



**Date:** August 15, 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 *SC*

The **Public Outreach and Legislation Committee** is scheduled to meet on **Thursday, August 22, 2019 at 5:30 PM** at **Summit Circle Training Room** located at 26521 Summit Circle, Santa Clarita, CA. 91350.

#### MEETING AGENDA

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6. 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 August 15, 2019.

MGS



# Memorandum

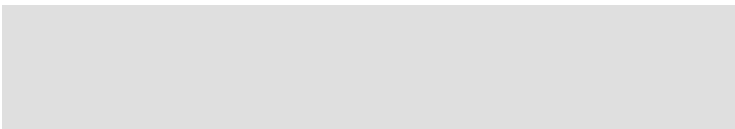
**To:** Matt Stone, Steve Cole  
**CC:** Hunt Braly  
**From:** Harry Henderson  
**Date:** 8/6/2019  
**Re:** July 2019 Federal Legislative Brief Update

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

With the end of July, Members of Congress have returned home for a six-week district work period. Over the past seven months, Congress has accomplished a great deal, but certainly much remains undone. The end of July provides us with an opportunity to reflect and take stock of where we are in the process and the effectiveness of our activities to date. It also presents an opportunity to determine the next steps and what remains to be done.

Below, you will find a brief outline of where we are, how we got here, and what remains to be done. As such, allow us to outline for you where things stand:





I. Representative Katie Hill and the new Democratic Majority

Following the November 2018 elections, Representative Katie Hill accomplished an impressive feat – she defeated a sitting Member of Congress and became the youngest and first Democrat to represent the Santa Clarita Valley in Congress in over 30 years. With any change like this, there are bound to be challenges in transforming a message to meet the priorities of a new Member of Congress and of the new Democratic Party majority. Furthermore, the challenges of educating a member of Congress who had not held an elected position within the Santa Clarita Valley could be insurmountable and that success would be several years away.

However, working with Matt Stone, Steve Cole and Kathie Martin, Anchor set out to transform the message of the Agency while ensuring that our agenda was moving forward. At no time did Anchor or the Agency staff alter our project needs, but rather changed the way we were communicating that need to our elected official so that it would resonate with our new Member of Congress. Specifically, we identified the financial challenges that middle and lower-middle class residents faced with the loss of water supply from the identification of VOC's at the impacted wells.

We also struck a positive and fruitful relationship with both Washington and Santa Clarita-based staff of the Congresswoman. Her local representative has a standing monthly appointment with the Agency and has readily reached out on variety of issues. In Washington, Ben Steinberger and Graham Kelly not only are interested in projects that the Agency has brought to their attention but have looked to the Agency for advice and recommendations associated with a variety of issues they come across.

All the while, Anchor stayed in close touch with Steve Cole on issues associated with the perchlorate through our legal counsel. Utilizing that information, Anchor developed the successful strategy of taking the account that the courts identified as part of the settlement between the Whittaker Corporation and the Department of Defense and utilizing those accounts for the Agency to receive funding for VOC remediation. This strategy has allowed Representative Katie Hill to use her position on the House Armed Services Committee to the Agency's benefit in resolving this important challenge.



Anchor also forged ahead with new relationships with Senator Kamala Harris and Senator Dianne Feinstein to ensure that our agenda on the House side was mirrored on the Senate side as well. We expect that this will pay dividends when Congress returns from their Summer break and the Senate begins to take up the FY2020 Appropriations Acts.

While this was ongoing, Anchor also was able to work with the new Democratic majority to address significant challenges for the Agency in the form of PFAS/PFOA. We have established our base need, what initial projects we would seek funding for, where that funding could be achieved within, and the relationships needed for the Agency to see long-term success on this topic. We believe that as Congress completes the FY2020 Appropriations and Defense Authorization Acts this calendar year, the realities for success will become apparent.

This did not happen overnight, and it did not happen without some missteps along the way. However, the Agency has one of the strongest relationships with its new Member of Congress than any other organization in the Santa Clarita Valley. This team effort with the Agency's staff has put the Agency in a strong position to be successful both now and well into the future. Anchor is proud to be a part of this success story.

## II. Emergency Water Storage

At the end of last year, Congress passed the FY2019 Omnibus Appropriations Act. Included within that legislation was funding for western states' drought relief. Also included was funding for Agency's emergency water storage program. Over the past two years, Anchor worked closely with Representative Kevin McCarthy to establish this program as a priority for funding.

Once the funding was included, Anchor has worked closely with the relevant Federal Agencies to ensure that the Agency will ultimately receive its share of the drought relief dollars. Working closely with Steve Cole and others at the Agency, Anchor has lobbied to slow the announcement of funds to ensure that the Agency would be able to ultimately use the funds in the manner specified.



Following our discussions with the Agencies, we expect that this account will be announced after the first of the year. This will allow the Agency to apply for funding any time before October 1, 2022 to ultimately receive those dollars. While much work is still needed to make this a reality, Anchor believes that the groundwork is there for the Agency to obtain over \$6 million in Federal funding.

Our next steps on this program include:

- Monitoring the Federal register for grant announcements;
- Working with Agency staff to prepare the grant request;
- Working with key Members of Congress such as Representatives Ken Calvert and Kevin McCarthy to ensure their support of our ongoing efforts; and
- Continue to work closely with key stakeholders such as Shelby Hagenauer of the Bureau of Reclamation.

### III. Volatile Organic Compounds

One of our proudest achievements with the Agency has been to take a problem with few options for success with the Federal government and find a location where not only the Federal government could fund this program but was required to do so by the courts.

We began the year looking for a location for funding this important remediation effort. Our initial thoughts were to go through traditional funding mechanisms and utilize past accounts such as the Army Corps of Engineers. However, after discussing the matter with Steve Cole and the Agency's counsel, we were able to identify that the remediation project would fit into the account that the United States District Court had identified in a settlement between the Department of Defense and Whittaker.

We also had to bring two new staffers (Ben Steinberger and Graham Kelly) in Representative Hill's office up to speed on the broader subject, develop the talking points to ensure their understanding of an intensely "scientific" problem and then develop the verbiage needed to ultimately have the project included in the Defense Appropriations Act for FY2020. Over a four-month time frame, we did just that.



Significant kudos are deserved for both Representative Hill and her staff on this subject for grasping a very complicated project and ultimately securing language that will allow us to obtain \$7.5 million associated with the impacted wells of the perchlorate plume. While we have the language included in the House passed measure, the Senate is expected to also include funding for the project in their version of the FY2020 Defense Appropriations Act sometime in late September. We fully expect that this funding will last through the conference of the House and Senate bills and ultimately be signed into law.

Over the next three to five months, Anchor needs to work closely with Representative Hill's office and Senator Feinstein to ensure this language is included in the final version of the bill. Getting the language through Congress is only half the battle. Once completed, Anchor needs to work closely with the Department of Defense to ensure the funding goes through the appropriate account, the Agency is permitted as the grantee on the account, the grant is written in such a way that the Agency is able to complete the work as promised, and then the funding is provided. While this may appear simple on paper, the reality is that the Department of Defense is a labyrinth for first time funding recipients. We would urge patience and knowledge that the funding is there, that it is not going anywhere without us, and that the funding is going to the Agency. However, it can take some time from when the Office of Management and Budget certifies the funding until the Department ultimately provides the grant.

#### IV. PFAS/PFOA

While a relatively new addition to our portfolio, Anchor has made significant strides in a short period of time to advance the Agency's position within the Federal government. We also recognize that the Agency's position and circumstances are evolving as more information becomes available. However, we have communicated to Representative Hill's office the projected overall cost, the differential between capital improvements and operations and maintenance accounts, and what the first phase opportunities would include. We have also spent some time with Representative Kildee's office who is the Congressional office handling much of the House of Representative response about PFAS.



We believe that after speaking with contacts within the Department of Defense, Representative Hill's office, and others that our account within the Department of Defense that we are utilizing for VOC remediation will be available for us to use for PFAS remediation as well. We also have explained the impact that this problem will have on our local ground water supply and the potential cost to the rate payers.

There are several measures currently working their way through Congress. Specifically, no fewer than five measures are currently under consideration within the House of Representatives on this topic. None of these are as far along as the Defense Authorization Act which included over \$100 million in Federal funds toward the remediation of this problem along with a variety of policy initiatives to address future impact of PFAS.

The Senate has also introduced several bills on this topic, but none are as far along as the House is with the Defense Authorization Act. We expect the Senate to take a similar funding stance as the House but may differ when it comes to the policy initiatives. Either way, our approach is to utilize the funding established within the Department of Defense to address the most immediate and rectifiable challenges we have on the subject.

Our next steps will be to update the Congressional offices after the August survey results are complete. Furthermore, we will continue to work with both House and Senate offices to ensure the funding remains robust on this subject. Once the House and Senate complete their work on this matter, Anchor will again work with our contacts at the Department of Defense to ensure that the funding provided goes to the Agency through our previously identified account.

Again, working with the Department of Defense can be challenging and first-time recipients even more so. The process is complicated and will require patience. However, we believe that funding for the first phase of \$7-\$10 million is very much in the realm of possible.





V. Arundo

Another recent addition to our portfolio is the efforts to obtain funding for Arundo remediation and invasive weed control. We are at the beginning stages of this effort but have already spoken with Representative Ken Calvert's office on this topic. We were made aware that funding for invasive weed control has not been completely spent in the past three Fiscal Years.

The City of Santa Clarita and Representative Hill's office are working through the initial stages of this effort, but we believe that funding in the \$750,000 range per year is possible for this program. More to come on this topic as both the City and Representative Hill move forward with a request.

Other Issues and Monthly Meeting:

- Over the past month, Anchor has met with Representative Hill's office several times to discuss PFAS, VOC, and Arundo. We have also met with Representative Kildee's office regarding PFAS and the Agency's need. We have met with Senators Feinstein and Harris' office regarding VOC and PFAS. Finally, we met with the Department of Defense's Environmental Remediation office to discuss our funding and what issues we have in the Defense Authorization Act as well as the Defense Appropriations Act. Throughout the month, we also have stayed in close contact with Matt Stone, Steve Cole and Kathie Martin regarding our agenda and the issues we have.
- Orville Dam FEMA initiative. One new issue that we are working on is the resolution of the Orville Dam through FEMA. Earlier this year, FEMA provided a determination with regard to the Orville Dam that was roughly a third of the overall cost for repair. As such, a number of Agencies are working together to bring the California Congressional delegation's determination that FEMA needs to provide a complete repair cost on this initiative. Anchor is working to inform Representative Hill on this topic and assist in any way we can to bring other Members to sign a delegation letter to FEMA on this topic. We expect more action in the coming month on this matter.
- Representative Katie Hill raised over \$720,000 in the second quarter of the year for her re-election efforts. Mike Garcia recently announced that he would be a candidate for the 25<sup>th</sup> Congressional District as a Republican. 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.

August 8, 2019

MEMORANDUM

TO: Steve Cole, Santa Clarita Valley Water Agency

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

SUBJECT: August Report

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Starting in mid-July, the Legislature adjourned for a month-long Summer Recess. While the legislature has been at break, Governor Newsom has signed key water legislation, specifically, SB 200 (Monning, Bloom, E. Garica) on “Safe and Affordable Drinking Water,” and AB 756 (C. Garcia) on “Public Water Systems Monitoring PFOA/PFOS.” To date, Governor Newsom has acted upon a total of 170 bills, having signed 166 bills and vetoed 4 bills. Of the signed bills, there are 103 ABs and 63 SBs. Of the vetoed bills, there are 3 ABs and 1 SB.

Additionally, the Legislature reconvenes from Summer Recess on Monday, August 12<sup>th</sup> where they will have one month to complete all legislative business for the 2019 session. The next major legislative deadline is Friday, August 30<sup>th</sup>, where each respective house’s fiscal committee will dispense with bills that have a significant cost burden to the state. As end-of-session legislative deadlines are met, we commit to providing timely updates on key legislation as well as any last minute “gut-and amends” that may impact the SCVWA.

## Key Legislation

### Safe and Affordable Drinking Water

**SB 200 (Monning) Safe and Affordable Drinking Water Fund.** This bill creates the Safe and Affordable Drinking Water Fund to help water systems provide an adequate and affordable supply of safe drinking water in both the near and long-term. The bill also requires the State Water Resources Control Board to develop an expenditure plan and provide funding according to that expenditure plan to identify failing water systems. Additionally, the bill specifies that five percent of the GGRF is continuously appropriated beginning 2020 with an annual cap of \$130 million. The General Fund will act as a backstop if the Safe Drinking Water Fund falls short. The funding will sunset in 2030.

**Status:** This bill was signed by Governor Newsom. Due to the urgency clause, this bill will take effect immediately.

**Position:** Support Coalition

## **PFOA and PFAS**

### **AB 756 (C. Garcia) Public water systems: perfluoroalkyl substances and polyfluoroalkyl substances.**

This bill would grant the State Water Resources Control Board (State Water Board) the authority to require all public water systems to monitor for perfluoroalkyl and polyfluoroalkyl substances (PFAS). The bill would also establish a separate, and very extensive, customer notification process as a result of any confirmed detection.

**Status: This bill was signed by Governor Newsom. This bill will take effect on January 1, 2020.**

**Position: Oppose**

## **CA Environmental, Public Health, and Workers Defense Act of 2019**

**SB 1 (Atkins) California Environmental, Public Health, and Workers Defense Act of 2019.** This bill makes current federal clean air, climate, clean water, worker safety, and endangered species standards enforceable under state law, even if the federal government rolls back and weakens those standards. Additionally, the bill directs state environmental, public health, and worker safety agencies to take all actions within their authorities to ensure standards in effect and being enforced as of January 2017 remain in effect.

**Status: The bill is in the Assembly Appropriations Committee. To date, this bill has not been set for hearing.**

**Position: Oppose Coalition**

## **SCVWA Sponsored Bill**

**SB 387 (Wilk) SCVWA Governance Clean Up.** This bill is 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 before 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.

**Status: The bill is in the Assembly Appropriations Committee. To date, this bill has not been set for hearing.**

**Position: Sponsor**

## **Other Legislation with Bill Positions**

**SB 204 (Dodd) State Water Project: contracts.** This bill revises the notification provisions regarding pending State Water Project (SWP) contract negotiations and contract amendments and explicitly requires the California Water Commission to review and report on the progress of the design, construction, and operation of any new Delta conveyance facility as a part of its annual review of the SWP.

**Status: This bill is in the Assembly Water, Parks, and Wildlife Committee. This has been made a two-year bill.**

**Position: Oppose Coalition**

**AB 402 (Quirk) State Water Resources Control Board: local primacy delegation: funding stabilization program.** This bill would authorize the State Water Resources Control Board to assess fees on all public water systems to subsidize regulatory oversight costs of local primacy agencies (LPAs).

**Status: The bill is in the Senate Appropriations Committee and will be heard on Monday, August 12<sup>th</sup>.**

**Position: Oppose Unless Amended Coalition**

### **California Advocates, Inc. Activity Report**

- Participated in a strategic phone call session with SCVWA to update the state legislative advocacy “scope of work” for 2019/2020.
- Participated in SCVWA committee meeting to provide a state legislative update.
- Participated in a coalition meeting with the Governor’s Legislative Deputy, Rachel Wagoner on SB 1 (Atkins).
- Met with EPA undersecretary and legislative affairs secretaries for air resources board and water board with SB 1 coalition.
- Participated in a coalition meeting with the Senate Appropriations Committee Consultant, Jennifer Galehouse on SB 1 (Atkins).
- Lunch meeting with Kathy Viatella, Legislative Advocate, Metropolitan Water District of Southern California to discuss priority water issues.
- Communicated to Governors Office SCVWA opposition to AB 756.
- Updated tracking report for legislation.
- Met with Asm Grayson COS to discuss AB 1448 concerning local government development fees as articulated in LA Times article.

### **Regulatory**

#### **CA Department of Water Resources Released 2018 Water Plan Update**

The California Water Plan Update 2018 (Update 2018) provides recommended actions, funding scenarios, and an investment strategy to bolster efforts by water and resource managers, planners, and decision-makers to overcome California’s most pressing water resource challenges. It reaffirms the State government’s unique role and commitment to sustainable, equitable, long-term water resource management; it also introduces implementation tools to inform sound decision-making. The plan’s broad and diverse portfolio of recommended actions address California’s critical, systemic, and institutional challenges.

The Update 2018 presents a vision where all Californians benefit from such desirable conditions as reduced flood risk, more-reliable water supplies, reduced groundwater depletion, and greater habitat and species resiliency — all for a more sustainable future.

The full report can be found in the link below:

<https://water.ca.gov/-/media/DWR-Website/Web-Pages/Programs/California-Water-Plan/Docs/Update2018/Final/California-Water-Plan-Update-2018.pdf>

## **Governor Appointments**

**Marybel Batjer, 64, of Sacramento, has been appointed President of the California Public Utilities Commission (CPUC).** Batjer has served as Secretary of the Government Operations Agency since 2013. She served as Cabinet Secretary in the Office of Governor Arnold Schwarzenegger from 2003 to 2005, Chief of Staff in the Office of Nevada Governor Kenny Guinn from 2000 to 2003 and Undersecretary at the California Business, Transportation and Housing Agency from 1997 to 1998. Batjer was Chief Deputy Director of the California Department of Fair Employment and Housing from 1992 to 1997 and special assistant to the U.S. Secretary of the Navy from 1989 to 1992. She was a national security affairs special assistant for President Ronald Reagan and deputy executive secretary for the National Security Council from 1987 to 1989.

**Brian Ferguson, 36, of Sacramento, has been appointed deputy director for crisis communication and public affairs at the Governor's Office of Emergency Services.** Ferguson has been deputy director of media and public affairs in the Office of Governor Newsom since 2019. He served as deputy press secretary in the Office of Governor Edmund G. Brown Jr. from 2017 to 2019 and deputy director of public affairs at the California Department of General Services from 2013 to 2017. Ferguson was a communications specialist for the California Faculty Association from 2006 to 2013.

## **Important Dates and Deadlines**

### **August Deadlines:**

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

### **September Deadlines:**

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

### **Interim Session Deadlines:**

- October 13<sup>th</sup>, Last day for Governor to sign or veto bills passed by the Legislature on or before September 13<sup>th</sup> and in the Governor's possession after September 13<sup>th</sup>.

MEMORANDUM

TO: STEVE COLE, SANTA CLARITA VALLEY WATER AGENCY

FROM: HUNT BRALY

RE: JULY 2019 Report

DATE: 8-8-19

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

\*Continued to work with staff regarding PFAS Contamination issue. Ensured that updated information was provided to all local, state and federal elected officials/staff. Assisted in getting Agency letter requesting veto of AB 756 (C. Garcia) regarding issue to Governor's office and delegation.

\*Worked with staff regarding SB 387 (Wilk) clean up legislation on Agency Board composition. Continued to keep local community and elected officials informed of the status of the bill.

\*Met with staff to discuss plans for Congresswoman Hill tour along with plans to work with Assemblywoman Smith in the fall regarding potential funding opportunities from grants and the State Budget.

\*Continued to participate in efforts with Harry Henderson regarding potential federal legislation and funding opportunities.

\*Attended and participated in the Santa Clarita Valley Economic Development Board Meeting with Congresswoman Hill. Issues of interest include:

Job creation and the aerospace industry.  
Trade issues impacting the Santa Clarita Valley  
Homelessness

\*Attended and participated in the Santa Clarita Valley Chamber of Commerce Public Issues forum with Congresswoman Hill. Among SCWWA Board Members attending were Gary Martin, Maria Gutzeit and RJ Kelly. Issue of interest include:

California Business Climate  
Support for the Agency's proposals regarding Whittaker Bermite contamination.

## **RECURRING ACTIVITIES/MEETING ATTENDANCE:**

\*Monitored City Council Meetings on July 9. Issues of interest include:

Opposition to AB 516 (Chiu) which weakens local control of the ability to tow vehicles after 72 hours.

Support for AB 1112 (Friedman) and AB 1286 (Muratsuchi) which allows more local regulation of shared mobility devices.

Oppose SB 330 (Skinner) which states there is a statewide housing crisis and as a result restricts certain local land use regulations.

Adopted the Second Reading of the Recycled Water Ordinance regulating the use of the recycled water from the Water Factory which is part of the Vista Canyon mixed use development in Canyon County and will be owned and operated by the City of Santa Clarita. This Ordinance creates the regulations necessary to allow the City to enter into a wholesale water agreement with the SCVWA.

Approved the First Reading of the Jobs Creation Overlay Zone. This Ordinance allows for office buildings up to 5 stories, and industrial buildings up to 55 feet, to be approved without the current requirement of a Conditional Use Permit. In addition, the Director of Community Planning could approve parking adjustments for these projects. This Zone would cover 8 commercial areas of the City including the Mall, Centre Point and Valencia Industrial Center. The business community supported this Zone and in fact urged that the height be increased to 6 stories.

\*Attended Monthly SCV Chamber Government Affairs Council Meeting on July 9. Issue of Interest included:

Presentation by the Los Angeles County Fire Department on their needs to upgrade their emergency response efforts. Could be the initial outreach for a ballot funding measure.

Presentation the Federal Census and State Census regarding the various outreach efforts in California and the Santa Clarita Valley to ensure there is a full count. Information provided on the 2010 under count and the economic impact to the Santa Clarita Valley of an undercount.

\*Monitored and review Agency Board Agendas

\*Reviewed daily emails regarding articles of interest from Agency.





## COMMITTEE MEMORANDUM

**DATE:** August 15, 2019  
**TO:** Public Outreach and Legislation Committee  
**FROM:** Steve Cole *SC*  
Assistant General Manager  
**SUBJECT:** Blue Ribbon Committee Alternatives

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### SUMMARY

Based on the discussion that took place at the July 18, 2019 Public Outreach and Legislation Committee meeting, the Committee's consensus was to potentially disband the Blue Ribbon Committee (BRC) as it has operated and look at alternate approaches for community outreach and education.

This memo includes options ranging from a regional water summit, to smaller, customer-focused activities similar to the "water talks" at the 2019 Open House.

### DISCUSSION

A brief history of the BRC was provided at the July 18, 2019 Public Outreach and Legislative Committee meeting. Since that meeting, the Agency has held one more meeting of the BRC to provide an overview of the PFAS issue. There were 10 members and 3 guests in attendance, in addition to staff and Board members. The group was highly engaged, asking some very astute questions. Due to the BRC's level of engagement at the recent meeting, staff maintains the view that there is still value in retaining this group in some fashion.

The Committee directed staff to explore additional programs which would provide engagement opportunities to a wider cross-section of Agency stakeholders. Attached is a list of outreach ideas that provide different benefits to different groups. It is staff's belief that a combination of the first four items would provide a balanced approach to outreach for 2020, with opportunities to review and assess at each step.

Potential topics for these various events could include:

- Rates
- Compliance
- Water Quality
- Water Supply
- Stewardship
- Watershed
- GSA
- Delta Conveyance
- Growth/Development
- System operations
- Recycled Water/New Drop
- Water Use Efficiency
- Chloride
- Emergency Preparedness

## **FINANCIAL CONSIDERATIONS**

The FY 2019/20 Budget includes \$25,000 for a Water Summit. Other options would primarily expend staff time and incur minor expenses for meeting supplies and materials.

## **RECOMMENDATION**

That the Public Outreach and Legislation Committee provide staff direction on outreach options.

KM

Attachment

## Water Summit and Outreach Options

	<b>Program Type</b>	<b>Audiences</b>	<b>Description</b>	<b>Purpose/Outcomes</b>	<b>Staff Notes</b>
1.	Summit	Local business; SCV Water customers; government entities; NGOs	Annual; weekday; half day or less; keynote and expert speakers; “layman” terms.	Trust and transparency; dialog and engagement; developing educated champions and myth-busters; providing a forum for questions and discourse.	Budgeted \$25,000 in FY2019/20. Had a prelim meeting with consultant who organizes these types of events. Spring 2020 timeframe.
2.	Seminar (“Water Matters”)	Customers; anyone interested in water supply in the SCV	1 – 1.5 hours. Each talk focuses on one topic; depth discussion with staff or industry experts; weekday evening.	Translating water issues that affect our customers into plain language. Trust and transparency; dialog and engagement.	Similar to a current internal “Lunch and Learn” series we conduct for employees. Propose pilot program of two of these events, and judge interest. Cost would be nominal.
3.	Open House	Customers	Existing event; one Saturday in May; expand on “Water Talks” experience.	Face-to-face, informal setting for building trust, transparency and engagement.	Based on interest at the 2019 Open House, we can look at ways to expand this opportunity.
4.	Blue Ribbon Committee (“Water Partners” or other)	Smaller group of identified stakeholders	Small group of community influencers, meeting scheduled or as needed for more intimate discussion of certain topics.	We would continue to share in-depth learning opportunities on important water topics, arming them with facts to share and myths to bust.	From July committee memo: “...formed from a broad sweep of invitations or expressed interest. The ideal participants should have an interest in water, an open, inquisitive mind, and a network of connections in Santa Clarita.”

**OTHER SUMMIT IDEAS FOR FUTURE YEARS**

5.	Summit	Watershed, groundwater basin and neighboring basins	Annual; half day or less	Dialog, collaboration, partnerships, furthering industry knowledge, specific to river and groundwater stewardship	Suggest to first establish a summit specific to our Valley, but this could be a theme or expanded audience in a future year.
6.	Summit	General water Industry	Annual; half day or less	Dialog, collaboration, partnerships, furthering industry knowledge	These are done elsewhere – Orange County, etc. Could also be considered in the future, based on topical issues in the industry.

**Public Outreach  
Matrix of Selected Activities**

**JULY/AUGUST 2019**

<b>Website Statistics</b>	<b>JULY</b>	
Total users	15,303	Users who have initiated at least one session during the date range
Total Page Views	39,115	Total number of pages viewed. Repeated views of a single page are counted.
Desktop	59%	
Mobile	33%	
Tablet	7%	
Most Popular Content		
Home page	14,391	
Customer Care	4,211	Customer portals
Save Water & Money	1,682	Conservation program home page
Your Agency	784	Overview and "Locate Your Division"
Residential	1,538	Conservation
Connect	680	Contact Us
Env. Science Workshop	440	Summer program through Education
Careers	525	Job opportunities
Governance	355	Board and committee agendas
Start/Stop Service	479	
<b>Digital Outreach</b>		
<b>Social Media</b>	<b>AUGUST</b>	<b>Notable activity</b>
Facebook	385 likes 413 follows	
Instagram	993	
Twitter	880	@scv_water
<b>Constant Contact</b>	<b>AUGUST</b>	
Water Currents eNewsletter	19,600	July open: 32% (23.6% industry standard)
Garden Classes/ Conservation eNewsletter	17,149	July open: 26% (3% click through)
<b>Education</b>	<b>JULY</b>	<b>Calendar YTD</b>
Students	1,065	7,197
Garden Classes – Saturdays	25	198
Garden Classes – evenings	19	169

\* Data not available yet

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## LEGISLATION TRACKING

Letters of Support/Opposition

**ITEM NO.**  
**5.2**

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	Placed on suspense file 5/13/19
3/1/2019 4/29/2019	SB 204 (Dodd)	Delta Conveyance	Oppose (previously 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	7/2/19 committee hearing postponed (With Asm Water/Parks/Wildlife)
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	5, 9	Referred to Comm on Appropriations. 5/16/19 hearing postponed
4/2/2019	AB 1194 (Frazier)	Delta Stewardship Council	Oppose	Seeks to increase DSC membership to 13, with majority in Delta (a re-do of sorts of AB 1876 last year)	2.0	Signed on to letter from MWD to Assembly Member Jim Frazier 4/9/19 - held without recommendation
4/22/2019	SB 559 (Hurtado)	Subsidence repair	Support/ Amend	Seeks to add support to the California Aqueduct in this bill which seeks funding for the Friant Kern Canal.	2.0	7/3/19 2nd reading; re-referred to Appropriations.
5/1/2019	AB 217 (E. Garcia)	Safe Drinking Water for All Act	Oppose	Proposes a "fee" based on the public water system's number of connections; to provide a source of funding to secure access to safe drinking water, while ensuring the longterm sustainability of drinking water systems. Imposes several fees on agricultural activities and creates a trust fund using investments from the General Fund that together would provide the source of revenue to the fund.	9.0	Signed on to coalition letter in opposition. Passed out of Asm Rev and Tax on 6/24/19

Date	Bill/Initiative	Title	Stand	Notes	Leg. Policy*	Status
6/19/2019	AB 402 (Quirk)	Drinking Water: local primacy agency funding subsidy	Oppose unless amended	Creates a new opt-in funding stabilization program for local primacy agencies (LPA); which could result in subsidy by all public water systems, with larger systems paying a disproportionate share. Large systems would receive no benefit, as they are not the type of systems with LPA oversight	9.0	Signed on to coalition letter with ACWA. Passed from Assy floor (5/22) and Sen Env Quality (7/3). Ref to APPR.
7/30/2019	AB 756 (C. Garcia)	Public Water Systems: PFAS or PFOS	Request for VETO	Letter requesting VETO sent to Governor Newsom	6.0, 10.0	7/31/19 Approved by Governor
8/8/2019	AB 1580 (Levine)	Public construction projects	Oppose	Adds an oversight committee to act as the authority for critical decisions regarding the project and to establish and implement a comprehensive risk management plan which could apply to the Delta conveyance project, in addition to other large infrastructure project	2.0	Signed on to coalition letter in opposition
				primacy agencies (LPA); which could result in subsidy by all		

\* Reference to applicable section of Legislative Policy Guidelines

Revised: August 8, 19

Represents changes since last distribution.





## SPONSORSHIP TRACKING FY 2019-20

**ITEM NO.**  
**5.3**

Agency Name	Event	Event Date	Event Location	Sponsorship	Amount
SCV Chamber	9th Annual Patriots Luncheon	July 11, 19	Hyatt Valencia	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	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	Respresentative Sponsor: Listing on invitation & event program, agency name on signage	500.00
CSDA	2019 Annual Conference	Sept 25 -28, 19	Anaheim	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	Gold Sponsor: 6 reserved seats, logo placement on all event marketing materials, recognition in media & press	1,000.00
ACWA	2019 Fall Conference	Dec 2 -6, 19	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
<b>TOTAL SPONSORSHIP:</b>					<b>9,000.00</b>

Updated: August 6, 2019

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## 2019 Public Outreach Events

<b>ITEM NO.</b> <b>5.4</b>
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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.

	<b>Event</b>	<b>Location</b>	<b>Notes (Pre and/or Post)</b>
<b>January</b>			
1/10	Landscape class (evening)	Rio Vista	Planning a Landscape Project and Budget
1/12	Landscape class	Rio Vista	Proper Pruning
<b>February</b>			
2/7	Landscape class (evening)	Rio Vista	Designing a Sustainable Landscape
2/9	Landscape class	Rio Vista	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: <a href="https://mgm5k.weebly.com/">https://mgm5k.weebly.com/</a>
<b>March</b>			
3/7	Landscape class (evening)	Rio Vista	Top 30 Plants for the SCV
3/9	Landscape class	Rio Vista	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. <a href="https://www.mhf.org/mhf-walk-kids-cancer/">https://www.mhf.org/mhf-walk-kids-cancer/</a>
<b>April</b>			
4/4	Landscape class (evening)	Rio Vista	Irrigating a Sustainable Landscape
4/6	Landscape class	Rio Vista	Drip Irrigation Basics
4/13-14	Cowboy Poetry Festival	Hart Park	City event - <a href="http://cowboyleftival.org/">http://cowboyleftival.org/</a>
4/27-28	Earth/Arbor Day/H&G Show	Central Park	City event - <a href="http://greensantaclarita.com/eartharborday/">http://greensantaclarita.com/eartharborday/</a> KHTS event - <a href="http://www.santaclaritahomeandgardenshow.com/">http://www.santaclaritahomeandgardenshow.com/</a>
<b>May</b>			
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 <a href="http://childfamilycenter.org/events/">http://childfamilycenter.org/events/</a>
5/11	Placerita Nature Center Open House	Nature Center	<a href="http://www.placerita.org/event-calendar/">http://www.placerita.org/event-calendar/</a>
5/16	Landscape class (evening)	Rio Vista	Caring for the Top 30 Plants for the SCV
5/18	Landscape class	Rio Vista	Landscaping with Perennials

<b>June</b>			
6/8	Dragon Boat Festival	Castaic Lake	
6/13	Landscape class (evening)	Rio Vista	Maintaining a Sustainable Landscape
6/14	Jazz and Blues	Town Center Drive	valenciajazzandblues.com
6/15	Landscape class	Rio Vista	Shrubs and Native Plants
6/15	Castaic Lake Fitness Challenge	Castaic Lake	
6/15	Rotary Car Show	So Cal Innovation Park	Rotary's 2 <sup>nd</sup> Annual People's Choice Car Show – fundraiser for Bridge to Home and Family Promise
<b>July</b>			
7/11	Landscape class (evening)	Rio Vista	Planning a Landscape Project and Budget
7/20	Landscape class	Rio Vista	The Basics of a Sustainable Landscaping
7/26	Jazz & Blues Concerts	Town Center Drive	valenciajazzandblues.com
<b>August</b>			
8/8	Landscape class (evening)	Rio Vista	Designing a Sustainable Landscape
8/10	Landscape class	Rio Vista	Proper Turf Care and Turf Substitutes
<b>September</b>			
9/14	Circle of Hope Hoedown	Newhall	Circleofhopeinc.org/hoedown/
9/19	Landscape class (evening)	Rio Vista	Top 30 Plants for the SCV
9/21	Landscape class	Rio Vista	Controlling Weeds, Pests and Diseases
9/21	River Rally	Newhall Community Center	Clean up of the Santa Clara River <a href="http://greensantaclarita.com/calendar/river-rally/">http://greensantaclarita.com/calendar/river-rally/</a>
9/21	Be the Light 5K	West Creek Park	<a href="http://www.bethelight5k.org/">http://www.bethelight5k.org/</a> Supporting A Light Of Hope (ALOH) <a href="https://www.alightofhopescv.org/">https://www.alightofhopescv.org/</a> , a program for recovery from addiction/self-destructive behaviors
9/28	CAST for Kids	Pyramid Lake	Kids with disabilities, ages 6-17, experience the sport of fishing. <a href="http://www.castforkids.org">www.castforkids.org</a>
<b>October</b>			
10/5	CAST for Kids	Castaic Lake	Kids with disabilities, ages 6-17, experience the sport of fishing <a href="http://castforkids.org/event/castaiclake/">http://castforkids.org/event/castaiclake/</a>
10/5	Touch a Truck	Central Park	Proceeds support the Santa Clarita Senior Center. <a href="http://myscvcoa.org/touch-a-truck/">http://myscvcoa.org/touch-a-truck/</a>
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. <a href="http://www.friendsofhartpark.org/Event_Pages/powwow.html">http://www.friendsofhartpark.org/Event_Pages/powwow.html</a>
10/6	Kids Expo	Golden Valley HS	Child and Family Center benefit. <a href="http://childfamilycenter.org/events/">http://childfamilycenter.org/events/</a>

Purple = Events	Green = SCV Gardening Classes	Blue = Speakers' Bureau
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10/12	LASD/Special Olympics Chili Cook off	Jack Bones Eq Center	Benefitting Special Olympics <a href="https://www.sosc.org/scvtv/chilicookoff">https://www.sosc.org/scvtv/chilicookoff</a>
10/17	Landscape class (evening)	Rio Vista	Irrigating a Sustainable Landscape
10/19	Landscape class	Rio Vista	Trees for the SCV
10/27	Haunted Jailhouse	Sheriff Station	Boys & Girls Club fundraiser
<b>November</b>			
11/14	Landscape class (evening)	Rio Vista	Caring for the Top 30 Plants for the SCV
11/16	Landscape class	Rio Vista	Managing Soils and Fertilizers in the SCV
<b>December</b>			
12/7	Family Literacy Festival	Newhall Library	Santa-clarita.com
12/12	Landscape class (evening)	Rio Vista	Maintaining a Sustainable Landscape
12/16	Landscape class	Rio Vista	Lawn Removal ... The Basics
TBD	Castaic Lake Winter Magic	Castaic Lake	Hosted by Friends of Castaic Lake <a href="http://www.castaiclake.com/focl.html">http://www.castaiclake.com/focl.html</a>

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Purple = Events	Green = SCV Gardening Classes	Blue = Speakers' Bureau
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**PUBLIC OUTREACH AND LEGISLATION COMMITTEE  
AGENDA PLANNING CALENDAR 2019**

**ITEM NO.  
5.5**

**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. Interviews of Federal Legislative Advocate Firms

**June 4, 2019 Board Meeting**

1. Presentation 2019 Customer Satisfaction and Awareness Survey

**June 20, 2019 Committee**

1. Legislative Consultant Reports
2. Discussion: Federal Legislative Advocacy Selection
3. Public Outreach Activities: Blue Ribbon Committee
4. Public Information Officer Activities:
  - Monthly Outreach Matrix
  - Legislative Tracking
  - Sponsorship Tracking FY 2019/20
  - Public Outreach Event Calendar 2019
  - Committee Planning Calendar 2019

**July 18, 2019 Committee**

1. Legislative Consultant Reports
2. Discussion: Blue Ribbon Committee Membership
3. Public Outreach Activities: PFAS
4. Public Information Officer Activities:
  - Monthly Outreach Matrix
  - Legislative Tracking
  - Sponsorship Tracking FY 2019/20
  - Public Outreach Event Calendar 2019
  - Committee Planning Calendar 2019

**August 20, 2019 Board Meeting**

1. Federal Legislative Advocacy Selection

**August 22, 2019 Committee**

1. Legislative Consultant Reports
2. Discussion: Blue Ribbon Committee
3. Discussion: Sponsorship Policy
4. Public Information Officer Activities:
  - Monthly Outreach Matrix
  - Legislative Tracking
  - Sponsorship Tracking FY 2019/20
  - Public Outreach Event Calendar 2019
  - Committee Planning Calendar 2019

**September 19, 2019 Committee**

1. Legislative Consultant Reports
2. Discussion: Social Media Plan
3. Discussion: Sponsorship Policy
4. Public Information Officer Activities:
  - Monthly Outreach Matrix
  - Legislative Tracking
  - Sponsorship Tracking FY 2019/20





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

- Public Outreach Event Calendar 2019
- Committee Planning Calendar 2019

**October 17, 2019 Committee**

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

**November 21, 2019 Committee**

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

**December 19, 2019 Committee**

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