



Date: April 11, 2019

To: **Public Outreach and Legislation Committee**

Jerry Gladbach, Chair
B.J. Atkins
Kathy Colley
R.J. Kelly
Gary Martin
Lynne Plambeck

From: Steve Cole, Assistant General Manager

A handwritten signature in blue ink, appearing to read "SC", is placed to the right of the "From:" line.

The **Public Outreach and Legislation Committee** is scheduled to meet on **Thursday, April 18, 2019 at 5:30 PM at Summit Circle Training Room** located at 26521 Summit Circle, Santa Clarita, CA. 91350.

MEETING AGENDA

<u>ITEM</u>		<u>PAGE</u>
1.	Public Comments	
2. *	Legislative Consultant Report:	
	2.1 Anchor Consultant	1
	2.2 California Advocates	9
	2.3 Poole & Shaffery	15
3. ♦	Public Outreach Activities	
	3.1 Presentation 2019 Customer Satisfaction and Awareness Survey	
4. *	Informational:	
	4.1 Monthly Outreach Matrix	17
	4.2 Legislative Tracking	19
	4.3 Sponsorship Tracking FY 2018/19	21
	4.4 Public Outreach Event Calendar 2019	23
	4.5 Committee Planning Calendar 2019	27
5.	Adjournment	

* Indicates attachments

♦ To be distributed

NOTICES:

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

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

Posted on April 11, 2019.

MGS



Memorandum

To: Matt Stone, Steve Cole
CC: Hunt Braly
From: Harry Henderson
Date: 4/10/2019
Re: March 2019 Federal Legislative Brief Update

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

March has been particularly busy for both Anchor Consulting and SCV Water. As we had mentioned during our last call, the Agency had completed a successful 2018 with the passage of the FY2019 Omnibus Appropriations Act which included funding for the Agency's Emergency Water Storage project. While this was cause for celebration, we looked for additional opportunities for success for the Agency. The President's budget introduction began the process of the next phase of opportunities for the Agency.

While the public and others were focused on stories about border walls and the Mueller report, Anchor was focused on assisting the Agency develop a strong relationship with its new Member of Congress, Representative Katie Hill, her staff, and identifying opportunities for future success. We held conference calls with the Agency and its counsel. We met with key individuals on Capital Hill including staff for Representative Hill, Appropriations Committee staff, Senators Feinstein and Harris staff, and others. We also held conference calls with key community leaders to help identify their priorities, synch our own, and ensure an effective choreographed



effort with each of our Federal agendas. We believe that our results have been impressive and hope that you agree.

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

Meetings:

As we mentioned, March has been particularly busy for Anchor Consulting on behalf of the Agency. We have met numerous times with Ben Steinberger of Representative Hill's office, held a number of Conference calls with him to go over details, and then followed up with key information to make his job easier and that of the Representative.

We met with key staff on the House Appropriations Committee as well as staff from both Speaker Pelosi and Minority Leader Kevin McCarthy's offices. We held conference calls with leadership from the Bureau of Reclamation. We held calls to discuss priorities with staff from the City of Santa Clarita and coordinate efforts associated with Cemex and our VOC/Whittaker Bermite related projects. We met with key staff from Senators Feinstein and Harris to coordinate efforts associated with Representative Hill. We met with staff from the House Natural Resources Committee, Transportation and Infrastructure Committee, the House Energy and Commerce Committee, and also the House Armed Services Committee. We have meetings scheduled with their Senate counterparts in the coming weeks.

We also held several calls both collectively and individually with staff of the Agency to brief on the efforts we have underway. We wanted to make sure that staff understood where we are in the process, why we were taking the actions we were, and were supportive of those activities. In all, we counted over a dozen calls with Agency staff in the past month that Anchor participated in.

We also helped prepare the Agency for visits by Representative Hill's office to the Agency. On two separate occasions, Anchor helped prepare the Agency for a visit by Representative Hill's



staff. In both occasions, I believe we all would agree that the visits were a resounding success. In fact, Representative Hill's Santa Clarita field representative has a standing appointment with the Agency on a monthly basis. Combine this with an expected visit by Ben Steinberger to the Agency in the coming weeks, we believe that our relationship building exercises and efforts have been nothing short of a complete success. This has been a combined success, but we also believe that our messaging alterations associated with key initiatives have truly paid off.

Fiscal Year 2020 Appropriations

On March 11, 2019, the President sent to Congress his proposed Fiscal Year 2020 (FY2020) Budget. While the press focused on issues within the budget like the proposed cuts to Special Olympics and others, it is important to remember that no President in that last 30 years has gotten their budget approved by Congress. In fact, over eight years of the Obama Presidency and with eight separate budgets introduced, President Obama never received more than 2 votes for his budget in Congress in a given year. As such, we have always recommended calm and skepticism when viewing the President's budget.

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

On April 1, 2019, Representative Hill's office made a request for "robust environmental funding within the Department of Defense" and referenced our \$7 million initiative as part of this request. We are also working with both Representative Hill's office and the Department of Defense to identify the exact line item where the court decree is being funded through in order



to include funding for our specific need. Representative Hill's office is also expected to include a mirror request to the House Armed Services Committee for the Defense Authorization Act.

We will be working with both Senators Feinstein and Harris on this initiative as well to ensure its inclusion in a final measure. By moving to the Defense Appropriations Act, we have moved the Agency from "fishing" in a pond of roughly \$7 billion for the Bureau of Reclamation and \$12 billion for the Army Corps of Engineers to a roughly \$750 billion ocean within the Defense measure. Our odds of success are much stronger here.

Anchor has not given up on its strategy of a stand alone Volatile Organic Compound bill and will be working with Representative Hill's office to get legislative language from Legislative Counsel on this subject. However, we believe that given Representative Hill's position on the House Armed Services Committee and her role within leadership of the Democratic majority, there is a stronger possibility of success through the Defense strategy.

Water Resources Development Act:

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

On March 7, 2019, the House Transportation and Infrastructure Committee held a hearing on the Clean Water State Revolving Fund. The Committee took time to hear from a variety of experts including a Board Member of the National Association of Clean Water Agencies. The Committee highlighted the massive deficiencies in infrastructure for the delivery of clean water. The Committee discussed extensively the need to include efforts associated with this within the upcoming 2020 Water Resources Development Act.



On April 10, 2019, the Committee will continue its “The Cost of Doing Nothing” series with a hearing on the Harbor Trust fund and the protection of the American waterways. Again, these hearings are the groundwork for efforts associated with the Water Resources Development Act and we will continue to monitor its progress carefully.

PFAS:

During our last call, the Committee had a number of questions regarding the background and definition of per- and polyfluoroalkyl substances (PFAS). We believe that this remains a very serious topic that the Agency needs to remain on top of. Below is a link to the Environmental Protection Agency’s PFAS page and the impact associated with these chemicals. We continue to expect Federal legislation on this topic in the coming months. Let us know if you have any questions.

<https://www.epa.gov/pfas/basic-information-pfas>

Drought Legislation

On March 19, 2019, the Governor’s representatives of the seven Colorado River Basin States and key water districts formally submitted Drought Contingency Plans to Congress for immediate implementation. On the same day, the Department of Interior stated that the plan “demonstrates the best path forward to: a) reduce the risks the Colorado River Basin is facing, and that b) can be adopted prior to the August 2019 determinations of operations for Lake Powell and Lake Mead in 2020.”

In the subsequent month, Members of Congress have begun introducing legislation that incorporates all or some of the recommendations made. On April 3, 2019, Representative Raul Grijalva and Senator Martha McSally of Arizona introduced identical bills establishing the proposal as Federal law. In the days since this introduction, Senators from Colorado and Nevada have signed onto the measure and hope to have the legislation move by the end of



April. April 22, 2019 has emerged as a serious deadline as the seven States who are a part of this deal want to have Mexico contribute water starting in 2020.

In a non-related legislative introduction, Representative Kevin McCarthy introduced H.R. 1600 titled the Railway Act ending the Federal government's involvement in California's high-speed rail program and repurposing roughly \$3.4 billion in funding toward water storage projects in the state. The legislation was cosponsored by every Republican in the State's delegation but is unlikely to move in the House according to Representative DeFazio of the House Transportation and Infrastructure Committee. Regardless, it does set up a looming political fight associated with the Water Resources Development Act and other bills later this summer.

Emergency Water Storage Project

As we mentioned during the last call, the recently passed Omnibus Appropriations Act included funding associated with drought relief and water storage efforts. Included in this funding was \$6 million associated with the Agency's emergency water storage project. The funding now sits with the Office of Management and Budget for allocation to the appropriate Federal Agency. Anchor has worked closely with Steve Cole on this topic to ensure that the Agency would be able to access and spend the funding in a timely fashion and within the requirements set out by the Bureau of Reclamation. The expectation is that sometime over the summer, the Agency will announce this funding opportunity and then the Agency will "apply" for its portion of the funding. We do not expect final approval of this grant before the of September 2019. This will allow the Agency two additional Fiscal Years to allocate the funding for the project.

Other Issues:



- *CEMEX*. As you may have heard, the IBLA recently announced their ruling sustaining the decision by the BLM regarding the CEMEX project. Combine this decision with the legislative action by Representative Knight prohibiting future mining on the site when the current contract is complete, and the result appears to end the proposed mining operation. Anchor has worked closely with the City of Santa Clarita on this topic and is pleased to put this roughly 30-year exercise behind us.
- Representative Katie Hill raised over \$550,000 in the first quarter of the year for her re-election efforts. Former Representative Steve Knight has indicated that he is not currently considering a return bid for Congress and only one other announced Republican candidate is currently in the field. The NRCC has indicated that California 25 remains a top 10 seat for them in 2020.
- With a newly elected Member of Congress, it is natural for Members of the Board to be approached about their opinions of her efforts, etc. We would kindly request that should individuals on the Board speak to the press about this or other matters related to the Federal government to please provide a “heads up” to Anchor. Furthermore, should any Members of the Board attend a meeting where they expect to be in contact with the Representative, we would kindly ask that you let Anchor know as soon as possible.

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April 11, 2019

MEMORANDUM

TO: Steve Cole, Santa Clarita Valley Water Agency

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

SUBJECT: April Report

Standing Policy Committees and Budget Sub Committees are in full-swing in Sacramento. Along with the SCVWA sponsored bill SB 387 (Wilk), the key water issue we continue to closely monitor is “Safe and Affordable Drinking Water.” Tomorrow, the legislature will adjourn for Spring Recess. Upon coming returning from the short break, there will be the first fiscal policy committee deadline (April 26th), items being closed out in budget sub committees, as well as May Revisions to the proposed Governor’s Budget. As policy and budget issues continue to progress, we will be in contact to strategize and prepare testimony on important issues for the Santa Clarita Valley Water Agency.

SB 387 (Wilk) SCVWA Governance Clean Up

SB 387 is a clean up to SB 634 (Wilk) and would allow the Santa Clarita Valley Water Agency Board, upon vacancy of a board seat, to eliminate the vacant Board of Director position that will be consolidated at the next election, through a vote of the board. The bill provides specific direction if seats are consolidated prior to the election, on having a lot to determine which seats receive 2 and 4 year terms. We have included an additional amendment suggested by legislative counsel to select a date for the lottery. The bill will be heard April 24, 2019, in Senate Governance and Finance Committee.

Safe and Affordable Drinking Water Funding

The “Safe and Affordable Drinking Water” topic heated up this past month in Sacramento. The Governor’s proposed fix to the “Safe and Affordable Drinking Water was presented in both the Senate and Assembly Budget Sub Committees. Likewise, all individually carried bills by Assemblymembers and Senators were amended and also presented. Below is a list of all the bills, including the Governor’s proposed budget fix, with status and location.

Department of Finance “Safe and Affordable Drinking Water” Draft Language:

http://www.dof.ca.gov/Budget/Trailer_Bill_Language/documents/SafeandAffordableDrinkingWaterandExideCleanup.pdf

The Governor’s proposed fix includes the following below:

Fee Breakdown

1. A fertilizer tax of \$0.006 per dollar of sales.
2. A \$0.01355 deduction per cwt. from milk producers’ payments.

3. A tax to not exceed \$1,000 on Confined Animal Facilities (excluding dairies, but including bovine, poultry, swine and other livestock operations) per year.
4. A water tax of \$0.95 per month on residential public water system customers and a \$4.00, \$6.00 and \$10.00 per month tax on larger commercial water meter customers.
5. \$50,000,000 to the cleanup and testing of contaminated properties in the communities surrounding the Exide Technologies facility in the City of Vernon.

SB 200 (Monning) Safe and Affordable Drinking Water Fund. This bill establishes the ‘Safe and Affordable Drinking Water Fund’ account in the State Treasury, which would be administered by the State Water Resources Control Board (SWRCB). The bill also directs the SWRCB, in consultation with a multi-disciplinary stakeholder group, to prioritize funding to focus on disadvantaged communities and low-income domestic well users where the cost of treating water, or finding new sources of clean water, would otherwise make the cost of the water service unaffordable.

Status: The bill passed out of the Senate Environmental Quality Committee on a 5-0-2 vote and is now heading to the Senate Natural Resources Committee on April 23rd.

SB 669 (Caballero) Water quality: Safe Drinking Water Fund. This bill would create the Safe Drinking Water Trust (Trust) at the state Treasury. The Trust’s purpose would be to provide a durable funding source to help community water systems in disadvantaged communities provide their customers with access to safe and reliable drinking water. The Trust would be funded with an infusion of General Fund dollars during a budget surplus year. The state would invest the Trust’s principal, and the net income from the Trust would be transferred on an ongoing basis to a Safe Drinking Water Fund that would be administered by the State Water Resources Control Board.

Status: This bill passed out of the Senate Environmentally Quality Committee on an 7-0 vote and is now heading to the Senate Governmental Organization Committee on April 23rd.

AB 134 (Bloom) Safe, Clean, Affordable, and Accessible Drinking Water. This bill would provide the mechanics and oversight, according to Assemblymember Garcia’s bill (AB 217), should it pass and go into law.

Status: This bill passed out of the Environmental Safety and Toxic Materials Committee on a party line vote of 6-3 and is now waiting to be heard in the Assembly Appropriations Committee.

AB 217 (E. Garcia) Safe Drinking Water for All Act. The bill would state that the Legislature is to transfer \$200,000,000 to the Safe and Affordable Drinking Water Trust Fund each year for five years, establishing a \$1,000,000,000 trust account. Interest from the trust fund would be transferred into the Safe and Affordable Drinking Water Fund each year for the State Water Resources Control Board to make available to disadvantage communities and low-income households needing assistance in securing access to safe drinking water. Additionally, the measure would establish a public good charge of 50 cents per month on every household water meter in California, and a tax on fertilizer sales, dairies and non-dairy confined animal facilities.

Status: The bill passed out of the Environmental Safety and Toxic Materials Committee on a party line vote 6-3 and is now heading to the Assembly Appropriations Committee where it will receive a fiscal analysis. Below is a fee breakdown to the bill:

Fee Breakdown:

1. A trust infusion of \$200,000,000 for 5 years.
2. A fertilizer tax of \$0.006 per dollar of sales.

3. A \$0.01355 deduction per cwt. from milk producers' payments.
4. A tax to not exceed \$1,000 on Confined Animal Facilities (excluding dairies, but including bovine, poultry, swine and other livestock operations) per year. And \$750 fee per each additional facility.
5. A public good charge of .50 cents per month on every household water meter.

Remainder of Safe and Affordable Drinking Water Bills:

AB 1381 (Salas) – Safe Drinking Water Plan. This bill requires the State Water Resources Control Board, in its Safe Drinking Water Plan, to identify, public water systems that consistently fail to deliver water that meets all applicable standards under the California Safe Drinking Water Act. The bill would also require the plan to include a publicly accessible map that identifies areas that consistently lack, or are at risk of losing, access to safe and affordable drinking water.

Status: Currently, this bill is in the Assembly Environmental Safety and Toxic Materials Committee but does not have a scheduled hearing date.

ACA 3 (Mathis) Water: minimum funding guarantee. This measure would annually set aside 2% of the General Fund to be allocated to the Department of Water Resources (DWR) and the State Water Resource Control Board (SWRCB). The monies should be directed towards funding any and all water improvement projects, such as environmental quality, groundwater clean-up and recharge, infrastructure, and emergency drinking water programs.

Status: Currently, this bill is in the Assembly Water, Parks, and Wildlife Committee but does not have a scheduled hearing date.

Key Appointment and Confirmation(s)

Serena McIlwain, 50, of Sacramento, has been appointed Undersecretary of the California Environmental Protection Agency. McIlwain has been director of the Office of Continuous Improvement at the U.S Environmental Protection Agency since 2017. She was assistant regional administrator at the U.S. Environmental Protection Agency, Region 9 from 2014 to 2017, deputy assistant secretary and chief operating officer of the Office of Fossil Energy at the U.S. Department of Energy from 2011 to 2014, where she was director of the Office of Business Partners from 2009 to 2011, and director for workforce planning and management in the Office of the Architect of the U.S. Capitol from 2003 to 2009. She earned a Master of Public Administration degree from George Mason University and a Master of Science in Administration degree from Central Michigan University.

Last Thursday, the California Senate confirmed Jared Blumenfeld as Secretary of the California Environmental Protection Agency (CalEPA). Blumenfeld was confirmed with a bipartisan vote of 32-3.

As Secretary, Blumenfeld oversees the state's efforts to fight climate change, protect air and water quality, regulate pesticides and toxic substances, achieve the state's recycling and waste reduction goals, and advance environmental justice. As a member of Governor Gavin Newsom's cabinet, he also advises the governor on environmental policy.

Blumenfeld brings to CalEPA more than 25 years of environmental policy and management experience at the local, national and international levels. From 2009 to 2016, he served under former President Barack Obama as Regional Administrator of the U.S. Environmental Protection Agency for the Pacific

Southwest, a region that includes California, Nevada, Arizona, Hawaii, the Pacific Islands and 148 tribal nations.

This week the State Senate confirmed Wade Crowfoot as California Secretary for Natural Resources in a bipartisan vote of 38-0.

Crowfoot oversees an agency of 19,000 employees charged with protecting and managing California's diverse resources. This includes stewarding the state's forests and natural lands, rivers and waterways, coast and ocean, fish and wildlife, and energy development. As a member of the Governor Gavin Newsom's cabinet, he advises the Governor on natural resources and environmental issues.

Crowfoot was appointed California Secretary for Natural Resources by Governor Newsom on Jan. 11, 2019. He brings over two decades of public policy and environmental leadership to the office, with expertise in water, fisheries, climate and sustainability issues.

He most recently served as chief executive officer of the Water Foundation, a nonprofit philanthropy that builds water solutions for communities, the economy and the environment across the American West. In that role, he developed innovative partnerships among a broad range of partners including agricultural leaders and environmental conservation groups.

Regulatory

State Water Resources Control Board "Wetlands Policy" Definition Adoption

On Tuesday, the State Water Resources Control Board (State Water Board) adopted rules to protect wetlands and other environmentally sensitive waterways throughout the state. The newly adopted rules provide a common, statewide definition of what constitutes a wetland. They also provide consistency in the way the State Water Board and nine regional water boards regulate activities to protect wetlands and other waterways, such as rivers and streams, and bays and estuaries.

The rules have two components that support each other. First, the rules define what is considered a wetland and include a framework for determining if a feature defined as a wetland is a "water of the state" subject to regulation. Second, the rules clarify requirements for permit applications to discharge dredged or fill material to any water of the state.

The rules are largely based on the scientific conclusions used for the existing U.S. Army Corps of Engineers' wetland definition and regulatory programs. One exception is that in arid portions of the state, the State Water Board's definition protects non-vegetated wetlands, such as desert playas, that otherwise would not be covered under federal jurisdiction.

Furthermore, waters of the state are, by definition, broader than "waters of the United States" covered by federal regulation. The newly adopted rules do not change that and will ensure that waters of the state will continue to be protected even if protections for federal waters are narrowed by administrative actions or the courts.

As adopted the rules will:

- Clarify what is considered a wetland – and what is not – for the entire state.

- Provide a common framework for monitoring and reporting the quality of California’s remaining wetlands.
- Help ensure no overall net loss, and promote an increase, in the quantity, quality, and sustainability of waters of the state, including wetlands.
- Improve transparency and consistency across the State Water Board and the nine Regional Water Quality Control Boards in how discharges of dredged or fill material in sensitive waterways are monitored and regulated.
- Avoid duplicative work and streamline requirements to cover all waters of the state, so both state and federal environmental concerns are addressed at once.

Please see the link to the State Water Boards Fact Sheet below for the Wetland Policy:

https://www.waterboards.ca.gov/water_issues/programs/cwa401/docs/wrapp/dredge_and_fill_draft_procedures_fact_sheet_022519_update.pdf

Important Dates and Deadlines for 2019:

April Deadlines:

- April 11th, Spring Recess begins upon adjournment of floor session.
- April 22nd, Legislature reconvenes from Spring Recess.
- April 26th, Last day for policy committees to hear and report to fiscal committees “fiscal bills” introduced in their house.

May Deadlines:

- May 3rd, Last day for policy committees to meet and report to the floor “non-fiscal bills” introduced in their house.
- May 10th, Last day for policy committees to meet prior to June 3.
- May 17th, Last day for fiscal committees to meet and report to the floor bills introduced in their house.
- May 27th, Memorial Day. (Observed Holiday)
- May 28th – May 31st, Floor session only. No committee may meet for any purpose except for Rules Committee – House of Origin Deadline Week.
- May 31st, Last day for each house to pass bills introduced in that house.

June Deadlines:

- June 3rd, Committee meetings may resume.
- June 15th, Budget Bill must be passed by midnight.

July Deadlines:

- July 4th, Independence Day. (Observed Holiday)
- July 10th, Last day for policy committees to hear and report “fiscal bills” to fiscal committees.
- July 12th, Last day for policy committees to meet and report bills. Summer Recess begins on adjournment, provided Budget Bill has been passed.

August Deadlines:

- August 12th, Legislature reconvenes from Summer Recess.
- August 30th, Last day for fiscal committees to meet and report bills.

September Deadlines:

- September 2nd, Labor Day. (Observed Holiday)
- September 3rd – 13th, Floor session only. No committee may meet for any purpose, except Rules Committee.
- September 6th, Last day to amend on floor.
- September 13th, Last day for any bill to be passed. Interim Recess begins upon adjournment.

MEMORANDUM

TO: STEVE COLE, SANTA CLARITA VALLEY WATER AGENCY

FROM: HUNT BRALY

RE: March 2019 Report

DATE: 4-8-19

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

*Monitored City Council Meetings on February 12 and 26. No issues of significance to the District were discussed.

*Worked with staff to prepare for meeting with Congresswoman Katie Hill and attend meeting with her staff on February 20

*Worked with staff to prepare for meeting with Assemblymember Smith and attend meeting with her and her staff on February 22nd.

*Attend Blue Ribbon Committee meeting on February 19.

*Attend Public Outreach and Legislation Committee Meeting on February 21.

*Worked with staff regarding potential clean up legislation on Agency Board composition. Advised elected officials.

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

*Continued to monitor and review activities of the Santa Clarita Valley Groundwater Sustainability Agency.

*Continued to monitor and review Agency Board Agendas

*Reviewed daily emails regarding articles of interest from Agency.

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Public Outreach Matrix of Selected Activities

MARCH/APRIL 2019

Website Statistics	MARCH	
Total users	13,567	Users who have initiated at least one session during the date range
Total Page Views	31,794	Total number of pages viewed. Repeated views of a single page are counted.
Desktop	64%	
Mobile	30%	
Tablet	6%	
Most Popular Content		
Home page	15,828	
Customer Care	2,350	Customer portals
Save Water & Money	1,581	Conservation program home page
Your Agency	838	Overview and "Locate Your Division"
Residential	493	Conservation
Connect	449	Contact Us
Water Quality	355	
Careers	343	Job opportunities
Governance	342	Board and committee agendas
Start/Stop Service	277	
Bid Opportunities	253	
Gardening Classes	229	
Digital Outreach		
Social Media	APRIL	Notable activity
Facebook	365 likes 390 follows	
Instagram	934	
Twitter	872	@scv_water
Constant Contact	APRIL	
Water Currents eNewsletter	19,651	April open: 27% (23.6% industry standard)
Garden Classes/ Conservation eNewsletter	634	April open: 26% (9% click through)
Education	MARCH	Calendar YTD
Students	1,108	3,013
Garden Classes – Saturdays	25	137
Garden Classes – evenings	31	114

* Data not available yet

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LEGISLATION TRACKING
Letters of Support/Opposition

ITEM NO. 4.2

Date	Bill/Initiative	Title	Stand	Notes	Leg. Policy*	Status
2/8/2019	Rule 1470	Drought, Water, Parks, Climate, Coastal Protection and Outdoor Access for All Act (June 2018)	Proposed Amendment	Requirements for Stationary Diesel-Fueled Internal Combustion and other compression ignition engines	10.0	Signed on to letter from SCWC to SCAQMD 2/8/19
2/27/2019	SB 669 (Caballero)	Safe Drinking Water Trust	Support	To help community water systems in disadvantaged communities provide access to safe drinking water; alternative to funding through a water tax	9.0	Active bill, read first time 2/25/19. May be acted upon on or after 3/27/19.
3/1/2019	SB 204 (Dodd)	Delta Conveyance	OPPOSE unless amended	Would require DWR to provide at least 10 days notice to Joint Leg. Budget Committee (and others) before holding public sessions to negotiate any potential amendments of certain long-term water supply contracts/transfers. Bill would significantly delay actions to find a conveyance solution in the Delta, and to modify SWP contracts.	2.0, 8.0	Passed out of committee 3/12/19. Dodd committed to amend, but no votes on amendments occurred.
3/19/2019	AB 533 (Holden)	Income Tax Exemption for Water Rebates	Support	Letter expressing our support, which would exempt incentive rebates from being considered taxable income for the recipient		

* Reference to applicable section of Legislative Policy Guidelines
 Revised: April 9, 2019
 Represents changes since last distribution.

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SPONSORSHIP TRACKING FY 2018-19

**ITEM NO.
4.3**

Agency Name	Event	Event Date	Event Location	Sponsorship	Amount
Urban Water Institute	25th Annual Water Conference	Aug 22-24, 18	Hilton San Diego Resort & Spa	Marketing Sponsor: Logo on website, agenda, on presentation screens and in registration area.	1,500.00
AWA - Association of Water Agencies of Ventura County	Member/Elected Officials Reception	Sept 20, 2018	Ronald Reagan Presidential Library	Senatorial: acknowledgement on invitation & program, Agency's name on signage, Agency's introduction at event; agency reps attend free	1,000.00
Southern Ca. Water Coalition	Annual Advisory Membership / includes Recognition at Annual Dinner & Awards	Oct 25, 2018	Hilton Long Beach	Upgraded from Basic Annual Membership of \$1000.00 to Advisory Annual Membership	2,500.00
Santa Clarita Environmental Education Consortium (SCEEC)	Green STEM	Nov 17, 18	College of the Canyon	Previously sponsored by the Family of Water, we are continuing the participation as Presenting 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.	5,000.00
ACWA	Fall 2018 Conference	Nov 27-30, 18	Manchester Grand Hyatt, San Diego	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	Nov 28, 2018	Manchester Grand Hyatt, San Diego	Empowerment: name & logo included on invitations & materials promoting the reception, as well as displayed on signage throughout the reception room	500.00
Urban Water Institute	UWI Spring Water Conference	Feb 29, 2019	Hilton Palm Springs	Continental Breakfast	1,500.00
Valley Industry Association (VIA)	2019 Leadership Program	Jan - Jun 2019	Multiple, SCV	Diamond Sponsor: Two registrations (\$518 value), Logo on all print material, Recognition on VIA.org, 2 minute presentation at Leadership Luncheon, Sponsor Award at Leadership Luncheon	1,000.00
Ca. Water Policy	The New Shape of Water CA Water Policy 28	April 4-5, 19	San Diego	Sponsor III: Logo included on Ca. Water Policy Conference Website, Promoted on all print & electronic media, 3 conference registrations	1,000.00
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			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.	5,000.00
ACWA	Spring 2019 Conference	May 8, 19	Monterey	Ice Cream/Snack Break on Wed. Benefits: Sponsor ID on our name badges; acknowledgement in ACWA news, website, conference materials, signage on site;	2,000.00

Agency Name	Event	Event Date	Event Location	Sponsorship	Amount
City of Santa Clarita	2019 Earth Arbor Day	April 27-28, 19	City of SCV Central Park	Sponsor Agreement 2017-2019: six 10'x10' marketing activation booths within event area; logo on all city bus shelter posters, all Paseo Bridge Banners, all local print & online advertisements; Ad placed in Mag of Santa Clarita; full page ad in Spring edition of Seasons publication; 5,000 post cards produced & placed throughout the SC community	10,000.00
KHTS	Home & Garden Show	April 28-29, 19		Signage, on-air interview, logos, links & commercials	2,500.00
AWA	2019 Symposium	April 18, 19	Marriott, Oxnard	Listed on printed materials; company name on screen display; one complimentary ticket; discounted exhibit space	500.00
				TOTAL SPONSORSHIP:	36,500.00

Updated: Apr 9, 2019



2019 Public Outreach Events

ITEM NO.
4.4

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

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

TBD	Veteran Appreciation Day	Hart Park	Presented by Help the Children
June			
6/13	Landscape class (evening)	Admin	Maintaining a Sustainable Landscape
6/15	Landscape class	Admin	Shrubs and Native Plants
6/8	Dragon Boat Festival		
6/15	Castaic Lake Fitness Challenge		
TBD	Jazz & Blues Concerts	Hyatt	Fundraiser for Child and Family Center
July			
7/11	Landscape class (evening)	Admin	Planning a Landscape Project and Budget
7/20	Landscape class	Admin	The Basics of a Sustainable Landscaping
TBD	Jazz & Blues Concerts	Hyatt	Fundraiser for Child and Family Center
August			
8/8	Landscape class (evening)	Admin	Designing a Sustainable Landscape
8/10	Landscape class	Admin	Proper Turf Care and Turf Substitutes
September			
9/19	Landscape class (evening)	Admin	Top 30 Plants for the SCV
9/21	Landscape class	Admin	Controlling Weeds, Pests and Diseases
9/21	River Rally		Clean up of the Santa Clara River http://greensantaclarita.com/calendar/river-rally/
TBD	9/11 Day of Service & Remembrance	Various	Hosted by Hands on SCV. A day of service to honor those lost and those who rose in service after the 9/11 attacks. http://www.handsonscv.org/main/events/9-11-days-of-service-remembrance
TBD	Main Street Chalk Art Festival	Newhall	www.otna.org
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			
10/5-6	Pow Wow Festival	Hart Park	A festival celebrating Native American Culture. Hosted by William S. Hart County Park & Museum and the Friends of Hart Park. http://www.friendsofhartpark.org/Event_Pages/powwow.html
10/17	Landscape class (evening)	Admin	Irrigating a Sustainable Landscape
10/19	Landscape class	Admin	Trees for the SCV
TBD	LASD/Special Olympics Chili Cook off	Jack Bones Eq Center	Benefitting Special Olympics https://www.sosc.org/scvtv/chilicookoff
TBD	Kids Expo	Golden Valley HS	Child and Family Center benefit. http://childfamilycenter.org/events/
TBD	Haunted Jailhouse		SCV Sheriff's Department

Purple = Events Green = SCV Gardening Classes Blue = Speakers' Bureau 24

TBD	American Legion Car Show		
10/5	CAST for Kids	Castaic Lake	Kids with disabilities, ages 6-17, experience the sport of fishing http://castforkids.org/event/castaiclake/
TBD	Touch a Truck	Newhall	Proceeds support the Santa Clarita Senior Center. http://myscvcoa.org/touch-a-truck/
November			
11/14	Landscape class (evening)	Admin	Caring for the Top 30 Plants for the SCV
11/16	Landscape class	Admin	Managing Soils and Fertilizers in the SCV
December			
12/12	Landscape class (evening)	Admin	Maintaining a Sustainable Landscape
12/16	Landscape class	Admin	Lawn Removal ... The Basics
TBD	Castaic Lake Winter Magic	Castaic Lake	Hosted by Friends of Castaic Lake http://www.castaiclake.com/focl.html
TBD	5/10K Holiday Fun Run	Magic Mtn	By Hands on SCV volunteer center

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

**ITEM NO.
4.5**

January 17, 2019 Committee

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

February 5, 2019 Board Meeting

February 19, 2019 Board Meeting - CANCELLED

February 21, 2019 Committee

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

March 5, 2019 Board Meeting

March 19, 2019 Board Meeting - CANCELLED

March 21, 2019 Committee

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

April 2, 2019 Board Meeting

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

April 18, 2019 Committee

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



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

May 16, 2019 Committee

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

June 20, 2019 Committee

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

July 18, 2019 Committee

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

August 15, 2019 Committee

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