



**SANTA CLARITA VALLEY WATER AGENCY
REGULAR BOARD MEETING
AGENDA
27234 BOUQUET CANYON ROAD
SANTA CLARITA, CA 91350
RIO VISTA WATER TREATMENT PLANT BOARDROOM
TUESDAY, NOVEMBER 19, 2019 AT 6:30 PM**

6:00 PM DISCOVERY ROOM OPEN TO PUBLIC

Dinner for Directors and staff in the Discovery Room
There will be no discussion of Agency business taking place prior to the
Call to Order at 6:30 PM.

OPEN SESSION BEGINS AT 6:30 PM

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. 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 prior to each item as they arise. Please complete and return a comment request form to the Agency Board Secretary. (Comments may, at the discretion of the Board’s presiding officer, be limited to three minutes for each speaker.) Members of the public wishing to comment on items covered in Closed Session before they are considered by the Board must request to make comment at the commencement of the meeting at 6:30 PM.

4. APPROVAL OF THE AGENDA

5. CONSENT CALENDAR

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5.1. *	Approve Minutes of the Santa Clarita Valley Water Agency November 1, 2019 Special Board of Directors Meeting	5
5.2. *	Approve Minutes of the Santa Clarita Valley Water Agency November 5, 2019 Regular Board of Directors Meeting	7
5.3. *	Approve the Website and Social Media Administrative Policy	13

6. ANNUAL CONSIDERATION OF GENERAL MANAGERS AGREEMENT

6.1. Consider Salary Determination and Update to General Manager’s Agreement Following Annual Performance Evaluation

7. REVIEW STRATEGIC PLAN PERFORMANCE METRICS

8. **GIS UPDATE – POWERPOINT – 20 MINUTES**
9. **DISCUSS PUBLIC COMMENT GUIDELINES**
10. **GENERAL MANAGER’S REPORT ON ACTIVITIES, PROJECTS AND PROGRAMS**
11. **PRESIDENT’S REPORT**
12. **AB 1234 WRITTEN AND VERBAL REPORTS** **PAGE**

12.1.	AB 1234 Reports	
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13. **DIRECTORS’ REPORT**
14. **CLOSED SESSION**
 - 14.1. Conference with Legal Counsel – Existing Litigation – (Paragraph (1) of Subdivision (d) of Section 54956.9) (1 Case): Halushka vs. Santa Clarita Valley Water Agency, Los Angeles Superior Court Case No. 19STCV27352
15. **CLOSED SESSION ANNOUNCEMENTS**
16. **DIRECTOR REQUESTS FOR APPROVAL FOR EVENT ATTENDANCE**
17. **REQUEST FOR FUTURE AGENDA ITEMS**
18. **ADJOURNMENT**

- * Indicates Attachment
- ◆ Indicates Handout

Note: The Board reserves the right to discuss or take action or both on all of the above agenda items.

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 April Jacobs, Secretary to the Board of Directors, 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.

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

Posted on November 12, 2019.

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Minutes of the Special Meeting of the Board of Directors of the Santa Clarita Valley Water Agency – November 1, 2019

A special meeting of the Board of Directors of the Santa Clarita Valley Water Agency was held at the Santa Clarita Valley Water Agency located at 27234 Bouquet Canyon Road, Santa Clarita, CA 91350 at 1:30 PM on Friday, November 1, 2019. A copy of the Agenda is inserted in the Minute Book of the Agency preceding these minutes.

DIRECTORS PRESENT: Ed Colley, William Cooper, Robert DiPrimio, Jeff Ford, Jerry Gladbach, Maria Gutzeit (Left at 4:38 PM), R. J. Kelly, Gary Martin, Dan Mortensen and Lynne Plambeck (Left at 4:30 PM).

DIRECTORS ABSENT: B. J. Atkins, Tom Campbell and Kathy Colley.

Also present: April Jacobs, Board Secretary; Mitchell Rosenberg, M.M. Rosenberg and Associates; and members of the public.

President Cooper called the meeting to order at 1:35 PM. A quorum was present.

Upon motion of Director Gladbach, seconded by Director DiPrimio and carried, the Agenda was approved by the following voice votes (Item 4):

Director Atkins	Absent	Director Campbell	Absent
Director E. Colley	Yes	Director K. Colley	Absent
President Cooper	Yes	Director DiPrimio	Yes
Director Ford	Yes	Director Gladbach	Yes
Vice President Gutzeit	Yes	Director Kelly	Yes
Vice President Martin	Yes	Director Mortensen	Yes
Director Plambeck	Yes		

Upon motion of Director Mortensen, seconded by Director Kelly and carried, the Board went into Closed Session at 1:38 PM to discuss the items listed on the Agenda by the following voice votes (Item 5):

Director Atkins	Absent	Director Campbell	Absent
Director E. Colley	Yes	Director K. Colley	Absent
President Cooper	Yes	Director DiPrimio	Yes
Director Ford	Yes	Director Gladbach	Yes
Vice President Gutzeit	Yes	Director Kelly	Yes
Vice President Martin	Yes	Director Mortensen	Yes
Director Plambeck	Yes		

Upon motion of Director Kelly, seconded by Director E. Colley and carried, the Board voted to come out of Closed Session at 4:46 PM by the following voice votes (Item 5):

Director Atkins	Absent	Director Campbell	Absent
Director E. Colley	Yes	Director K. Colley	Absent
President Cooper	Yes	Director DiPrimio	Yes
Director Ford	Yes	Director Gladbach	Yes
Vice President Gutzeit	Not Present	Director Kelly	Yes
Vice President Martin	Yes	Director Mortensen	Yes
Director Plambeck	Not Present		

President Cooper reconvened the Open Session at 4:46 PM.

President Cooper reported that there were no actions taken in Closed Session that were reportable under the Ralph M. Brown Act (Item 6).

By motion of Director Kelly, seconded by Director E. Colley and carried, the Board adjourned the meeting at 4:49 PM by the following voice votes (Item 7).

Director Atkins	Absent	Director Campbell	Absent
Director E. Colley	Yes	Director K. Colley	Absent
President Cooper	Yes	Director DiPrimio	Yes
Director Ford	Yes	Director Gladbach	Yes
Vice President Gutzeit	Not Present	Director Kelly	Yes
Vice President Martin	Yes	Director Mortensen	Yes
Director Plambeck	Not Present		

April Jacobs, Board Secretary

ATTEST:

President of the Board

Minutes of the Regular Meeting of the Board of Directors of the Santa Clarita Valley Water Agency – November 5, 2019

A regular meeting of the Board of Directors of the Santa Clarita Valley Water Agency was held at the Santa Clarita Valley Water Agency located at 27234 Bouquet Canyon Road, Santa Clarita, CA 91350 at 6:30 PM on Tuesday, November 5, 2019. A copy of the Agenda is inserted in the Minute Book of the Agency preceding these minutes.

DIRECTORS PRESENT: B. J. Atkins, Tom Campbell, Ed Colley, Kathy Colley, William Cooper, Robert DiPrimio, Jeff Ford, Maria Gutzeit, R. J. Kelly, Gary Martin, Dan Mortensen and Lynne Plambeck.

DIRECTORS ABSENT: Jerry Gladbach.

Also present: Keith Abercrombie, Chief Operating Officer sitting in for the General Manager; Tom Bunn, General Counsel; April Jacobs, Board Secretary; Eric Campbell, Chief Financial and Administrative Officer; Rochelle Patterson, Director of Finance and Administration; Dirk Marks, Director of Water Resources; Cris Perez, Director of Tech Services; Rick Viergutz, Principal Water Resources Planner; Jeff Herbert, Senior IT Technician; Terri Bell, Administrative Assistant; Chris Palmer, California Special District Association Field Coordinator; and members of the public.

President Cooper called the meeting to order at 6:31 PM. A quorum was present.

Upon motion of Director Mortensen, seconded by Director K. Colley and carried, the Agenda was approved by the following electronic votes (Item 4):

Director Atkins	Yes	Director Campbell	Yes
Director E. Colley	Yes	Director K. Colley	Yes
President Cooper	Yes	Director DiPrimio	Yes
Director Ford	Yes	Director Gladbach	Absent
Vice President Gutzeit	Yes	Director Kelly	Yes
Vice President Martin	Yes	Director Mortensen	Yes
Director Plambeck	Yes		

California Special District Association Field Coordinator Chris Palmer presented the SCV Water Board of Directors with the Special District Leadership Foundation, District Transparency Certificate of Excellence (Item 5.1).

Upon motion of Director Mortensen, seconded by Director Kelly and carried, the Board approved the Consent Calendar including Resolution No. SCV-129 by the following electronic votes (Item 6):

Director Atkins	Yes	Director Campbell	Yes
Director E. Colley	Yes	Director K. Colley	Yes
President Cooper	Yes	Director DiPrimio	Yes
Director Ford	Yes	Director Gladbach	Absent
Vice President Gutzeit	Yes	Director Kelly	Yes
Vice President Martin	Yes	Director Mortensen	Yes
Director Plambeck	Yes		

RESOLUTION NO. SCV-129

**A RESOLUTION OF THE
BOARD OF DIRECTORS OF THE SANTA CLARITA VALLEY WATER AGENCY
AUTHORIZING PROFESSIONAL SERVICES AGREEMENT WITH
EQUATION TECHNOLOGIES FOR PROJECT MANAGEMENT SERVICES**

WHEREAS, the Board of Directors has determined that the Agency needs to engage project management services in order to address the needs of all divisions of the Agency; and

WHEREAS, the Agency has merged three separate entities into one, and it is critical that the financial system implementation is handled properly so that SCV Water obtains the project management to meet its needs; and

WHEREAS, the Board finds, after consideration of the recommendation of staff, that Equation Technologies is the most uniquely qualified firm to ensure that SCV Water implements a system that will meet its needs.

NOW THEREFORE, BE IT RESOLVED, that the Board of Directors of the Santa Clarita Valley Water Agency does authorize the General Manager to execute a contract with Equation Technologies for project management services in an amount not to exceed \$292,500, plus travel, subject to review and approval by Legal Counsel.

Upon motion of Director Atkins, seconded by Director K. Colley and carried, the Board approved Resolution No. SCV-130 authorizing the General Manager to (1) submit a proposal to the California Department of Water Resources to obtain a Round 1 Integrated Regional Water Management Implementation Grant pursuant to the Water Quality, Supply, and Infrastructure Improvement Act of 2014, (2) commit to providing the required matching funds for SCV Water projects, (3) require the Other Project Sponsors to provide matching funds through a sub grantee agreement with the Santa Clarita Valley Water Agency, (4) enter into an agreement to receive a grant for the Upper Santa Clara River Integrated Regional Water Management Region, and (5) execute a grant agreement with the California Department of Water Resources by the following electronic votes (Item 7.1):

Director Atkins	Yes	Director Campbell	Yes
Director E. Colley	Yes	Director K. Colley	Yes
President Cooper	Yes	Director DiPrimio	Yes
Director Ford	Yes	Director Gladbach	Absent
Vice President Gutzeit	Yes	Director Kelly	Yes
Vice President Martin	Yes	Director Mortensen	Yes
Director Plambeck	Yes		

RESOLUTION NO. SCV-130

**RESOLUTION OF THE BOARD OF DIRECTORS OF THE
SANTA CLARITA VALLEY WATER AGENCY APPROVING A RESOLUTION AUTHORIZING
THE GENERAL MANAGER TO (1) SUBMIT A PROPOSAL TO THE CALIFORNIA
DEPARTMENT OF WATER RESOURCES TO OBTAIN A ROUND 1 INTEGRATED**

REGIONAL WATER MANAGEMENT IMPLEMENTATION GRANT PURSUANT TO THE WATER QUALITY, SUPPLY, AND INFRASTRUCTURE IMPROVEMENT ACT OF 2014, (2) COMMIT TO PROVIDING THE REQUIRED MATCHING FUNDS FOR SCV WATER PROJECTS, (3) REQUIRE THE OTHER PROJECT SPONSORS TO PROVIDE MATCHING FUNDS THROUGH A SUB GRANTEE AGREEMENT WITH THE SANTA CLARITA VALLEY WATER AGENCY, (4) ENTER INTO AN AGREEMENT TO RECEIVE A GRANT FOR THE UPPER SANTA CLARA RIVER INTEGRATED REGIONAL WATER MANAGEMENT REGION, AND (5) EXECUTE A GRANT AGREEMENT WITH THE CALIFORNIA DEPARTMENT OF WATER RESOURCES

WHEREAS, the City of Santa Clarita, the Los Angeles County Flood Control District, the San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy, the Santa Clarita Valley Sanitation District of Los Angeles County and the Santa Clarita Valley Water Agency have established a Regional Water Management Group in accordance with the Integrated Regional Water Management Planning Act of 2002; and

WHEREAS, the State of California provides grant funds for integrated regional water management pursuant to the Water Quality, Supply, and Infrastructure Improvement Act of 2014; and

WHEREAS, this grant program is administered by the Department of Water Resources (DWR); and

WHEREAS, the DWR requires the grant applicant to designate, by resolution, an authorized representative for filing the grant application and executing the Grant Agreement; and

WHEREAS, the Santa Clarita Valley Water Agency is authorized by the Regional Water Management Group of the Upper Santa Clara River Watershed Integrated Regional Water Plan to prepare and apply for a grant on its behalf for a Round 1 Integrated Regional Water Management Implementation Grant pursuant to the Water Quality, Supply, and Infrastructure Improvement Act of 2014; and

WHEREAS, the stakeholders of the Upper Santa Clara River Integrated Regional Water Management Plan region have identified six projects to be included in an Implementation Grant; and

WHEREAS, the six projects provide benefit for regional self-reliance, groundwater sustainability, and help with the region's adaptation to climate change; and

WHEREAS, in addition to the Santa Clarita Valley Water Agency, the City of Santa Clarita, the Los Angeles County, and the Santa Clarita Valley Sanitation District of Los Angeles County all have projects in the suite of projects (Other Project Sponsors); and

WHEREAS, the grant requires the Santa Clarita Valley Water Agency commit to providing matching funds for its projects; and

WHEREAS, Santa Clarita Valley Water Agency will require that the Other Project Sponsors in this grant execute a sub grantee agreement with the Santa Clarita Valley Water Agency to provide matching funds for their projects.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors, the governing body of the Santa Clarita Valley Water Agency, authorizes the General Manager to:

- (1) Submit a proposal to the California Department of Water Resources to obtain a Round 1 Integrated Regional Water Management Implementation Grant pursuant to the Water Quality, Supply, and Infrastructure Improvement Act of 2014,
- (2) Commit to providing the required matching funds for SCV Water projects,
- (3) Require the Other Project Sponsors to provide matching funds through a sub grantee agreement with the Santa Clarita Valley Water Agency,
- (4) Enter into an agreement to receive a grant for the Upper Santa Clara River Integrated Regional Water Management Region, and
- (5) Execute a grant agreement with the California Department of Water Resources

Chief Financial and Administrative Officer Eric Campbell gave an update on the Financial Management Information System (Item 8).

Principal Water Resources Planner Rick Viergutz gave a presentation on the Rosedale-Rio Bravo Drought Relief Project (Item 9).

Chief Operating Officer Keith Abercrombie gave a quick update on (1) the recent Active Shooter staff presentations that were given at multiple locations on multiple days, (2) the recent public safety shut offs and how it impacted the Agency and (3) the recent move of Customer Care from Pine Street to the Rockefeller location. Mr. Abercrombie also gave an update on PFAS, pertaining to the N Well project, how it is moving forward advising that bids have been sent out on the vessels and design and electrical work with Edison is ongoing. He also mentioned that things are going well. Mr. Abercrombie also stated that the Department of Water Resources has indicated the response levels will be revised sometime in the upcoming months (Item 10).

Director Mortensen gave a brief update on the monthly Financial Report that was reviewed and recommended by the Finance and Administration Committee to be received and filed (Item 11.2).

There was no discussion on Item 12.

The President updated the Board on upcoming meetings (Item 13).

AB 1234 Reports (Item 14).

Written reports were submitted by Directors DiPrimio, Ford, Gladbach and Plambeck and were included in the Board packet. Additional written reports were submitted by Vice President Martin and Directors Atkins and Kelly which were handed out and are part of the record.

Director E. Colley reported that he attended the VIA Bash held at the Hyatt Regency on October 19, 2019.

Director K. Colley reported that she attended the VIA Bash held at the Hyatt Regency on October 19, 2019.

Director Kelly reported that he attended the VIA Bash held at the Hyatt Regency on October 19, 2019 and the CSDA Legislative Committee held in Sacramento on October 24, 2019.

Director Mortensen reported that he had lunch with General Manager Matt Stone on October 24, 2019.

There were no Directors reports (Item 15).

There were no Director requests for approval for event attendance (Item 16).

Director E. Colley requested that a report come back to the Board regarding power usage in general and how the newer rates are going to effect the SCV Water Agency solar projects as well as how it will impact the Agency as a whole (Item 17).

Upon motion of Director Mortensen, seconded by Director Atkins and carried, the meeting was adjourned at 7:54 PM by the following electronic votes (Item 18):

Director Atkins	Yes	Director Campbell	Yes
Director E. Colley	Yes	Director K. Colley	Yes
President Cooper	Yes	Director DiPrimio	Yes
Director Ford	Yes	Director Gladbach	Absent
Vice President Gutzeit	Yes	Director Kelly	Yes
Vice President Martin	Yes	Director Mortensen	Yes
Director Plambeck	Yes		

April Jacobs, Board Secretary


ATTEST:

President of the Board

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BOARD MEMORANDUM

DATE: November 19, 2019
TO: Board of Directors
FROM: Kathie Martin 
Public Information Officer
SUBJECT: Approve the Website and Social Media Administrative Policy

SUMMARY AND DISCUSSION

Public Outreach recently hired a social media consultant to help with the Agency's use of social media for general messaging and Agency branding. One of the first tasks was to review and update policies surrounding our online presence. The policy presented here was approved by the Public Outreach and Legislation Committee on October 17, 2019.

This is one of four documents that will provide guidance for our social media presence. These include:

1. Website and Social Media Administrative Policy – Attached.
2. Employee Social Media Policy (included in the current Employee Policies and Procedures Manual).
3. Comment Policy – Under development. This guides public expectations for what can and cannot be posted on Agency social media sites.
4. Social Media Plan – Under development. A living document setting out annual goals for strategic use of the tools available.

FINANCIAL CONSIDERATIONS

None.

RECOMMENDATION

That the Board of Directors approve the attached Website and Social Media Administrative Policy.

Attachment



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Website and Social Media Administrative Policy

INTRODUCTION

The Agency uses its websites (primarily, but not limited to yourschwwater.com) and social media as components of the Agency's public outreach activities and to assist in the conduct of and to promote Agency business. Social media programs include, but are not limited to: Facebook, Pinterest, Twitter, Instagram, YouTube, blogs and other such programs that exist now or will be developed in the future. The Agency's website and social media programs and data used for the social media programs are property of the Agency.

PURPOSE

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. All outreach efforts should further the three main goals identified in the Agency's Communication Plan – build awareness, influence behavior change and foster positive public perception.

In addition, the Agency's website and use of social media programs should serve to:

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

Role of the Agency Website

Public Outreach shall maintain the Agency's official web presence via social media, the official website and other tools that may be developed. The Agency's official website will remain the primary means of online communication and the predominant online presence. The public's general comments or communications concerning service requests should be directed to the Agency's Customer Care Center on the Agency website, or other tools that may be developed for this purpose. Social media messaging features will include notifications that they are not monitored 24-hours a day, with directions to official service request tools.

DEFINITIONS

- **Social Media or Social Media Sites** – Internet-based communications tools with a focus on immediacy, interactivity, user participation, and information sharing. Media include, but are not limited to, social networking sites, forums, blogs, vlogs, online chat sites, and video/photo posting sites or other similar output or format. Examples of social media include, but are not limited to, Facebook, Twitter, LinkedIn, Nextdoor, Instagram, Snapchat and YouTube.
- **Agency Social Media Site** – A social media site established, maintained for and used by the Agency to communicate with the public on Agency business, and over which the Agency has control of all pages, sections or posting locations.



Website and Social Media Administrative Policy

- **Agency Posts/Postings** – Information, articles, comments, photographs, graphics, videos or any other form of communication posted by the Agency on an Agency social media site.
- **Public Comments** – Information, articles, comments, photographs, graphics, videos or any other form of communication posted by a member of the public on an Agency social media site.
- **Social Media Administrators** – Agency employees expressly authorized and designated to establish, maintain and/or oversee the Agency’s social media sites.
- **Agency’s Official Website** – The Agency’s official website is www.yourSCVwater.com.
- **Public Information Officer (PIO)** – The Public Information Officer for the SCV Water Agency.
- **Public Outreach** – The staff team assigned duties in public information, outreach and other communication functions.

AUTHORIZED USERS

Agency staff or consultants posting on behalf of the Agency on websites and social media networks must be authorized by the PIO or his or her designee. Additionally, the content of such posts must be pre-approved by the PIO or other authorized staff or designee.

The maintenance, monitoring, posting and responding on Agency social media sites shall be conducted during normal business hours. After-hours or weekend activity shall only be conducted with advanced approval of the PIO, or in the case of urgent or emergency situations which require immediate communications.

Conduct

- Agency staff shall post under the official Agency identity where possible according to the social media site being used.
- Staff should refrain from posting as an individual unless site function requires it (i.e., a Facebook page cannot post inside a Facebook group.) Agency staff shall not use a personal social media account to reply in official capacity on behalf of the Agency.
- Agency staff posting on behalf of the Agency shall at all times conduct themselves in an appropriate and professional manner.
- Postings on any Agency social media site shall only reflect the views of the Agency. Administrators shall not express his or her own personal views or concerns through such postings.

Responsibilities

- Establish, maintain and monitor Agency’s social media sites in compliance with this policy.
- Comply with the individual social media site’s terms of service.



Website and Social Media Administrative Policy

- Limit administrator access to social media sites to authorized employees or consultants only.
- Ensure grammar and spelling are correct and mistakes corrected quickly.
- Monitor public comments, engagements and other interactions to ensure they are consistent with this policy.
- Ensure posts are accurate, appropriate, professional, respectful, relevant, on topic with the Agency's mission, and compliant with this policy.

Account Setup and Settings

- **Account Setup** – Official Agency contact information must be used to set-up, maintain, monitor or access an Agency social media account. The use of personal information (email or phone number) is not allowed.
- **Account Information Storage** – All social media account information (login, password and administrative access) must be given to the Public Information Officer, and changes reported immediately.
- **Settings and Functionality** – The Agency reserves the right to implement or remove any functionality or content of its Agency social media sites, when deemed appropriate and possible. This includes, but is not limited to: information, articles, pictures, videos or any other form of communication that is posted on an Agency social media site.

CONTENT GUIDELINES

- Content that is posted must:
 - Be factual and informational material related to the goals and purposes listed above.
 - Use proper grammar and avoid jargon.
 - Seek an approachable, conversational tone, while maintaining professionalism.
 - Contain information that is freely available to the public and not be confidential as defined by any Agency policy or federal or state law.
- Content posted may contain:
 - Hyperlinks directing users back to the Agency website.
 - Links to other social media or websites, that are government or Agency-related, sites with specific ties to the Agency.
 - Links to sites that contain relevant information that help the Agency fulfill its mission.
- The Agency shall insure they have full permission or rights to any content before posting it to an Agency social media site, including photographs and videos.

Applicable Laws, Rules and Regulations

- Content posted on Agency websites and social media networks is public record.
- Agency social media sites are subject to the California Public Records Acts (Government Code Section 6250, et seq.) and associated laws and policies and must be able to be managed, stored and retrieved to comply with these laws.



Website and Social Media Administrative Policy

- Sharing or posting content owned by others shall be performed in accordance with copyright, fair use and established laws pertaining to materials owned by others. This includes, but is not limited to: quotes, images, documents and links.
- All Agency social media sites shall adhere to applicable federal, state, and local laws regulations and polices including, but not limited to: this policy, and all other Agency policies including information technology and administrative.
- Agency social media sites shall comply with usage rules and regulations required by the social media site provider, including privacy policies. All content on any Agency social media site are subject to the terms of service (TOS) of the individual social media sites.

Records Management and Documentation

- Any content maintained on an Agency social media site that is related to Agency business, including a list of subscribers, posted communication and communication submitted for posting, may be considered a public record and subject to public disclosure as required by law. The Public Outreach work group shall process any request for public records related to Agency social media sites.
- Agency social media sites shall be managed consistent with the Brown Act. Public Comments or Public Postings by elected and appointed officials (including, but not limited to responses to, “likes”, “shares”, retweets or other participation in any published posting or use of an Agency social media site or other social media site or any form of electronic communication) for the purpose of discussing, deliberating, or expressing opinions on any issue within the subject matter jurisdiction of the body, which would constitute a serial meeting or is otherwise inconsistent with the Brown Act, shall not be permitted.

PROHIBITED CONTENT

Content that is not allowed to be posted by Agency staff includes:

1. Confidential information such as: (1) the personal information of employees and Directors, (2) information related to actual or potential legal claims, lawsuits or other legal issues, or (3) customer information published without written permission.
2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation/gender identification, as well as any other category protected by federal, state or local laws;
3. Comments not topically related to the particular subject being commented upon; and hyperlinks to material that is not directly related to the discussion.
4. Photographs or images of anyone who can be identified without first obtaining a signed release, except for publicly obtained pictures/videos involving public social events.
5. Languages, photos, images, links or other content that is sexually explicit (including nudity), lewd or obscene, racist, political, or religious.
6. Profane language and content, potentially libelous comments; or personal attacks, insults or threatening language.
7. Any content that actively engages any person posting in an argumentative or offensive manner.



Website and Social Media Administrative Policy

8. Solicitations of charitable contributions or commerce, including, but not limited to, advertising of any business or product for sale, commercial promotions and spam;
9. Content that inappropriately promotes an outcome for an election or campaign (refer to the California Fair Political Practices Commission for additional guidance).

BRANDING CONSISTENCY AND OTHER BEST PRACTICES

Whenever possible, Agency social media sites shall use official “SCV Water” logos as profile pictures. Any cover or banner images must be authorized by the PIO. If color/theme customization is available, official SCV Water Colors must be used.

- All Agency social media sites shall bear the name, and/or official Agency logo.
- This Website and Social Media Administrative Policy shall be displayed to users of Agency social media sites or made available by hyperlink.
- Each Agency social media site shall include an introductory statement (where possible) clearly specifying the purpose and topical scope of such site; shall clearly state that such site is maintained by the Agency and that the site is subject to the Agency’s Website and Social Media Administrative Policy.
- Agency social media sites shall supplement, and not replace, the Agency’s required notices and standard policies, practices and methods of communication.

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