended by written agreement.
- 3.2 Agreement can be terminated with 30 days written notice by either party.



PROPOSAL TO PROVIDE FEDERAL LEGISLATIVE ADVOCATE SERVICES FOR THE:

Santa Clarita Valley Water Agency

Submitted by:

*Geoff Bowman & Pete Evich
Van Scoyoc Associates Inc.
800 Maine Avenue Southwest
Suite 800
Washington, D.C. 20024
202-737-8165
gbowman@vsadc.com*

June 9, 2020

Table of Contents

Cover Letter	2
Experience.....	3
Description of Your VSA Team	6
Qualifications	7
Scope of Work.....	8
Work Plan.....	11
Rate Schedule	13
Resumes of the Van Scoyoc Associates Team for the Santa Clarita Valley Water Agency.....	14

Cover Letter

June 9, 2020

Kathie Martin
Public Information Officer
Santa Clarita Valley Water Agency
26501 Summit Circle
Santa Clarita, California 91350

Dear Ms. Martin:

Van Scoyoc Associates (VSA) has been honored to represent the Santa Clarita Valley Water Agency (SCV Water) for the last year. We appreciate the opportunity to provide you a proposal to renew our contract for federal advocacy services. As you know, we have extensive experience working on behalf of water districts, advocating for federal funding, passing legislation, and modifying regulations and agency policies to address local and regional concerns.

VSA is uniquely qualified to continue representing SCV Water. Your team has experience influencing legislation, regulations, guidance, and permitting in ways that can expedite projects and programs. This knowledge has been gained through our backgrounds as former Capitol Hill staff, as well as our decades of experience representing local government entities on issues dealing with the U.S. Army Corps of Engineers, the Department of the Interior, and the Environmental Protection Agency (EPA).

We have assembled a team for SCV Water that I believe is ideally suited to meet your needs. Vice Presidents Geoff Bowman and Pete Evich will remain your VSA team for SCV Water.

Mr. Bowman recently served as the Staff Director for the House Transportation and Infrastructure Committee's Water Resources and Environment Subcommittee, where he shepherded passage of the Water Infrastructure Improvements for the Nation (WIIN) Act of 2016. He has more than 20 years of experience in public policy as it pertains to the nation's water resources development infrastructure. He can be contacted at 202-737-8165 or gbowman@vsadc.com regarding questions relating to these qualifications.

Mr. Evich has been helping water agencies and local government entities achieve their federal priorities before Congress and Executive Branch agencies for almost 20 years as a principal at Van Scoyoc Associates. Mr. Evich, a former Legislative Director for a California House Member who served on the Energy and Water Appropriations Subcommittee and Chaired the House Natural Resources Subcommittee on Water and Power. He can be contacted at 202-737-8728 or pevich@vsadc.com regarding questions relating to these qualifications.

Thank you for your consideration in renewing our contract, we have truly enjoyed this engagement, and look forward to continuing to help accomplish your goals. We would be honored to continue to work on behalf of the Santa Clarita Valley Water Agency.

Sincerely,



H. Stewart Van Scoyoc, President and CEO

Experience

Demonstrated Successes

The availability of water and the maintenance and growth of water infrastructure and treatment services are major issues for entities throughout the nation, including the Santa Clarita Valley Water Agency (SCV Water). According to Environmental Protection Agency (EPA) estimates, national clean water needs exceed \$270 billion, while national drinking water needs exceed \$380 billion.

VSA has extensive experience representing water districts, cities, counties, and state agencies to address water resource issues of supply, quality, water, stormwater management, and flood control. Our professionals also have a broad range of expertise related to the laws that impact these issues, like the Water Resources Development Act, the Clean Water Act, the Endangered Species Act, the Fish and Wildlife Coordination Act, the National Environmental Policy Act, and countless other statutes that govern the nation's water resources and public lands. We have helped our clients achieve success in water infrastructure issues including the development of water supply and reuse, stormwater management, improvement of wastewater treatment systems, planning and construction of flood damage reduction projects, and guiding clients through contentious processes involving biological opinions. VSA also advocates each year for funding for the Clean Water State Revolving Fund, the Drinking Water State Revolving Fund, and the Water Infrastructure Finance and Innovation Act (WIFIA) loan program.

VSA has experience working closely with the Army Corps of Engineers (Corps), the Bureau of Reclamation, the Federal Emergency Management Agency, the Environmental Protection Agency, the Department of Defense, the United States Department of Agriculture, and the United States Fish and Wildlife Service. Additionally, VSA has strong working relationships with the House and Senate Appropriations Committees, the House Transportation and Infrastructure Committee, the House Natural Resources Committee, the Senate Energy and Natural Resources Committee, and the Senate Environment and Public Works Committee. VSA also coordinates with many national associations such as the National Water Resources Association, the National Association of Clean Water Agencies, the Association of Metropolitan Water Agencies, the National Association of Flood and Stormwater Management Agencies, the National Waterways Conference, the Association of California Water Agencies, the California Association of Sanitation Agencies, and the WateReuse Association, on issues of national importance.

VSA has had continued success over the years engaging with the Army Corps of Engineers on behalf of our clients. We ensure that we are up-to-date on the major policy proposals and changes at the Army Corps of Engineers, while maintaining focus on our clients' individual projects. We have helped clients get a feasibility study initiated or accelerate a current study or construction project. We work to ensure that both Congress and the Army Corps of Engineers understands the importance of projects to the local community and help to advance projects towards completion.

VSA prides itself on demonstrated success in securing funds for projects and programs of interest to SCV Water. We have worked extensively with the Army Corps of Engineers to help clients receive federal funding in the absence of earmarks for water infrastructure projects. Over the past two years, VSA has helped its clients obtain more than \$730 million in funding from the Army Corps of Engineers annual work plan for water infrastructure projects. VSA has also obtained several project authorizations and project modifications on behalf of our clients in the 3 most recent Water Resources Development Acts in 2014, 2016, and 2018. We have also worked directly

with the Corps to solve problems with projects or studies, encouraged the Corps to take quick action on studies, and worked proactively with the Corps to address potential problems.

Recently, VSA worked on behalf of our clients to make necessary changes to the Bureau of Reclamation Title XVI Reclamation and Reuse program. VSA was very engaged with Congressional Members and staff in both the House and the Senate regarding proposed language to convert the existing Title XVI program into a competitive grant program. Ultimately, the language was incorporated into the final bill passed in the 114th Congress, the “Water Infrastructure for Improvements to the Nation (WIIN) Act.”

VSA has the ability to form coalitions to help our clients achieve success. VSA helped organize a coalition of local government entities working with the National Association of Counties, the National League of Cities, and the U.S. Conference of Mayors to modify pending stormwater mandates for local governments. The success of this coalition effort resulted in subsequent EPA regulations that established less costly requirements for municipalities whose separate storm sewer systems would be treated as industrial dischargers. Our efforts helped persuade EPA not to move forward with additional stormwater regulations that would have proven to be very costly to local governments. Additionally, VSA works with several national associations on the Army Corps of Engineers and Environmental Protection Agency’s recent rule to define the Waters of the United States (WOTUS).

References

VSA is proud of our track record representing local government entities. Below are a few of our current clients.

Eastern Municipal Water District, CA

Van Scoyoc Associates has represented Eastern Municipal Water District (EMWD) since 2005 on water supply, water reliability, groundwater recharge, and water desalination. VSA has successfully represented EMWD before the Corps of Engineers, helping EMWD receive over \$10 million in work plan funds over the last four fiscal years. VSA also helped EMWD receive grant funding from the Bureau of Reclamation for a water desalination pilot project.

Contact: Jolene Walsh, Senior Director of Public and Governmental Affairs
Eastern Municipal Water District
2270 Trumble Road
Perris, CA 92570
(951) 928-3777 x 4347
walshj@emwd.org

West Basin Municipal Water District, CA

Van Scoyoc Associates has represented West Basin Municipal Water District (WDMWD) since 2017 on water supply, water reliability, groundwater recharge, and water desalination. One of our key efforts has led to obtaining legislation modifying an existing Corps of Engineers environmental infrastructure project in the vicinity of Los Angeles, California. The modification includes increasing the authorized level of funding by \$35 million to expand the distribution system for the Harbor-South Bay project. This provision was included in the “America’s Water Infrastructure Act of 2018”.

Contact: E.J. Caldwell, Esq.; Water Policy and Resources Development Manager
West Basin Municipal Water District
17140 S. Avalon Boulevard

Carson, CA 90746
(310) 660-6286
Edwardc@westbasin.org

San Joaquin County Flood Control Agency, CA

Van Scoyoc Associates has represented the San Joaquin County Flood Control Agency (SJAFCA) since 2005 on flood control and flood insurance issues. VSA has successfully represented SJAFCA before the Corps of Engineers, helping SJAFCA receive funding for the Lower San Joaquin River Feasibility Study in work plan over the last several fiscal years. Last year, VSA assisted SJAFCA in securing Congressional language to authorize the agency's \$1 billion flood control project in a major water measure that was signed into law. Additionally, VSA has helped SJAFCA address policy and regulatory issues with the Federal Emergency Management Agency.

Contact: Chris Elias, Executive Director
San Joaquin Area Flood Control Agency
22 E. Weber Avenue, Room 301
Stockton, CA 95202
(209) 937-8339
Chris.Elias@stocktonca.gov

Description of Your VSA Team

VSA has extensive experience representing water districts in Washington, D.C. We are uniquely qualified to ensure effective advocacy for the Santa Clarita Valley Water Agency's (SCV Water) most critical federal legislative issues. VSA will help SCV Water define specific goals and objectives, develop strategies to achieve those objectives, and undertake all the work necessary to secure funding and authorization for SCV Water's projects and programs. Your VSA team will bring close working relationships with House and Senate leaders of both parties and will use them to ensure that SCV Water's interests are advocated for at the highest levels of Congress.

Geoff Bowman is one of the nation's leaders on water resources and infrastructure policy. Having spent 15 years as a Professional Staff Member and later Staff Director on the House Transportation and Infrastructure Committee, Geoff offers clients an insider's perspective on the policy, players, and politics involved in these issues.

Before joining VSA in the middle of 2017, Geoff was the Staff Director of the House Transportation and Infrastructure Committee's Water Resources and Environment Subcommittee, where he shepherded passage of the Water Infrastructure Improvements for the Nation (WIIN) Act of 2016. Prior to that, he was instrumental in the passage of WRDA 2007, WRRDA 2014, and other critical water quality laws. Geoff has also worked closely with the many federal agencies under the Committee's jurisdiction, including the Army Corps of Engineers and the Environmental Protection Agency (EPA).

Geoff's more than two decades of water and infrastructure policy experience make him a valuable resource to states, communities, and other organizations looking to partner with the federal government. He can guide clients through both the legislative process and the bureaucracy at the Corps, EPA, and other relevant federal agencies.

Pete Evich has been providing advice on a wide range of issues to Members of Congress and to clients for over two decades. Drawing on his experience as a top aide for a Member of the California Congressional Delegation and Appropriations Committee, Pete guides his clients through the often complex legislative and administrative processes in the areas of appropriations, health care, transportation, and natural resources.

Clients particularly value Pete's wealth of relationships with Members and staff on key Committees and throughout the federal agencies. As a Vice President at VSA, he is well-regarded for his experience and know-how in developing and implementing advocacy plans tailored to achieve the specific goals of each client. He has an impressive record helping clients achieve their federal objectives, including securing legislative language, stopping or amending adverse Congressional proposals or agency regulatory policies, and securing federal funding.

Qualifications

Van Scoyoc Associates (VSA) is a bipartisan, full-service federal government relations firm that provides comprehensive Legislative and Executive Branch strategic advice, liaison service, and advocacy. VSA's strength lies in our ability to work with federal decision-makers to achieve our clients' objectives. VSA is known for substantive and procedural knowledge and broad experience, allowing VSA to develop and implement creative solutions to seemingly intractable problems. Simply put, we are known for achieving results.

VSA was established in Washington, D.C. in 1990 by H. Stewart Van Scoyoc. Our office is located minutes from Capitol Hill and many federal agencies and houses all our employees. The company's organization is anti-bureaucratic and designed for quick action. Our personalized team approach allows us to tailor a government relations strategy to fit each client's needs. The formula for our success lies in the fact that we remain engaged with our clients daily through every step of the legislative and regulatory process. This hands-on approach assures our clients they receive the highest level of professional service, resulting in greater success. Thus, our retention rate is higher than our competitors.

We have a strong track record of working with key legislators, committee staff, and federal agency officials under the highest ethical standards and professional conduct. We are well experienced in all aspects of federal advocacy and can help ensure the SCV Water's federal agenda is fully implemented. We have assembled a team for that is ideally suited to meet your needs. These professionals have the knowledge, skills, and relationships in Washington to successfully represent and carry out your agenda. While Geoff Bowman and Pete Evich will be working on your behalf on a day to day basis, they will be able to access the skills and relationships of the entire VSA workforce of 60 professionals if needed.

Geoff Bowman and Pete Evich have spent decades working with and working on behalf of municipal water districts. Both Geoff and Pete are sought after for their experience with the Army Corps of Engineers, the Environmental Protection Agency, and the Bureau of Reclamation. However, it is not uncommon for municipal water districts like SCV Water to need to interface with other federal agencies like the Department of Defense, the Federal Emergency Management Agency, the Department of Agriculture, and the Department of Commerce. Geoff and Pete work regularly with these and other relevant federal agencies on behalf of our municipal water district clients.

By way of example of ongoing work, Geoff Bowman and Pete Evich are currently working with municipal water district clients in California and Texas related to Department of Defense installation sustainability initiatives to ensure stable and secure sources of water supplies for decades in the future for the Department of the Air Force and the Department of the Army respectively.

Scope of Work

VSA will be SCV Water's "eyes and ears" and "arms and legs" in Washington, D.C., providing timely information on all legislative and budgetary issues of concern. We will provide up-to-the-minute information and analysis to SCV Water officials and staff. We will identify and define short and long-term funding trends well before they become apparent and identify the intersection of SCV Water's priorities and federal opportunities. We will work with SCV Water's Congressional delegation and their staff, key authorizing committees, and officials at the federal departments and agencies to emphasize your budget and policy priorities, and in that context, help shape your legislative strategy.

VSA will maintain day-to-day contact with Senators Dianne Feinstein and Kamala Harris, as well as Representative Mike Garcia and other Congressional leaders and senior staff. We will provide liaison services as needed to the Congressional committees to implement SCV Water's legislative strategy. We will also reach out to other Congressional offices in California on issues of regional or national significance. VSA will keep your Congressional delegation abreast of the SCV Water's funding and legislative priorities. In addition, VSA will help raise SCV Water's profile among the Congressional committees and federal agencies, making SCV Water more competitive for grant funding and ensuring that legislation addresses your needs.

VSA will monitor all legislation and federal agency actions important to SCV Water. Based on your priorities, VSA will track the progress of legislation and advocate your position on pending legislation, seeking to introduce, support, revise, or halt bills that affect SCV Water. VSA will also monitor regulations and policy developed in the federal agencies. We will confer with agency officials to ensure that SCV Water's concerns are addressed. We have influenced federal actions in such diverse matters as navigation improvements, floodplain management, stormwater, and the environment. VSA will coordinate actions with many national associations such as the National Water Resources Association, the National Association of Clean Water Agencies, the Association of Metropolitan Water Agencies, the National Association of Flood and Stormwater Management Agencies, the National Waterways Conference, the Association of California Water Agencies, the California Association of Sanitation Agencies, and the WaterReuse Association to ensure SCV Water priorities are also their priorities.

VSA has extensive experience representing municipal water districts in Washington, D.C., and we are uniquely qualified to ensure effective advocacy for SCV Water's most critical federal legislative issues. VSA will help SCV Water define specific goals and objectives, develop strategies to achieve those objectives, and undertake the work necessary to secure funding and authorization for SCV Water's projects and programs.

For instance, each year VSA advocates for increased funding levels for programs of importance to our clients. We work with agencies, as well as the Office of Management and Budget to ensure project-specific items are included in the President's budget. As the Congressional appropriations process follows, VSA engages Members of Congress and the Committees of jurisdiction to advocate for programmatic funding in the annual appropriations bills.

VSA will leverage our experience with the federal agencies and program contacts to track and anticipate upcoming grant opportunities and eligible program funding based on budget execution plans and federal appropriations. We will identify short-term and long-term funding trends and opportunities, often before they become officially announced. We will work with SCV Water to seek agency advice and understand agency priorities prior to the submission of your grant applications. We will list strategies, review criteria, milestones, schedules, responsible assignees for input, and recurring coordination to measure progress. As part of the specific coordination steps, VSA will include meeting with the agency grant representatives during the

preannouncement time window to screen proposal ideas, eligibility, and other criteria. Additionally, we will let the federal agencies know that SCV Water plans to submit a grant application. This approach has led to successful grant awards for our clients.

VSA will reach out to your Congressional delegation to engage them at the appropriate time in support of your authorizations, funding, and grant requests. In addition, we will identify and seek out the key Committee Members and their staffs to educate. VSA will schedule meetings so that SCV Water is delivering the right message to the right person at the right time. VSA will work with SCV Water to produce materials to leave behind at meetings that succinctly describe the ask. Also, VSA will draft letters to legislators, regulators, and administration officials as well as draft letters for legislators to send to those officials expressing support for the SCV Water agenda. VSA will draft legislative language and amendments as needed to achieve SCV Water's goals.

Washington has seen significant changes in advocacy in recent years. Securing federal funding or affecting legislation and regulations now requires an understanding of the new environment and an ability to work with both the Congress and the federal agencies. Your federal advocates need to understand every aspect of working with your Congressional delegation, the leadership of Congressional committees, and federal agency staff. They need to have the ability to access a Senator's office, understand program requirements, prepare detailed legislative submissions, and be aware of how policy proposals will impact SCV Water and your customers. For these reasons, securing the federal resources needed to advance your priorities will require vigilance, expertise, and a coordinated and sustained effort.

VSA's professionals also have extensive experience working with Executive Branch departments and agencies, having either carried out oversight actions while on Capitol Hill, helped write the laws that impact these departments and agencies, or worked with them to help clients resolve policy or regulatory issues. We know how to help SCV Water navigate the policy, budgetary, and legislative processes to secure funding, grants, and address changes in regulations. We have worked issues from the lowest levels of an agency through the Office of Management and Budget and the White House. The VSA team for SCV Water brings an insider's understanding of how, when, and where decisions are made on budget proposals, legislative initiatives, new regulations, and grant awards that affect municipal water districts. We meet regularly with both senior political appointees and career officials at the Bureau of Reclamation, the Army Corps of Engineers, the Environmental Protection Agency, the Department of Agriculture, the Federal Emergency Management Agency, and the Department of Defense. VSA will use these connections, coupled with our experience, to ensure that federal agencies understand your needs and how federal programs either help or adversely impact your customers.

Communication is critical to the success of any relationship. Through the course of our work experience, we have found that it is not uncommon to spend as much time communicating with the client as we spend advocating your agenda to federal officials. VSA prides itself on ensuring the client has the most up-to-date information available and that opportunities and progress toward achieving goals are well-understood. VSA will establish open lines of communication with SCV Water officials and staff through both regularly scheduled and time-sensitive phone calls and emails. We also anticipate at least one visit each year to SCV Water to meet with officials and senior staff as appropriate.

VSA will work with SCV Water to draft and implement a federal advocacy plan. Additionally, VSA is committed to preparing and submitting regular reports on activities and meetings, as well as time-sensitive reports on federal activities that affect each part of this process. These reports may include summaries of Congressional hearings, committee meetings, floor debates, regulatory actions, budgetary proposals, and third-party analysis of issues of concern. VSA will also draft legislation as needed, analyze relevant federal proposals, and prepare briefings and updates for dissemination to SCV Water officials and staff.

VSA will work with SCV Water to build and communicate local grass roots support for each project and activity to demonstrate local needs and benefits, and work with SCV Water to communicate local and regional support of priorities to the Congressional delegation. VSA will also work to mobilize the support of national coalitions and organization to advance SCV Water's agenda to ensure your interests are reflected in the broader efforts of these associations.

VSA will maintain day-to-day contact with your Congressional delegation and other Congressional leaders and senior staff. We will provide liaison services as needed to the Congressional Committees to implement SCV Water's legislative strategy. We will also reach out to other Congressional offices in California on issues of regional or national significance. VSA will keep your Congressional delegation abreast of the SCV Water's funding and legislative priorities. In addition, VSA will help raise SCV Water's profile among the Congressional committees and federal agencies, making SCV Water more competitive for grant funding and ensuring that legislation addresses your needs.

When circumstances permit travel to Washington and in-person meetings, VSA will handle all aspects of coordinating SCV Water's Washington, DC lobby trips. Prior to your arrival in Washington, VSA will prepare a list of potential meetings for SCV Water officials and staff to attend. Once the SCV Water has reviewed and approved the potential meeting list, VSA will schedule all meetings on Capitol Hill and with the federal agencies. Upon arrival in Washington, VSA will brief SCV Water officials and staff prior to our meetings to ensure that the proper message and tone is conveyed in each meeting. We will attend all meetings and complete all follow-up items resulting from the meetings. Until that time, VSA has excelled at working remotely both with clients and with Congressional and Agency staff via telephone and videoconference.

The VSA team has close working relationships with House and Senate leaders of both parties and will use them to ensure that SCV Water's interests are advocated at the highest levels of Congress. On the Senate side, VSA has close relationships with Senate Majority Leader Mitch McConnell, Majority Whip John Thune, and Democratic Leader Senator Chuck Schumer. On the House side, we have close working relationships with senior staff in the Offices of Speaker Nancy Pelosi, Majority Leader Steny Hoyer, Minority Leader Kevin McCarthy, and Minority Whip Steve Scalise. In addition, your VSA team's experience working for Congressional committees and advocating for existing clients before both House and Senate has allowed us to maintain working and personal relationships with key committee Members and their staffs. The upcoming election and retirements and reassignments will bring new faces to leadership positions. VSA can quickly identify the new targets that need to be approached and educated.

Similarly, we have worked with the Army Corps of Engineers, the Bureau of Reclamation, the Environmental Protection Agency, and the Office of Management and Budget for decades. At those, and other Executive Branch agencies, we maintain relationships with the political appointees, high-level leaders, and senior executives.

Work Plan

The House and the Senate have placed a moratorium on earmarks. In the absence of earmarks, VSA is equally effective in advocating for federal program funding important to clients and seeking discretionary grants from federal agencies. VSA is well-positioned to help SCV Water navigate this changing environment in Washington, D.C. It is increasingly important to work with the various federal agencies to secure discretionary grant funding. VSA prides itself on demonstrated success in securing funds for projects and programs of interest to SCV Water. Without earmarks, more of the project funding decisions are made in the federal agencies. We can help SCV Water manage the policy, budgetary, and legislative processes to secure grants.

VSA follows each step of the federal funding process to find opportunities to input clients' fiscal requirements. Each year, VSA advocates for increased funding levels for programs of importance to our clients in the President's budget. We work with agencies, as well as the White House Office of Management and Budget, to ensure project-specific items are included in the President's budget, and annual agency work plans. As the Congressional appropriations process follows, VSA engages Members of Congress and the appropriate committees to advocate for programmatic funding in the annual appropriations bills.

VSA will reach out to your Congressional delegation, Senators Dianne Feinstein and Kamala Harris, as well as Representative Mike Garcia, to engage them at the appropriate time in support of your grant and other funding requests. We can also explore new initiatives with federal agencies, allowing you to develop programs and projects consistent with federal objectives. Additionally, should SCV Water submit a grant application and be unsuccessful, VSA can help set up a debriefing meeting with the respective federal agency to find out how the City can submit a more competitive application in the future.

The Request for Proposal mentions several SCV Water funding priorities, like emergency storage, recycled water, stormwater capture, emergency repairs, and water conservation. In addition, the region has sought and continues to seek funding for groundwater remediation due to perchlorate contamination. VSA has also reviewed previous Legislative Platforms which have been adopted by the SCV Water Board of Directors.

Like in 2019, VSA would propose to hold strategic discussions to review each one of SCV Water's funding, legislative, and regulatory priorities, and then identify potential federal funding programs and other federal initiatives applicable to the specific water challenge, particularly in light of any changes that may occur as a result of the 2020 general and Congressional elections. This strategic mapping exercise allows SCV Water to set priorities and provides clear guidance to VSA professionals who will carry out the monitoring, strategic development, and advocacy for each of the priorities.

VSA professionals are monitoring and influencing as many as 3 federal budget cycles at one time. Geoff Bowman and Pete Evich are working on behalf of clients who are receiving funding through Fiscal Year 2020 Appropriations, working on behalf of clients who are seeking funding through Fiscal Year 2021 Appropriations, and working on behalf of clients who are seeking funding through the Fiscal Year 2022 President's Budget, due for delivery to Congress in February 2021. In addition, some federal agencies like FEMA have unspent funds from previous natural disasters stretching back to 2005.

In carrying out strategic planning for funding priorities for SCV Water for Fiscal Year 2021, VSA would recommend engagement with its Congressional delegation and with the House and Senate Committees on Appropriations. While the Committees have largely completed their hearings for Fiscal Year 2021, the annual

House of Representatives Appropriations bills will be “marked up” during the month of July 2020 and likely approved on the Floor during the month of July 2020. Typically, the Senate process runs a few weeks behind the House process, with a goal of having all the Appropriations bills delivered to the President for his signature no later than the end of the Fiscal Year 2020 on September 30, 2020.

However, since the 1990’s, Congress has missed the Fiscal Year deadline for most of the Appropriations bills. By way of example, for Fiscal Year 2019, while several bills were sent to the President on September 21, 2018, including legislation funding the Bureau of Reclamation and the Army Corps of Engineers, a significant number of the Fiscal Year 2019 Appropriations bills were not sent to the President until February 2019.

VSA begins its planning process for the next fiscal year and following fiscal year during the summer and fall of the current fiscal year. For instance, VSA would recommend begin setting priorities for the President’s Fiscal Year 2022 Budget and Fiscal Year 2022 Congressional Appropriations no later than the period between July and September 2020. This provides SCV Water the opportunity to influence decision-makers at the agencies like the Bureau of Reclamation, the Army Corps of Engineers, and the Environmental Protection Agency during the development of the President’s Fiscal Year 2022 Budget. We would also recommend engaging with the White House Office of Management and Budget at this time to ensure they are aware of SCV Water’s priorities.

After engaging the Executive Branch in the summer and fall of 2020, VSA would encourage SCV Water to engage its Congressional delegation and the House and Senate Committees on Appropriations in February or March 2021 to ensure they are familiar with SCV Water’s priorities for Fiscal Year 2022. To ensure your voices are heard, VSA would recommend executives and Board Members of SCV Water take 1 or 2 trips annually to Washington, D.C.

Rate Schedule

Van Scoyoc Associates structures its relationships with clients in a way that ensures complete and open communication. We typically charge a flat fee for services on a monthly retainer basis. We believe this payment structure allows for open and unhindered communication with our clients. We base our retainer rates on the number of principals and staff devoted to a client and the expected scope of work.

While negotiable, based on our analysis of the scope of work for SCV Water, VSA proposes a full and complete Professional Government Relations Advocacy Services for a monthly retainer of \$9,000.00 starting on October 1, 2020 until September 30, 2022, with the addition of reasonable costs for directly related business expenses, which VSA would offer to cap at \$5,000.00 annually. Long-distance, pre-approved travel, if required, would be in addition to these amounts. Per previous discussions, we would be happy to include 30-day cancellation clause should we agree to a contract renewal. All legislative advocacy services/activities outlined in the proposal would be included in the monthly retainer rate.

Resumes of the Van Scoyoc Associates Team for the Santa Clarita Valley Water Agency

GEOFF BOWMAN

800 Maine Avenue SW, Suite 800, Washington, D.C. 20024, 202-737-8165, gbowman@vsadc.com

PROFESSIONAL EXPERIENCE

2017-Present Vice President, Van Scoyoc Associates

Washington consultant and advocate for municipal water districts, public and private seaports and inland ports, flood control districts, and other entities with water resources development challenges. Represent clients before the U.S. Congress and federal agencies. Specialize in issues related to water supply, water quality, navigation improvements, flood damage reduction improvements, environment, water rights, transportation, public works, and energy. Negotiate and write federal legislation and regulations. Work effectively with all level of government, private business, and news media. Organize coalitions of interest groups and individuals seeking to influence public policy.

2003-2017 Professional Staff (2003-2014) and Staff Director (2014-2017), House of Representatives Committee on Transportation and Infrastructure

Advised Members of Congress on legislative matters within the jurisdiction of the House Committee on Transportation and Infrastructure. Developed and evaluated policy alternatives for matters within the Committee's jurisdiction through specialized knowledge and expertise. Represented the Committee during legislative and policy negotiations, discussions, and other activities. Directed, managed, and promoted Committee agenda related to issues relevant to the United States Army Corps of Engineers, the Environmental Protection Agency, the Tennessee Valley Authority, the Natural Resources Conservation Service, the National Ocean Service, the International Boundary and Water Commission, and the St. Lawrence Seaway Development Corporation.

2000-2003 Senior Legislative Assistant, Representative Walter Jones (R-NC)

Drafted legislation, floor statements, speeches, and constituent correspondence. Developed and evaluated legislation related to natural resources, transportation, energy, commerce, budget, appropriations, agriculture, and trade. Managed constituent and interest group relations in relevant areas. Responsible for all of Congressman Jones's parochial matters on the House Committee on Natural Resources, including forest health, public lands, and fisheries.

1999-2000 Legislative Director/Senior Legislative Assistant, Representative Rick Hill (R-MT)

Drafted legislation, floor statements, speeches, and constituent correspondence. Developed and evaluated legislation related to natural resources, transportation, energy, commerce, budget, appropriations, agriculture, and trade. Managed constituent and interest group relations in relevant areas. Responsible for all of Congressman Hill's parochial matters on the House Committee on Natural Resources and House Committee on Small Business.

1995-1999 Manager, Congressional Relations, The Environmental Industry Associations

Advocate, and grassroots program manager for national trade association representing waste management, equipment, and technology industries. Monitored legislative and regulatory activities for three trade associations, National Solid Waste Management Association, Hazardous Waste Management Association, and WASTEAC.

1993-1995 Staff Assistant, Senator Conrad Burns (R-MT)

Wrote letters to constituents regarding legislative issues and other general information. Assisted systems administration and maintenance, user support and troubleshooting, and active mailroom operations.

EDUCATION

B.A. in Political Science, Elon University, Burlington, NC, 1993.

PETER J. EVICH

800 Maine Avenue SW, Suite 800, Washington, D.C, 20024, 202-737-8728, pevich@vsadc.com

PROFESSIONAL EXPERIENCE

2006 - Present **Vice President, Van Scoyoc Associates, Inc.**

Washington consultant and advocate for municipal governments, water districts, transportation districts, trade associations and energy and defense companies. Represent clients before the U.S. Congress and federal agencies. Specialize in issues related to land use, economic development, environment, water rights, transportation, public works, health care, energy, and bio-defense. Negotiate and write federal legislation and regulations. Work effectively with all level of government, private business, and news media. Organize coalitions of interest groups and individuals seeking to influence public policy.

2003 – 2006 **Associate Vice President, Van Scoyoc Associates, Inc.**

Washington advocate for municipal governments, water districts, transportation districts, trade associations and energy and defense companies. Represent clients before the U.S. Congress and federal agencies. Specialize in issues related to land use, economic development, environment, water rights, transportation, public works, health care, energy, and bio-defense. Negotiate and write federal legislation and regulations. Work effectively with all level of government, private business, and news media. Organize coalitions of interest groups and individuals seeking to influence public policy.

1998 – 2002 **Legislative Director, U.S. Representative John Doolittle (R-CA)**

Advised and consulted directly with Member of Congress on all legislative areas with a special focus on the Member's assignment to the House Appropriations Committee. Responsible for handling several issues, including: appropriations, transportation, health care, energy & natural resources, environment, defense, and business & regulatory related matters. Formulated and developed policy positions and initiatives. Recommended and implemented legislative strategies and tactics. Coordinated long-term and short-term legislative planning. Acted as a point of contact for corporations, interest groups, and key constituents for most legislative areas. Monitored and reported to Member on day-to-day legislative activity.

1994 – 1998 **Legislative Aide, U.S. Representative Dan Manzullo (R-IL)**

Assisted in the development of policy positions and legislative initiatives for the following issues: budget, appropriations, taxes, transportation, social security, health care, and business & labor. Prepared policy statements, drafted speeches, and wrote legislative briefing papers. Assisted in the drafting of press releases and coordination of media events. Recommended and managed several legislative initiatives.

EDUCATION

B.A. Political Science, St. Joseph's University, Philadelphia, PA, 1993. M.A. Public Policy, George Washington University, DC, 1995.

Writer's email: hbraly@pooleshaffery.com

LOCAL LEGISLATIVE ADVOCACY

SCOPE OF WORK 2020-2022

1. Maintain a representative presence in Santa Clarita Valley, which monitors issues of importance to SCV Water, and the Santa Clarita Valley community as a whole, and keeps respective offices informed of issues of interest to the Agency.
2. Monitor and engage as necessary with issues of common interest in Ventura County and Los Angeles County.
3. Foster and nurture relationships with local elected representatives and staff, relevant committees/staff, regulatory agencies, and other key people of influence in the water industry, on behalf of SCV Water.
4. Provide liaison services to the City of Santa Clarita and County of Los Angeles 5th District including monitoring City Council meetings and Board of Supervisor Meetings. In particular for 2021/20, support and advise on the Safe, Clean Water Santa Clara River Watershed Advisory Steering Committee and the pending annexation effort to amend Agency service area boundaries to include Stevenson Ranch.
5. Support the Agency's Public Outreach and Legislative Committee.
6. Support outreach activities related to the SCV-GSA, in particular the formation of the Stakeholder Advisory Committee.
7. Actively engage with water industry associations and coalitions, other water industry advocates, and other business affiliate organizations including but not limited to the SCV Economic Development Corporation, the SCV Chamber of Commerce and the Valley Industry Association. Foster relationships with key personnel and perform related activities such as advocate for Agency positions and attend meetings as necessary.
8. Foster and nurture relationships with non-profit, community and environmental groups with interests in the health of the watershed, both upstream and downstream, including but not limited to the Sierra Club, Tree People and Friends of the Santa Clara River. This also includes area councils such but not limited to the Castaic Town Council, Westridge Town Council and the Canyon Country Advisory Committee.
9. Coordinate with the Agency's state and federal lobbyists, and actively advocate in support or opposition to proposed legislation or regulations, to the benefit of SCV Water and its customers, in accordance with the adopted Legislative Platform.

Effective dates: July 1, 2020 through June 30, 2022 subject to 30 day cancellation by either party.

Monthly rates: \$5,000 per month plus approved expenses not to exceed \$500 in any calendar month.

[This page intentionally left blank.]



COMMITTEE MEMORANDUM

DATE: June 18, 2020
TO: Public Outreach and Legislation Committee
FROM: Steve Cole
Assistant General Manager 
SUBJECT: Recommend Approval of a Social Media Plan – Goals and Objectives for 2020/21

SUMMARY

Communications staff has developed a draft Social Media Plan (Plan), to serve as a roadmap for effectively communicating with our audiences through our social media programs. Unlike traditional media, social media has the potential for enhanced connectivity and ongoing direct engagement with residents, as it makes two-way communications easy.

DISCUSSION

Through our social media programs, SCV Water will continue to build our reputation as a “best in class” agency by ensuring that the content we create and distribute showcases us as a credible, effective and reliable authority for water infrastructure, management and policy.

The Plan contains overarching goals for using social media, identifies our target audiences and outlines specific tools and their benefits which include SCV Water’s Facebook, Instagram, Twitter and YouTube profiles.

The Plan also identifies relevant content including topics, news and events that can be repeated on an annual basis. Additional and timely campaigns for specific projects or issues can be added as necessary throughout the year.

Additionally, the Plan includes questions for continual evaluation and outlines a firm set of metrics to assess our campaign effectiveness and inform future communication decisions. Measurement for success includes a mix of quantitative and qualitative data and focus on reach and penetration, level of community engagement, and media tracking.

Lastly, the Plan outlines specific goals for each fiscal year. This Plan contains accomplishments since we began working with Tripepi Smith, our social media consultants since August 2019, as well as goals for Fiscal Year 2021.

FINANCIAL CONSIDERATIONS

None.

RECOMMENDATION

That the Public Outreach and Legislation Committee recommends that the Board of Directors approve the attached Social Media Plan for 2020/21.

Attachment



SCCV WATER

Santa Clarita Valley Water Agency

Social Media Plan

**June 2020
version 1.0**

DRAFT

Table of Contents

Overview	3
Why SCV Water wants to be on social media	3
SCV Water Vision & Mission	4
SCV Water Values.....	5
SCV Water Strategic Goals	6
Social Media Audience.....	7
Social Media Toolset	8
Social Media Content.....	12
Recurring Annual Messages.....	12
Social Media Management	13
Measuring What Matters.....	14
Social Media Goals.....	15
Appendix A – Social Media Content Calendar	16

DRAFT

Overview

SCV Water was created January 1, 2018 by an act of the State Legislature (SB 634) through the merger of three water agencies in the Santa Clarita Valley. The merger included Castaic Lake Water Agency and its Santa Clarita Water Division, Newhall County Water District, and the Valencia Water Company. The Castaic Lake Water Agency was formed as a wholesale water agency to acquire, treat, and deliver State Water Project water supply throughout the Santa Clarita Valley. The Santa Clarita Water Division, Newhall County Water District, and the Valencia Water Company were the retail water purveyors. SCV Water also provides wholesale water to Los Angeles County Waterworks District #36. The Agency is governed by a 13-member elected Board of Directors and serves a population of 273,000 through 70,000 retail water connections across 195 square miles.

Why SCV Water wants to be on social media

The purpose of the Agency's website and social media programs is effective communication that ensures the Agency is recognized as a credible, effective and reliable authority for water infrastructure, management and policy. The Agency's use of websites and social media programs should be to:

1. Maintain and enhance credibility and public trust.
2. Inform the public of what services the Agency provides.
3. Promote the Agency's programs and activities.
4. Promote community partnerships and community events.
5. Provide accurate information to the public regarding incidents and public service announcements.

Any and all information posted on behalf of the Agency must pertain to the Agency and its operations, programs and activities.

SCV Water Vision & Mission



The Vision statement represents the aspirations of SCV Water as follows:

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

SCV Water has established the following mission statement to guide decision making on behalf of the customers and communities we serve:

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



SCV Water Values

*“Our agency is built on a foundation of shared values. These values guide our every action.”
Matthew G. Stone, General Manager*



Excellence

We strive to exceed customer expectations and deliver extraordinary service while providing a reliable, safe water supply at an affordable cost.



Trust

We are dedicated to partnering with community stakeholders to pursue responsible long-term management of water resources that effectively enhance quality of life and further the agency’s mission and duty to be stewards of the water supply.

Integrity

We commit to the highest ethical standards of honesty, transparency and respect in our interactions with each other, the customers we serve and the entire community.



Safety

We prioritize creating and maintaining healthy, secure conditions at our facilities and in the community by adhering to safety policies and procedures and by offering technical and preventative training to our workforce.

Innovation

We are industry leaders who embrace change by finding sustainable, pioneering solutions to challenges and continuing to learn and grow in all we do.

Professionalism

We maintain a diverse team of highly skilled employees who are devoted to honest, courteous and accountable business practices and take their role and stewards of our resources seriously and with humility.



SCV Water Strategic Goals

SCV Water's strategic planning focuses on six goal areas that provide direction for achieving the Agency's vision and mission.



Social Media Audience

As a public agency serving a population of 273,000 through 74,000 retail water connections across 195 square miles, SCV Water has a large audience of ratepayers. In addition to customers, SCV Water is responsible for educating and empowering its Board of Directors and providing transparent information for local/regional media as well as public policy makers.

SCV Water's most prominent audiences are:

- Board of Directors
- Agency employees
- Ratepayers
- Policymakers and influencers
- Local/regional media
- Local organizations and businesses

DRAFT

Social Media Toolset

Social media is a powerful, flexible and cost-effective tool that can target specific segments of the community. Unlike traditional media, social media has the potential for enhanced connectivity and ongoing direct engagement with residents, as it makes two-way communication easy. SCV Water has established a Facebook Page, Instagram Profile, Twitter Profile, YouTube Channel and a Pinterest Profile.

Social Media Account	Social Media Manager(s)	Number of Likes/Followers/Subscriptions ¹
Facebook Page - @scvwater	Kathie Martin, Lindsey Gibson, Tripepi Smith	660 Page Likes (“Fans”) and 720 Followers ²
Instagram - @scvwater	Kathie Martin, Lindsey Gibson, Tripepi Smith	1,140 Followers
Twitter - @scv_water	Kathie Martin, Lindsey Gibson, Tripepi Smith	970 Followers
YouTube Channel	Kathie Martin, Lindsey Gibson	11 Subscribers, 38 Videos, 3,748 total Video Views
Pinterest Profile (currently not being used)	Kathie Martin, Lindsey Gibson	528 Monthly Viewers ³

Facebook Page

SCV Water’s history of posting to its Facebook Page has been sporadic: sometimes 3-5 times per week and other times only a couple times per month. With bringing on a consultant (Tripepi Smith) the average is now 3 unique posts per week across all of the Agency’s social media sites. Facebook remains the most-used social network in the U.S.⁴, so growing Likes/Followers should be a key part of SCV Water’s social media strategy.

The Agency has “boosted” several posts in recent months, with clear success. Given Facebook’s recent algorithm changes to discriminate against regular content from Pages, boosting posts may become an increasingly important tactic for SCV Water. Instagram is an especially popular platform for adults under 50, and its linked advertising platform with Facebook offers a benefit to using both for digital ads. The

¹ Data sampled in June 2020; counts rounded to the nearest five.

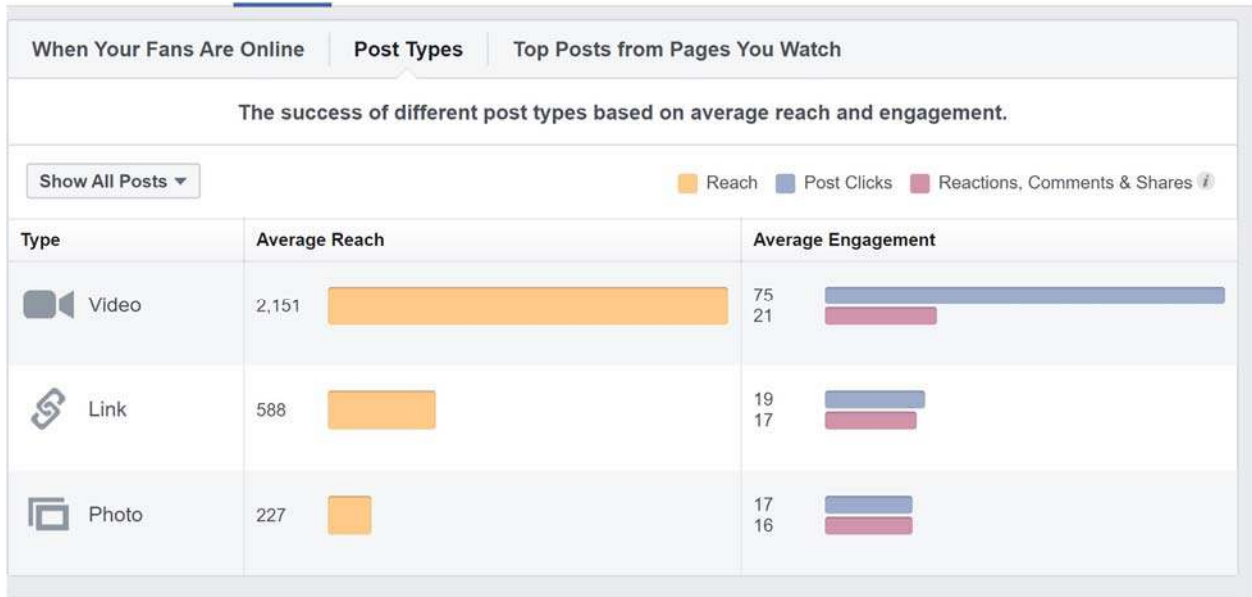
² Facebook Page “Followers” are people who have opted to receive content updates from the Page. A user can “follow” a Page they haven’t “Liked,” and can “Like” a Page without “following” its updates. Hence, the true measure of your Facebook Page audience is the number of Followers.

³ Pinterest “Monthly Viewers” means the total number of people who saw your Pins in the last 30 days.

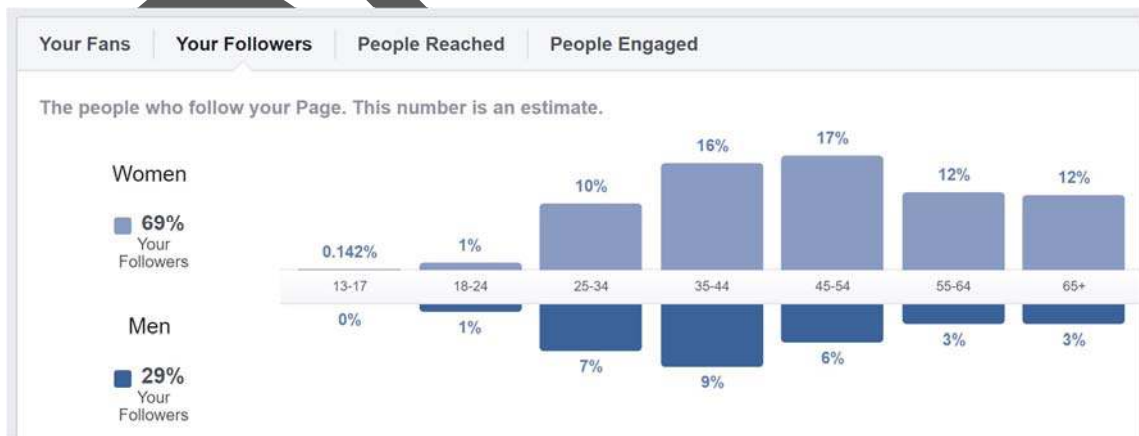
⁴ <https://www.pewresearch.org/fact-tank/2019/05/16/facts-about-americans-and-facebook/>

Agency has also steadily been promoting content through the Santa Clarita Valley Signal’s Facebook Page. Reach on these posts can range from 5,000 to 15,000 people.

Below is a chart showing the average Reach and Engagement for each post “type” the Page has published. Video is clearly the most effective content type and should be a focus of ongoing content development.



Of the Page’s 720 Page Followers, approximately 69% are women and 29% are men, with the 35-44 and 45-54 age ranges being the most populous. Given that property owners and ratepayers are likely the most interested in SCV Water’s content and that these people tend to be older than younger populations who may be renting property, these statistics make sense.



Facebook also does its best to identify the hometown of Page Followers, usually based on app and desktop access patterns or the information a user offers in their Profile. To the right is a list of the top seven geographic locations of the Agency’s Page Followers. Approximately 65% of the Page’s Followers designate Santa Clarita as their primary location.

City	Your Followers
Santa Clarita, CA	470
Los Angeles, CA	75
Castaic, CA	29
Lancaster, CA	7
Palmdale, CA	7
Stevenson Ranch, CA	4
Acton, CA	3

Instagram Profile

Instagram is the Agency’s most popular platform in terms of Followers. After five years of use, there have been nearly 1,200 posts and almost as many Followers (1,140). Instagram content mostly matches that of the Facebook Page. The large majority of posts are single images. Images with little to no text receive more engagement (Likes and Comments) than images that are mainly digital versions of informational flyers, plus are more in compliance with ADA guidelines. Instagram images with heavy text require Alt Text as screen reading technology typically cannot decipher text that is part of an image—that text needs to be provided in the caption/description.

Twitter Profile

Twitter is the second-most popular platform for SCV Water in terms of the number of Followers. However, there had been months-long periods of time with no new posts. Currently, content mostly matches that of the Facebook Page.

Twitter is a good outlet for emergency alerts, real-time construction updates, etc. This approach caters well to local and regional media who heavily use Twitter for just such updates that could turn into stories.

SCV Water has begun using SCV Water-specific hashtags, as well as more general ones such as #water and #waterconservation. Continued use in specific outreach and education campaigns can help measure the reach of its message.

YouTube Channel

SCV Water uploaded 13 videos within calendar year 2019, with a total of 990 views—an average of 76 views per video. Most of tThese videos have not been published on the Agency’s other social media sites, even though the short length of the videos often makes this possible.

To ensure future and existing video content has more of an impact with SCV Water’s audiences, there will need to be more emphasis on the distribution of these videos. The first step would be uploading

videos to as many of the Agency's social media sites as possible. Staff will also determine whether there are opportunities to embed other videos on other website pages.

SCV Water can also improve the layout and effectiveness of its YouTube Channel by taking advantage of several YouTube features.

- Select or upload a thumbnail image for each video that entices viewers to watch
- Upload an accurate .srt file or ensuring that YouTube auto-generates captions
- Add an "end screen" that offers one-click/tap access to other SCV Water videos and encourages Channel Subscriptions
- Add a video description that describes the video, offers links to more resources, and includes time stamps for key information
- Create a "channel trailer" to encourage viewers to subscribe
- Create Playlists of videos with related content
- Promote to get 100 subscribers, to allow creation of a customized URL

DRAFT

Social Media Content

As outlined in “Why SCV Water wants to be on social media” on page 3, all social media content will pertain to the Agency and fulfill at least one of these goals:

1. Maintain and enhance credibility and public trust.
2. Inform the public of what services the Agency provides.
3. Promote the Agency’s programs and activities.
4. Promote community partnerships and community events.
5. Provide accurate information to the public regarding incidents and public service announcements.

Staff has identified topics, news and events that can be repeated on an annual basis. This list has become the base for the Social Media Content Calendar (Appendix A).

Recurring Annual Messages

JANUARY New Year’s Day Look Back at Previous Year Look Ahead to Next Year	JULY Fourth of July Smart Irrigation Month (Irrigation Association)
FEBRUARY Presidents’ Day	AUGUST National Water Quality Month
MARCH Fix a Leak Week (WaterSense / EPA) National Groundwater Awareness Week (NGWA) World Water Day First Day of Spring Spring Forward an Hour (Daylight Savings)	SEPTEMBER Labor Day National Preparedness Month First Day of Autumn
APRIL International Earth Day National Lawn and Garden month	OCTOBER National Earth Science Week Great California Shake Out National Fire Prevention Week
MAY Memorial Day CA Water Awareness Month SCV Water Open House Drinking Water Week Infrastructure Week	NOVEMBER Fall Back One Hour (Daylight Savings)
JUNE First Day of Summer Consumer Confidence Report (CCR) / Water Quality Report	DECEMBER State Water Project – Initial Allocation First Day of Winter

Social Media Management

As of this writing, SCV Water is sharing social media management responsibilities with Tripepi Smith. The Agency's two social media managers are:

1. Lindsey Gibson
Public Affairs Specialist II
2. Kathie Martin
Public Information Officer

Tripepi Smith has full access to the Agency's social media sites and can also monitor/manage social media content through the Hootsuite social media management tool. It is up to SCV Water's discretion whether any third parties are to be given additional access to the social media sites. SCV Water is also responsible for restricting access should the Public Affairs Specialist or Public Information Officer leave the Agency, or upon termination of the agreement with Tripepi Smith.

SCV Water and Tripepi Smith will collaborate on social media content via every-other-week check-in calls as well as emails. Information discussed during those calls gets inserted in the Social Media Content Calendar, which SCV Water has full access to.

DRAFT

Measuring What Matters

The Social Media Plan requires a firm set of metrics to assess its campaign effectiveness and inform future communication decisions. To determine the effectiveness of communications & public engagement efforts, we will regularly evaluate:

- Are we communicating as much as we should, and in a timely manner?
- Are we communicating the right information—the most important information, the information the public wants, and the information necessary to accomplish our mission?
- Are we using the most effective tools to communicate?
- How can we communicate more consistently in both form (visual presentation) and substance (message)?

Some basic measures of success may include:

- **Reach and penetration** (quantitative)
 - Total number of gathered emails
 - Email open rate, click-through and forward rates
 - Website traffic (number of sessions, pageviews, unique visitors, etc.)
 - Social media like/follower counts on various SM platforms
 - Social media post Reach
 - Digital ad impressions
 - Public attendance count at events/meetings
- **Level of community engagement** (quantitative & qualitative)
 - Website behavior (pages visited, time spent on site, actions taken, etc.)
 - Public participation at events/meetings
 - Social media comments/replies and direct messages
 - Website form and survey submissions
 - Digital ad activity (click throughs)
 - Public inquiries (phone calls, emails, in-person)
 - Public interactions at physical events
- **Media tracking** (quantitative)
 - Local/regional media coverage (placements)
 - Also analyze tone: positive, negative or neutral
 - Mentions in Google Alerts
 - Mentions in social media (whether by individuals or in Groups/Pages)
 - Success rate of local/regional media picking up City messaging/posts

Social Media Goals

2020-21 Goals

1. By June 2021, grow social media community (Page or Profile Likes/Followers) by 10%.
2. By June 2021, grow brand awareness (Mentions, Shares, Reach/Impressions) by 10%.
3. By June 2021, grow community engagement (Engagement metrics, Post Comments/Replies, Post Likes/Reactions) by 10%.
4. By June 2021, grow website traffic referrals by 10% (Google Analytics).
5. By June 2021, demonstrate that we are responding to 100% of clear customer service opportunities on social media (Comments/Replies, Direct Messages).
6. By June 2021, have specific social media ad campaigns (with budget) scheduled for FY 2020-21

Completed

1. By June 2020, grow social media community (Page or Profile Likes/Followers) by 10%.
 - a. From August 2019 to June 2020, SCV Water's collective social media audience across Facebook, Twitter, Instagram and YouTube grew by 16%.
2. By June 2020, be able to measure how much yourscvwater.com traffic is attributed to social media site referrals.
3. By June 2020, have a library of custom graphic templates for use for recurring social media posts.
4. By June 2020, have a process for establishing new social media sites.
5. By June 2020, have a social media calendar that includes text and imagery that can be repeated (or slightly tweaked) in subsequent years.
6. By June 2020, have a regular reporting system in place that helps us recognize top-performing content and how to repeat Reach and Engagement successes.

Appendix A – Social Media Content Calendar

Tripepi Smith has collaborated with SCV Water staff to jumpstart the creation of an internal Social Media Content Calendar via Google Sheets. By using Google Sheets, multiple authors can make edits and comments in real-time, streamlining the collaboration process between Tripepi Smith and SCV Water. This resource will help staff and Tripepi Smith track key items such as events, meetings, program/campaign updates and more.

Network	Date/Time	Content Type	Topic	Copy
6/22-6/26				
FB/TW/IG				
FB/TW/IG	6/23/20 9:00 AM	Photo	National Hydration Day	
FB/TW/IG				
6/15-6/19				
FB/TW/IG	6/15/20 9:00 AM	Photo	Kids Corner	Happy summer break! School may be out, but the coloring fun never
FB/TW/IG	6/17/20 9:00 AM	Video	WaterSMART Workshop	Here's an opportunity to save water and money - all from the safety of
FB/TW/IG	6/20/20 9:00 AM	Photo	First Day of Summer/ Watering Habit	Happy First Day of Summer! As we welcome in the new season, rem
6/8-6/12				
FB/TW/IG	6/8/20 9:00 AM	Video	Gardening video	Time for a tune up! Although COVID-19 has interrupted the last few m
FB/TW/IG	6/10/20 9:00 AM	Photo	June Newsletter	Check out the June 2020 edition of the Water Current for a COVID-19
FB/TW/IG	6/12/20 9:00 AM	Photo	Steps to Lawn Replacement	Ready to ditch your lawn and replace it with colorful and water-efficien
6/1-6/5				
FB/TW/IG	6/1/20 9:00 AM	Photo	Lobbies closed through June 30	As a reminder, all #SCVWater Customer Care lobbies are closed thro
FB/TW/IG	6/3/20 9:00 AM	Photo	CCR	SCV Water's top priority is ensuring the water we deliver to you, our c
FB/TW/IG	6/4/20 9:00 AM	Photo	National Gardening Week	Happy #NationalGardeningWeek! For resources on water saving tips,

Image/Video URL	Post URL	Creator	Status	Notes
https://www.drop	https://yourscvw	Sara	Scheduled	
https://youtu.be/	https://watersma	Sara	Scheduled	
https://www.drop	https://yourscvw	Sara	Scheduled	
https://www.drop	https://yourscvw	Sara	Posted	
https://www.drop	https://conta.cc	Sara	Posted	
https://www.drop	https://yourscvw	Sara	Scheduled	
https://www.drop	http://ow.ly/b13M	Sara	Posted	
https://www.drop	https://yourscvw	Sara	Posted	
https://www.drop	santaclaritagarde	Sara	Posted	

Public Outreach Matrix of Selected Activities

May and June 2020

Website Statistics	MAY	
Total users	16,954	Users who have initiated at least one session during the date range
Total Page Views	39,229	Total number of pages viewed. Repeated views of a single page are counted.
Most Popular Content		
Home page	14,886	
Customer Care	5,219	Customer Care (pay; locate division; start/stop; etc)
Save Water & Money	2,203	Conservation program home page
Residential	1,260	Residential conservation programs
Connect	534	Contact Us
Valencia Division Bill	662	How to read your bill
Water Quality	434	
Board/Committee Meetings	304	Agendas
Your Water	1,421	Current digital ad campaign directs to this link
Digital Outreach	As of 6/8/20	
Social Media	Notable activity	
Facebook	660 likes 715 follows	
Instagram	1,141	7% growth based on promoted campaign (May 31 – June 1) to get more “followers”
Twitter	969	
Constant Contact	MAY/JUNE	
Water Currents eNewsletter (June)	TBD – 18,957	Open rate: 23% (average industry open rate 21.64%)
Water Currents – Notice of Water Quality Report (June) Specific customer lists were uploaded for each division		
Newhall	2,226	46% open rate; 16% click rate
Santa Clarita	3,390	45% open rate; 16% click rate
Valencia	7,157	45 % open rate; 15% click rate
Education	JUNE	
Students	Programs are suspended due to COVID-19	2020 Totals
Teachers		1490
Garden Classes – Saturdays		150
Garden Classes – evenings		72
		39

* Data not available yet

[This page intentionally left blank.]



LEGISLATION TRACKING

Letters of Support/Opposition

ITEM NO.
5.2

Date	Bill/Initiative	Title	Stand	Notes	Leg. Policy*	Status
2/7/2020	Water Resilience Exec. Order N-10-19	Comments on draft resilience portfolio	Support	Signed on to coalition letter to Nancy Vogel, Director of the Governor's Water Portfolio Program on the resilience portfolio in development. Specifically addresses topics including water storage, conveyance, flood management, regulation and planning and others	2.0, 5.0	Letter sent
2/7/2020	Water Resilience Exec. Order N-10-19	Comments on draft resilience portfolio	Support	Also sent our own letter to Ms. Vogel, with similar points.	2.0, 5.0	Letter sent
4/20/2020	AB 2182 (Rubio)	Emergency Backup Generators: Water & Wastewater Facilities	Support	Sent our own letter to Chair, Assembly Committee on Natural Resources Laura Friedman		Letter sent
4/20/2020	SB 1099 (Dodd)	Emergency Backup Generators: Critical Facilities Exemption	Support	Sent our own letter to Chair, Senate Environmental Quality Committee Ben Allen		Letter sent
5/28/2020	S. 3811 (Feinstein)	Restoration of Essential Conveyance Act, legislation that would authorize federal funding to repair critical water supply infrastructure associated with the Ca. Aqueduct	Support	Sent our own thank you letter to Senator Dianne Feinstein		Letter sent
6/9/2020	S. 2044	Comments to support the inclusion of section 2 of S. 2044, the Water Supply Infrastructure Rehabilitation & Utilization Act as an amendment to S. 3422 the Great American Outdoors Act (GAOA)	Support	Sent our own letter to Senator Dianne Feinstein and Senator Kamala Harris		Letter sent

* Reference to applicable section of Legislative Policy Guidelines

Revised: Jun 10, 20

 Represents changes since last distribution.

[This page intentionally left blank.]



SPONSORSHIP TRACKING FY JULY 2020 - JULY 2021

ITEM NO.
5.3

Agency Name	Event	Event Date	Event Location	Registration Fee	Sponsorship	Amount
ACWA	2020 Fall Conference	Dec 1-4, 2020	Indian Wells	\$725	Wed: Ice Cream Break	2,000.00
					TOTAL SPONSORSHIP:	2,000.00
					FY 20/21 BUDGET:	20,000.00
					BALANCE:	18,000.00

PROJECTED SPONSORSHIPS

Agency Name	Event	Event Date	Event Location	Registration Fee	Previous Sponsorship	Amount
SCV Chamber	Annual Patriots Luncheon	July 2020	Hyatt Valencia	\$65	Event Sponsor: Preferred seating for 4, Logo placement on all event marketing materials, Chamber website highlight, Recognition in event program & in media & press	1,000.00
AWA	Annual Member & Elected Officials Reception	Sept 17, 20	Ronald Reagan Presidential Library	Free to members	Respresentative Sponsor: Listing on invitation & event program, agency name on signage	500.00
CSDA	2020 Annual Conference	Aug 24-27, 20	Palm Desert	\$675	Sponsorship of Morning Coffee Station & 2/3rd page ad in the 50th Anniversary commemorative program	2,000.00
SCV Chamber	Legislative Leaders Forum		Hyatt Valencia	N/A	Gold Sponsor: 6 reserved seats, logo placement on all event marketing materials, recognition in media & press	1,000.00
Santa Clarita Environmental Education Consortium (SCEEC)	Green STEM	Nov 2020	College of the Canyon	N/A	The event provides high school and college students with exposure to STEM (Science, Technology, Engineering, Math) concepts, but with sustainability as a key focus. The Water Technology program at COC is one of the featured programs. (Decreasing from previous Family of Water sponsorship of \$5000)	2,000.00
					PROJECTED SPONSORSHIPS SUBTOTAL	6,500.00

Updated: Jun 8, 2020

PROJECTED BALANCE FY 20/21 11,500.00



SPONSORSHIP TRACKING FY JULY 2019 - JULY 2020

Agency Name	Event	Event Date	Event Location	Registration Fee	Sponsorship	Amount
SCV Chamber	9th Annual Patriots Luncheon	July 11, 19	Hyatt Valencia	\$65	Event Sponsor: Preferred seating for 4, Logo placement on all event marketing materials, Chamber website highlight, Recognition in event program & in media & press	1,000.00
Urban Water Institute	Annual Water Conference	Aug 14-16, 19	Hilton San Diego Resort & Spa	\$575	Marketing Sponsor: Logo on website, agenda, on presentation screens and in registration area.	2,000.00
AWA	Annual Member & Elected Officials Reception	Sept 19, 19	Ronald Reagan Presidential Library	Free to members	Respresentative Sponsor: Listing on invitation & event program, agency name on signage	500.00
CSDA	2019 Annual Conference	Sept 25 -28, 19	Anaheim	\$675	Sponsorship of Morning Coffee Station & 2/3rd page ad in the 50th Anniversary commemorative program	2,000.00
SCV Chamber	Legislative Leaders Forum	Oct 4, 19	Hyatt Valencia	N/A	Gold Sponsor: 6 reserved seats, logo placement on all event marketing materials, recognition in media & press	1,000.00
Santa Clarita Environmental Education Consortium (SCEEC)	Green STEM	Nov 2019	College of the Canyon	N/A	Legacy Family of Water* sponsorship. The event provides high school and college students with exposure to STEM (Science, Technology, Engineering, Math) concepts, but with sustainability as a key focus. The Water Technology program at COC is one of the featured programs. (Total cost - \$5000)	1,250.00
ACWA	2019 Fall Conference	Dec 2 -6, 19	San Diego	\$725	Wednesday Opening Breakfast (includes 1 meal ticket); sponsor ribbon for badges; acknowledgement in ACWA News, website, conference programs, screens at meals, mobile app.	2,500.00
CVWD - Cucamonga Valley Water District	ACWA Women in Water	Dec 2019 & May 2020	San Diego; Monterey	N/A	UNRULY: name & logo included on invitations & materials promoting the reception, as well as displayed on signage throughout the reception room	500.00
Valley Industry Assn (VIA)		Jan - Dec 2020	N/A	N/A	Gold Sponsor: Prepaid lunches for one year (one seat) 12 months participation in VIA pop banner program; recognition as a luncheon sponsor at each luncheon form stage & logo; luncheon presentation package inserts opportunity for 12 months	1,500.00

Agency Name	Event	Event Date	Event Location	Registration Fee	Sponsorship	Amount
Maven's Notebook	Public website providing in-depth & unbiased coverage of critical statewide water policy & science issues as they progress through key agency meetings, public meetings, legislative hearings	January 2020			Gold Sponsors: organizations receive a one-year subscription to Maven's Weekly Water Blast; one-year to California Water Library; recognized with large logo linked to organization's website. Renews annually	5,000.00
SCV Chamber	97th Annual Awards & Gala	Jan 24, 2020	Hyatt Valencia		1/2 page ad in program book	250.00
Urban Water Institute	Spring Water Conference	Feb 19-21, 20	Palm Springs	\$675	Continental Breakfast	1,500.00
Santa Clarita Valley Economic Development & College of the Canyons (SCVEDC)	2020 Economic Outlook	Mar 12, 2020 (RESCHEDULED: Sept 17, 2020)	Hyatt Valencia	\$140	Bronze: 2 reserved complimentary tickets to event at a sponsor table; Business card size color ad in Forecast program book; Company promotion through electronic and social media event marketing; Company logo in event presentation	1,100.00
KHTS	Sacramento Road Trip	March 16 -17, 2020 (CANCELLED)	Sacramento	\$603	(75) 60 sec. commercials & (100) promotional: 10 sec. tags, advertising signage on Road Trip literature & web material. Website banners, tiles, linkage. Sponsorship messages during road trip. Logo on poster at Banquet	2,250.00
AWA	28th Annual Water Symposium	April 16, 2020 (CANCELLED)	Oxnard Courtyard Marriott		Listing on printed materials; Company name of screen display; one comp. ticket	500.00
ACWA	2020 Spring Conference	May 5-8, 2020 (RESCHEDULED: July 28-31, 2020)	VIRTUAL	\$350	Wed: Ice Cream Break (ACWA transitioning to new virtual sponsorship options)	2,000.00
SCV Chamber	State of the County Luncheon	May 15, 2020 (RESCHEDULED Aug 5, 2020)	Hyatt Valencia	\$75	Bronze Sponsor: 4 complimentary tickets, social media recognition, sponsor recognition in all marketing	1,500.00
					TOTAL SPONSORSHIP:	26,350.00
					FY 19/20 BUDGET:	20,000.00
					BALANCE:	-6,350.00

PROJECTED SPONSORSHIPS

Agency Name	Event	Event Date	Event Location	Registration Fee	Previous Sponsorship	Amount
City of Santa Clarita	2020 Earth Arbor Day	CANCELED	Central Park	N/A		1,000.00
KHTS	Home & Garden Show	CANCELED	Central Park	N/A	Signage, on-air interview, logos, links & commercials	1,000.00
PROJECTED SPONSORSHIPS SUBTOTAL						2,000.00

Updated: Jun 8, 2020

PROJECTED BALANCE FY19/20 -8,350.00



2020 Public Outreach Events

ITEM NO. 5.4

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

	Event	Location	Notes (Pre and/or Post)
January			
1/9	Landscape class (evening)	Rio Vista	Creating a Landscape Plan and Budget
1/11	Landscape class	Rio Vista	Proper Pruning
February			
2/6	Landscape class (evening)	Rio Vista	Designing a Sustainable Landscape
2/8	Landscape class	Rio Vista	Waterwise Vegetable Gardening
2/23	Mardi Gras Madness 5K/10K	Valencia Town Center	Students Off and Running: free afterschool program for youth in need through training for and completing a marathon. Fundraiser for SOAR: https://mgm5k.weebly.com/
March			
3/19	Landscape class (evening)	Rio Vista	Top 30 Plants for the SCV
3/21	Landscape class	Rio Vista	Your Landscape Project: Design to Construction
3/21	Michael Hoefflin 5K Walk for Kids with Cancer	COC	The Michael Hoefflin Foundation is a non-profit organization that assists children diagnosed with cancer and their families. https://www.mhf.org/mhf-walk-kids-cancer/
3/29	Free to be Me Concert	Skate Park	City of Santa Clarita
April			
4/9	Landscape class (evening)	Rio Vista	Irrigating a Sustainable Landscape
4/11	Landscape class	Rio Vista	Drip Irrigation
4/18-19	Cowboy Poetry Festival	Hart Park	City event - http://cowboyfestival.org/
4/25-26	Earth/Arbor Day/H&G Show	Central Park	City event - http://greensantaclarita.com/eartharborday/ KHTS event - http://www.santaclaritahomeandgardenshow.com/
May			
5/2	Fun & Fishing	Castaic Lake	Presented by Friends of Castaic Lake
5/2	LASD/Special Olympics Chili Cook off	Jack Bones Equestrian Center	Benefitting Special Olympics https://www.sosc.org/scvtv/chilicookoff
5/9	Open House	Central Park Patio/Garden	Annual Agency Open House to celebrate California Water Awareness Month
5/21	Landscape class (evening)	Rio Vista	Caring for the Top 30 Plants for the SCV
5/23	Landscape class	Rio Vista	Landscaping with Perennials

June			
6/6	Battens Disease 5K		www.projectsebastian.org
6/11	Landscape class (evening)	Rio Vista	Maintaining a Sustainable Landscape
6/13	Landscape class	Rio Vista	Shrubs and Native Plants
6/13	Dragon Boat Festival	Castaic Lake	
6/12	Jazz and Blues	Town Center Drive	valenciajazzandblues.com
6/14	Taste of Town	So Cal Innovation Park	Child and Family Center Fundraiser http://childfamilycenter.org/events/
	Castaic Lake Fitness Challenge	Castaic Lake	
	Rotary Car Show	So Cal Innovation Park	Rotary's 2 nd Annual People's Choice Car Show – fundraiser for Bridge to Home and Family Promise
July			
7/9	Landscape class (evening)	Rio Vista	Creating a Landscape Plan and Budget
7/11	Landscape class	Rio Vista	The Basics of a Sustainable Landscape
7/10	Jazz & Blues Concerts	Town Center Drive	valenciajazzandblues.com
August			
8/6	Landscape class (evening)	Rio Vista	Designing a Sustainable Landscape
8/8	Landscape class	Rio Vista	Proper Turf Care and Turf Substitutes
September			
9/12	CAST for Kids	Pyramid Lake	Kids with disabilities, ages 6-17, experience the sport of fishing. www.castforkids.org
9/17	Landscape class (evening)	Rio Vista	Top 30 Plants for the SCV
9/19	Landscape class	Rio Vista	Controlling Weeds, Pests and Diseases
9/19	River Rally	Newhall Community Center	Clean up of the Santa Clara River http://greensantaclarita.com/calendar/river-rally/
TBD	Circle of Hope Hoedown	Newhall	Circleofhopeinc.org/hoedown/
TBD	Be the Light 5K	West Creek Park	http://www.bethelight5k.org/ Supporting A Light Of Hope (ALOH) https://www.alightofhopescv.org/ , a program for recovery from addiction/self-destructive behaviors
October			
10/3	CAST for Kids	Castaic Lake	Kids with disabilities, ages 6-17, experience the sport of fishing http://castforkids.org/event/castaiclake/
10/15	Landscape class (evening)	Rio Vista	Irrigating a Sustainable Landscape
10/17	Landscape class	Rio Vista	Trees for the SCV
TBD	Haunted Jailhouse	Sheriff Station	Boys & Girls Club fundraiser
TBD	Pow Wow Festival	Hart Park	A festival celebrating Native American Culture. Hosted by William S. Hart County Park & Museum and the Friends of Hart Park. http://www.friendsofhartpark.org/Event_Pages/powwow.html
TBD	Kids Expo	Golden Valley HS	Child and Family Center benefit. http://childfamilycenter.org/events/

Purple = Events

Green = SCV Gardening Classes

Blue = Speakers' Bureau 68

November			
11/12	Landscape class (evening)	Rio Vista	Caring for the Top 30 Plants for the SCV
11/14	Landscape class	Rio Vista	Soils and Fertilizers
11/14	Fun & Fishing	Castaic Lake	Presented by Friends of Castaic Lake
December			
12/3	Landscape class (evening)	Rio Vista	Maintaining a Sustainable Landscape
12/5	Landscape class	Rio Vista	How to Remove a Lawn
TBD	Family Literacy Festival	Newhall Library	Santa-clarita.com

as of 6/8/20

***cancellation
due to
coronavirus**

[This page intentionally left blank.]



**PUBLIC OUTREACH AND LEGISLATION COMMITTEE
AGENDA PLANNING CALENDAR 2020**

**ITEM NO.
5.5**

January 16, 2020 Committee

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Quarterly Social Media Report from Consultant Tripepi Smith
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2020/21
 - Public Outreach Event Calendar 2020
 - Committee Planning Calendar 2020

February 20, 2020 Committee

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Washington D.C. Advocacy Trip
 - SCV Water Agency – Water Summit Update
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2020/21
 - Public Outreach Event Calendar 2020
 - Committee Planning Calendar 2020

March 19, 2020 Committee - CANCELLED

April 16, 2020 Committee – VIRTUAL MEETING

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Quarterly Social Media Report from Consultant Tripepi Smith
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20 and FY 2020/21
 - Public Outreach Event Calendar 2020
 - Committee Planning Calendar 2020
3. General Outreach Update on COVID-19

May 21, 2020 Committee – VIRTUAL MEETING

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20 and FY 2020/21
 - Public Outreach Event Calendar 2020
 - Committee Planning Calendar 2020

June 18, 2020 Committee

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20 and FY 2020/21
 - Public Outreach Event Calendar 2020



PUBLIC OUTREACH AND LEGISLATION COMMITTEE AGENDA PLANNING CALENDAR 2020

- Committee Planning Calendar 2020
- 3. Discussion: Changing Legislative Advocacy Contract Terms to 2-year Contract
- 4. Discussion: Social Media Plan – Goals and Objectives for 2020/21

July 16, 2020 Committee

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Quarterly Social Media Report from Consultant Tripepi Smith
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2019/20 and FY 2020/21
 - Public Outreach Event Calendar 2020
 - Committee Planning Calendar 2020

August 20, 2020 Committee

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2020/21
 - Public Outreach Event Calendar 2020
 - Committee Planning Calendar 2020

September 17, 2020 Committee

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2020/21
 - Public Outreach Event Calendar 2020
 - Committee Planning Calendar 2020

October 15, 2020 Committee

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Quarterly Social Media Report from Consultant Tripepi Smith
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2020/21
 - Public Outreach Event Calendar 2020
 - Committee Planning Calendar 2020

November 19, 2020 Committee

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2020/21
 - Public Outreach Event Calendar 2020
 - Committee Planning Calendar 2020



**PUBLIC OUTREACH AND LEGISLATION COMMITTEE
AGENDA PLANNING CALENDAR 2020**

December 17, 2020 Committee

1. Legislative Consultant Reports
2. Public Information Officer Activities:
 - Monthly Outreach Matrix
 - Legislative Tracking
 - Sponsorship Tracking FY 2020/21
 - Public Outreach Event Calendar 2020/21
 - Committee Planning Calendar 2021