



**Date:** November 10, 2020

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

**From:** Steve Cole, Assistant General Manager *SC*

The **Public Outreach and Legislation Committee** is scheduled to meet via teleconference on **Thursday, November 19, 2020 at 5:30 PM**, dial information is listed below.

**TELECONFERENCE ONLY  
NO PHYSICAL LOCATION FOR MEETING**

**TELECONFERENCE NOTICE**

Pursuant to the provisions of Executive Order N-29-20 issued by Governor Gavin Newsom on March 17, 2020, any Director may call into an Agency Committee meeting using the Agency's **Call-In Number 1-866-899-4679, Access Code 722-990-493** or GoToMeeting by clicking on the link <https://global.gotomeeting.com/join/722990493> without otherwise complying with the Brown Act's teleconferencing requirements.

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

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

## MEETING AGENDA

<u>ITEM</u>		<u>PAGE</u>
1.	Public Comments – Members of the public may comment as to items not on the Agenda at this time. Members of the public wishing to comment on items covered in this Agenda may do so now or at the time each item is considered. (Comments may, at the discretion of the Committee Chair, be limited to three minutes for each speaker.)	
2.	Legislative Consultant Report:	
* 2.1	Van Scoyoc Associates	1
* 2.2	California Advocates	5
* 2.3	Poole & Shaffery	11
3. *	Recommend Authorizing the General Manager to Enter into an Agreement with Kennedy/Jenks Consultants to Provide Grant Administration Services for the Proposition 1 Integrated Regional Water Management Implementation Grant	13
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* 4.2	Monthly Outreach Matrix	23
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* 4.5	Sponsorship Tracking FY 2020/21	27
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5.	Adjournment	
*	Indicates Attachment	
◆	Indicates Handout	

### NOTICES:

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

Pursuant to Government Code Section 54957.5, non-exempt public records that relate to open session agenda items and are distributed to a majority of the Committee less than seventy-two (72) hours prior to the meeting will be available for public inspection at the Santa Clarita Valley Water Agency, located at 27234 Bouquet Canyon Road, Santa Clarita, CA 91350, during regular

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business hours. When practical, these public records will also be made available on the Agency's Internet Website, accessible at <http://www.yourscvwater.com>.

Posted on November 10, 2020

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

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### **2020 Elections**

President-elect Joe Biden managed to defeat an incumbent president, the first time that's happened in 28 years, and is ahead of President Trump by more than 4 million votes. But President Trump's vote tally -- nearly 71 million -- was a record for a losing candidate and would have won the popular vote over Hillary Clinton in 2016.

In general, while Democrats will likely hold onto control of the House of Representatives, Republicans unexpectedly gained seats. Control of the Senate hinges on the results of a pair of Georgia runoffs in early January 2021. Georgia's law says the runoffs are to take place on the Tuesday of the ninth week after the election, which is January 5<sup>th</sup>. If the Democrats are defeated, Republicans will retain the majority in the Senate.

Specifically, there is a 78-day window for transition work between Election Day and the January 20<sup>th</sup> Inauguration and swearing-in ceremony. However, this has been shortened amid vote counts in battleground States. So far, it's just a modest trim reduction, nothing like the 37 days that George W. Bush had to formally prepare for his presidency in 2000, after the Supreme Court's December 12<sup>th</sup>, 2000 ruling in *Bush v. Gore*.

Under the 57-year-old Presidential Transition Act, the Administrator of the General Services Administration, currently a Trump appointee, is empowered to formally ascertain the apparent winner. That allows transition teams to fan across the federal government, access expanded office space, start tapping into \$6 million of funding, and study detailed agency briefing books.

The Senate now stands at 48-48 with counts still going on in North Carolina and Alaska, where the Republican incumbents are positioned to win. Democrats would need both Georgia seats to get to 50 in the Senate, which would give them control. Control of the upper chamber may depend on two Senate runoffs in Georgia set for January. One is between incumbent Sen. Kelly Loeffler (R) and the Rev. Raphael Warnock (D). The other pits incumbent Sen. David Perdue (R) against challenger Jon Ossoff (D), a former journalist. Senate contests in Alaska and North Carolina remain undecided, but GOP incumbents Dan Sullivan and Thom Tillis, respectively, remain ahead.

At this time, more than a dozen House races have not been officially called, including the race of incumbent Republican Representative Mike Garcia (R-CA-Santa Clarita Valley) has taken a small lead over his Democratic challenger, Assembly member Christy Smith, in the tightly contested 25th Congressional District race.

With 79.74% of precincts reporting as of early Friday morning, Garcia was leading 50.05% to 49.95%, a margin of only 265 votes. Currently, if the elections come in as predicted, the House will be in the vicinity of an approximately 225-210 Democrat to Republican split.

### **“Lame Duck” Session of Congress**

After Democrats retained a House majority, Senate control would offer a path to President-elect Biden’s pursuit of an expansive agenda, from addressing climate change to establishing federal codes for voting rights and a strengthened government role in health care, along with higher taxes on America’s wealthiest.

Immediately after the election, Senate Majority Leader McConnell (R-KY) said he hopes another COVID stimulus package will move during the lame duck. McConnell told reporters, “Hopefully the partisan passions that prevented us from doing another rescue package will subside with the election and I think we need to do it and I think we need to do it before the end of the year.”

House Speaker Nancy Pelosi (D-CA) and Treasury Secretary Mnuchin negotiated in the hopes of reaching an agreement on a stimulus package that could move prior to the elections, but they were ultimately unsuccessful in reaching an agreement. Whether or not a deal will now come together remains to be seen.

In addition to COVID relief, Congress must also contend in short order with the 12 Fiscal Year 2021 Appropriations bills. The current Continuing Resolution (CR) keeping the federal government open expires on December 11<sup>th</sup>. While the President has previously said he opposes large omnibus spending packages that incorporate most or all of the spending bills, in his remarks last week McConnell said he and Pelosi would prefer to move one package that combines the 12 outstanding spending bills in December.

It is unclear if the White House will sign off on moving the appropriations bills during the lame duck with White House advisor Larry Kudlow suggesting this week that another CR might be necessary. In an interview with Senate Minority Whip Durbin (D-IL) said about the upcoming deadline, “That December 11<sup>th</sup> date looms over us. We’ve got to do anything we’re going to do for spending for the rest of the year. And I’ll tell you I think it’s nowhere. ... It really is adrift.”

With the election finally done, lawmakers return the week of November 16<sup>th</sup>, 2020 to begin to hash out another phase of COVID-19 relief and an omnibus spending package in the closing weeks of the 116<sup>th</sup> Congress. Lame-duck talks will also continue on other top agenda items, including a water infrastructure package, the Senate energy reform package and tax extenders, as well as a final compromise on the annual National Defense Authorization Act (NDAA).

But the immediate focus will be on a COVID-19 relief deal, which remains elusive despite months of talks between congressional Democrats and the Trump administration. The election has scrambled

the dynamics of the talks, with Senate Majority Leader Mitch McConnell (R-KY) expected to assume the lead role for Republicans, sidelining Treasury Secretary Steven Mnuchin, who has led talks with Speaker Nancy Pelosi (D-CA).

And with President Trump currently refusing to concede the election and vowing to press on with legal challenges, it's unclear whether he will agree to sign a relief deal should one emerge. Senator Chris Coons (D-DE), who was reelected Tuesday, called for the president to work to make an agreement happen. "One way that President Trump can show some graciousness in the next 73 days during the transition is to publicly support a significant pandemic relief bill," Coons said on ABC's "This Week with George Stephanopoulos."

It is also unclear whether a lame-duck deal would complicate efforts to enact a broader economic stimulus early in the 117<sup>th</sup> Congress, as President-elect Joe Biden wants. Coons noted that doing anything on a stimulus will require bipartisan buy-in regardless of the timing but suggested there's broad appetite for economic relief. "I don't think that passing something that is strong now undermines the opportunity to pass something broader," he said.

In an appearance on CNN's "State of the Union," Sen. Mitt Romney (R-Utah) said providing relief to families and small businesses will be the "immediate" legislative need for returning lawmakers. "That's something we're going to have to do, and we're going to have to do it on a bipartisan basis," said Romney, the Republican presidential nominee in 2012.

McConnell previously said more COVID-19 relief should be narrowly tailored and wait until the new year, but he changed his tune last week after the election and called instead for a lame-duck deal. Significantly, McConnell also signaled openness to emergency funding for state and local governments, a major sticking point in the months before the election.

Speaker Pelosi on Friday downplayed the notion that Democrats would agree to a narrow relief deal in the lame duck. "If you don't crush the virus, we're still going to have to be dealing with the consequences of the virus," she told reporters. Talks will resume in earnest on an omnibus spending bill to fund the federal government for the remainder of fiscal 2021. Lawmakers have until December 11<sup>th</sup> when the current stopgap spending measure expires, to head off a government shutdown.

There's been a lull on FY2021 spending negotiations as both parties awaited the new post-election political dynamic, but Speaker Pelosi and Senate Majority Leader McConnell said last week that both are determined to reach a deal on an omnibus spending agreement rather than another continuing resolution. The House has already passed most of the 12 annual spending bills, but the Senate has not passed any.

### **Water Resources Development Act of 2020**

Staffers in both chambers say they are aiming to finish their water infrastructure within weeks, and dismissed suggestions that fights over how to pay for such an effort are slowing negotiations. The sweeping package is expected to authorize specific projects across the country, bolster climate resiliency and promote natural features to address flooding.

Republican and Democratic staffers rejected assertions from industry sources that discussions are hitting a snag over funding. "Suggestions that there are disagreements among negotiators about 'how to pay for the bill' are inaccurate," said a spokesperson for Sen. Tom Carper (D-DE), ranking member on the Senate Environment and Public Works Committee. "On the contrary, negotiations have been productive and positive."

Mike Danylak, a spokesman for the Senate Environment and Public Works Committee majority, said negotiations are proceeding smoothly and all sides are committed to getting a bipartisan bill with broad support in both chambers enacted before the year's end.

### **Replacement for Senator Kamala Harris (D-CA)**

Joe Biden's presidential victory this weekend launched California's political frenzy over who should replace Vice President-elect Kamala Harris in the Senate. Governor Gavin Newsom will appoint someone to the seat and potential choices include prominent players, who would stand to become Democratic stars if selected.

California, the nation's most populous state with 40 million residents, has offered few opportunities for politicians eyeing a Senate seat. Senator Dianne Feinstein was elected in 1992, along with former Senator Barbara Boxer. The latter held her Senate seat until retiring in 2016. Harris then won election.

The seat Harris holds is up for election in November 2022. Newsom could appoint a "place holder" and allow an open race for the seat in two years. But analysts believe that's unlikely, arguing Newsom will want to make a historic choice in naming a replacement.

Potential picks include state Attorney General Xavier Becerra, who was a congressman from 1993 to 2017 and chair of the House Democratic Caucus from 2013 to 2017; Secretary of State Alex Padilla, previously a state senator; former state Senate Leader Kevin de León, who ran unsuccessfully against Feinstein in 2018 and now is a Los Angeles city councilman; former Labor Secretary Hilda Solis; Representative Nanette Diaz Barragan; and Robert Garcia, mayor of Long Beach, an early supporter when Newsom ran for governor in 2008.

Other possible options include Representatives Karen Bass of the 37<sup>th</sup> District, Barbara Lee of the 13<sup>th</sup> District, Ro Khanna of the 17<sup>th</sup> District, and Ted Lieu of the 33<sup>rd</sup> District. All those Members represent safe blue seats where a Democrat would likely be elected as a replacement. When a House member leaves, a special election is called.



-VIA ELECTRONIC MAIL-

November 6, 2020

MEMORANDUM

TO: Steve Cole, Santa Clarita Valley Water Agency

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

SUBJECT: November Report

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The last month was unique – closing the chapter of the 2019-2020 legislative session, engaging in conversations around legislative priorities for upcoming year, and transitioning to this year’s highly anticipated elections.

Through our conversations on the upcoming legislative session, many, if not all staffers and Legislators believe business will begin with no “in-person” activities – Zoom meetings and phone calls until further notice. Nonetheless, we are preparing and will adapt accordingly. Also, in some very preliminary discussions around priority legislative topics for next session, the following have been brought to our attention: COVID-19 response, budget (federal stimulus), economic recovery/bonds, wildfires, and housing/homelessness. As we move closer to the next month, more information will be daylighted by the Administration and newly sworn-in Legislators.

Additionally, there are several Budget and Informational Hearings taking place on COVID-19 response, wildfire response, natural resources, and the budget. We are actively monitoring those hearings and engaging constructively with staff and Members. As we receive pertinent information on issues relevant to SCVWA, we will communicate in a timely manner.

**Key Races/Proposition Updates**

California set a voter registration record with 22,047,448 Californians registered to vote this presidential election cycle. By comparison, these numbers represent an increase of 2,635,677 registered voters since the last presidential election cycle. This was the highest percentage of eligible citizens registered to vote heading into a General Election in the past 80 years.

As we know the lay of the land in California, Democrats who already hold “supermajority” in both the Assembly and Senate are/were looking to pick up additional seats. While many races are still “too early” to call, below is a snapshot as of where key races and propositions are as of today in your area. Additionally, one key race in your area that is certain, is Suzette Martinez Valladares has the 38<sup>th</sup> Assembly District. This win is a plus one pickup for the Assembly Republican Caucus.

Below are the key races for Santa Clarita Valley Water Agency:

**California Presidential Number (As of 11/6/2020)**  
Joe Biden/Kamala Harris – 8,243,337 – 65.1%

Donald J. Trump/Mike Pence –4,172,938 – 33.9%

**United States Popular Vote (As of 11/6/2020)**

Joe Biden/Kamala Harris –73,683,559– 50.5%  
Donald J. Trump/Mike Pence – 69,747,089– 47.8%

**Electoral College (As of 11/6/2020)**

Joe Biden/Kamala Harris – 264  
Donald J. Trump/Mike Pence – 214

**California House of Representatives – District 25 (As of 11/6/2020)**

Christy Smith (D) – 142,794 – 50.0%  
Mike Garcia (R) – 143,059 – 50.0%

**Note: This race is too close to call. Incumbent Rep. Mike Garcia is currently up by 265 votes. Vote-by-Mail ballots will continue to be counted through the month.**

**California State Senate – Senate District 21 (As of 11/6/2020)**

Kipp Mueller (D) – 149,957 – 49.6%  
Scott Wilk (R) –152,587 – 50.4%

**Note: This race is too close to call. Incumbent Senator Scott Wilk is currently up by 2,630 votes. Vote-by-Mail ballots will continue to be counted over the month.**

**California State Assembly – Assembly District 38 (As of 11/6/2020)**

Suzette Martinez Valladares (R) – 128,263– 76.0%  
Lucie Lapointe Volotzky (R) – 40,512 – 24.0%

**Note: As expected, Republican candidate Suzette Martinez Valladares won this race handedly. This was a +1 pickup for the Assembly Republican Caucus in this year's election cycle.**

**Prop 15 "Split Roll" Property Tax (As of 11/6/2020)**

Yes – 5,979,003 – 48.3%  
No – 6,405,666 – 51.7%

**Note: As of today, it looks are if this Prop will fail. However, there are still outstanding Vote-by-Mail ballots that are being tallied so we will continue to monitor and provide updates ASAP if results change over the course of the month.**

**Budget and Informational Hearing Schedule**

**Date:** Monday, November 09, 2020

**Time:** 1:00pm

**Committee:** Assembly Natural Recourses, Friedman (Chair)

**Location:** State Capitol, Room 4202

**Information Hearing Subject:** Expanding the Use of Prescribed Fire Including Cultural Burning to Reduce California's Wildfire Risk

**Date:** Tuesday, November 17, 2020

**Time:** 1:00pm

**Committee:** Assembly Labor and Employment, Kalra (Chair)

**Location:** State Capitol, Room 4202 (note room change)

**Informational Hearing Subject:** Safeguarding Our Frontline Workers During COVID-19: The Need for Robust Workplace Health and Safety Protections

**Date:** Wednesday, November 18, 2020

**Time:** 1:30pm

**Committee:** Assembly Agriculture, Rivas (Chair)

**Location:** State Capitol, Room 4202

**Informational Subject Hearing:** Wildfire Impacts on California Agriculture

**Date:** Tuesday, November 10, 2020

**Time:** 9:30am

**Committee:** Assembly Joint Hearing Budget Subcommittee 6 on Budget Process, Oversight and Program Evaluation with Governmental Organization, Ting and Gray (Chairs)

**Location:** State Capitol, Assembly Chamber

**Oversight Subject Hearing:** An Update on the State's Response to COVID-19

### **In Tentative Ruling, Court Declares Governor's Abuse of Power Unconstitutional**

On Monday, a California Superior Court judge ruled the first major blow to the Governor's executive authority amid the pandemic. The judge ruled that Governor Newsom does not have the power to issue Executive Orders (EO) that amend or make new state laws. The tentative ruling found that the Governor's June EO, establishing new election regulations was unconstitutional because it violated the state's separation of powers — only legislators have the power to make new laws.

The tentative ruling holds that the Governor overstepped his emergency authority when he issued an Executive Order (N-67-20) relating to election rules, including ensuring that all voters get a mailed ballot, county election officials must use a specific barcode technology and other election law changes. The Court finds that the Governor does not have the authority to unilaterally enact or amend statutes under the California Emergency Services Act and, therefore, determined this EO unconstitutional.

Many are asking how this impacts many actions taken during the pandemic – especially reopening orders. Unfortunately, it is too early to tell. As way of background, earlier this year Governor Newsom used his emergency authority to shut down large portions of the economy to help reduce the spread of the COVID-19 virus. On May 4<sup>th</sup>, the Governor signed EO N-60-20 directing the State Public Health Officer to establish criteria to determine whether and how, in light of local conditions, to reopen our economy. Since the Governor's Blueprint to Reopen our Economy stems from this EO, the question is does today's court decision impact this reopening EO? It is too early to tell but the court decision opens the possibility for new challenges to the reopening rules if a court believes the Governor was "amending or enacting new statutes" in violation of the California Constitution and the CA Emergency Services Act.

Below are a few specific questions that may be asked:

1. **Does the court ruling impact voters getting mailed ballots for the 2020 General Election?** No, the Legislature acted, and the Governor signed the law changing California law enabling all voters to receive a mail ballot. In other words, the Legislature similarly acted so the law is changed but the executive order, which was not rescinded, is no longer in valid.
2. **Does the court ruling impact future EO made by the Governor?** Yes, if those orders are relying on California's Emergency Services Act (ESA) which grants the authority for the Governor to act during a declared state of emergency. The Judge held that if the Governor's authority is authorized by the ESA then the Governor can suspend laws but cannot unilaterally make or amend state laws, which is what Assemblymembers Gallagher and Kiley alleged the Governor did with that particular election-related Executive Order.
3. **Why did the Court make this declaratory relief ruling?** The court wanted to correctly interpret the CA Emergency Service Act as it relates the Executive Order N-67-20 but also all future violations during the "ongoing state of emergency" as it is a controversy in front of the court, both parties are diametrically opposed to each other and it's a matter of widespread public interest.
4. **What is the biggest take away from the court's ruling?** Here is the key from the tentative ruling granting injunctive relief: Governor Newsom "is enjoined and prohibited from exercising any power under the CA Emergency Services Act...which amends, alters, or changes existing statutory law or makes new statutory law or legislative policy."
5. **Is the California Emergency Service Act constitutional?** Yes, the Judge finds that the Legislature only enables the Governor during a state of emergency to "make, amend, and rescind orders and regulations" which is different than "amending or making new statutes".
6. **Does the ruling make any other Executive Orders unconstitutional?** This issue is unclear and ambiguous, but I believe if the tentative ruling becomes permanent it will be the basis for anyone who wants to challenge one of the 50+ EO's issued by Governor Newsom during this pandemic. Any EO issued by the Governor which arguably "amends or makes new statutes" could likely be deemed unconstitutional.

We are monitoring the status of the courts, speaking with administration and legislative leaders. and working through this process. We will keep you informed of any new information we receive.

### Regulatory

- October 7, 2020, Governor Newsom signed Executive Order (EO) N-82-20, directing state agencies to develop strategies to store carbon in the state's natural and working lands and remove it from the atmosphere, and conserve 30 percent of the state's land and coastal water by 2030. Additionally the EO requires the CalEPA, CNRA, CARB, and CDFA establish CA Biodiversity Collaborative with governmental partners, tribes, experts, business and community leaders to report on strategies to restore "biodiversity" February 1, 2022 to achieve this goal in the following areas: healthy soils managements including cover crops, hedge rows, compost; wetlands restoration to protect coastal areas; active forest management to reduce catastrophic risk and restore forest health; and boosting green infrastructure in urban areas like trees and parks.

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

- Participated in daily briefings for COVID-19 and pass along pertinent information to SCVWA staff.
- Participated in a Zoom meeting with the Assembly Water, Parks and Wildlife Committee to discuss legislative priorities for the upcoming year and funding possibilities for district projects.
- Participated in a conference call meeting with agency Secretaries (Crowfoot and Ross) on the Governor's "Natural and Cultural Resources" Executive Order.
- Participated in Zoom meeting with the CA Natural Resources Agency leads on the Governor "Natural and Cultural Resources" Executive Order.
- Participated in a Zoom meeting with Department of Finance lead on Natural Resources, Matt Almy to discuss the upcoming fiscal forecast.

### **Important Dates and Deadlines for 2020**

#### **Fall Deadlines:**

- November 30<sup>th</sup> – Adjournment sine die at midnight.
- December 7<sup>th</sup> – 2021-22 Regular Session convenes for Organizational Session at 12 noon.
- January 4<sup>th</sup> – Legislators return for legislation session.

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MEMORANDUM

TO: STEVE COLE, SANTA CLARITA VALLEY WATER AGENCY

FROM: HUNT BRALY

RE: October 2020 Report

DATE: 11-9-2020

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

1. Continued to work with staff regarding PFAS Contamination issue.
2. Continued to participate in efforts with Federal Advocates potential federal legislation and funding opportunities. Contacted by Congressman Garcia's District staff to coordinate virtual meeting in District with the Congressman's Legislative Staff and set up meeting.
3. Continued to work with staff on Groundwater Management Committee. Attended Virtual GSA Stakeholder Advisory Committee on October 21.

**RECURRING ACTIVITIES/MEETING ATTENDANCE:**

4. Safe, Clean Water Program (Measure W) Watershed Area Steering Committee Santa Clara River Meetings are still on hold until November 5.
5. Attended Virtual City Council Meeting on October 13.

There were limited public speakers and only two opposing Councilman Kellar. The City approved as part of the Consent Agenda distribution of additional Community Block Grant funds from the Federal Government. 145,200 to the SC Committee on Aging for Senior Programs, 54,800 to Bridge to Home for Homeless Services and 150,000 to Henry Mayo Hospital for Covid Testing.

The City also approved a \$500,000 Covid Small Business Grant Program with a maximum of \$5,000 per business and for Covid related safety expenses.

There was public presentation on LA Count Measure J allocating 10% of the County's unrestricted local funds to certain social and mental health programs. There were 4 public speakers evenly split. The Council voted 5-0 to oppose Measure and there were several comments that this would defund some important programs of the LA County Sheriff Department. Finally the Council voted 5-0 to support Save LA Breweries and the indoor portions of Valencia Town Center.

6. Attended Virtual City Council Meeting on October 27.

There were limited public speakers with only one recurring opponent to Councilman Kellar. Several speakers discussed a local effort to restore Bouquet Falls in the LA County and several councilmembers asked City Staff to look into how the City could assist. On the Consent Agenda was the approval of the Final Map for Skyline Ranch.

The lone Public Hearing was the Horne Neighborhood Storage project on Valley Center Drive adjacent to Golden Valley Road. This 150,000 square foot project and 1200 rental spaces was on a vacant lot that had never been developed. Based on transportation concerns the Planning Commission had recommended approval the Council agreed on a 5-0 vote.

I also attended the City's Virtual State of the City meeting on October 22<sup>nd</sup> which was primarily a review of the City' accomplishments and the challenges due to COVID and the economic impact.

7. Participate in the Virtual October 15th Public Outreach and Legislation Committee.

8. Monitored and reviewed Agency Board Agendas

9. Reviewed weekly emails regarding articles of interest from Agency.





## COMMITTEE MEMORANDUM

**DATE:** November 1, 2020

**TO:** Public Outreach and Legislation Committee

**FROM:** Steve Cole *SC*  
Assistant General Manager

**SUBJECT:** Recommend Authorizing the General Manager to Enter into an Agreement with Kennedy/Jenks Consultants to Provide Grant Administration Services for the Proposition 1 Integrated Regional Water Management Implementation Grant

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### SUMMARY

On November 5, 2019, the Board directed staff to submit an application to the Department of Water Resources (DWR) for funding under the Proposition 1 Integrated Regional Water Management Implementation Grant program (Prop 1 IRWM Grant) on behalf of the Upper Santa Clara River Regional Water Management Group (USCR RWMG). On October 5, 2020, DWR formally notified the Agency that it had been awarded \$10,582,640, the full amount of the grant request. SCV Water will function as grantee agency overseeing the administration of the grant on behalf of USCR RWMG stakeholders who have projects within the Prop 1 IRWM Grant. Due to the scope and complexity of this multi-project grant, consultant assistance is required for successful administration of the grant.

### DISCUSSION

In 2008 and again in 2014 (amended in 2018), the Agency along with other entities in the Upper Santa Clara River area adopted the Upper Santa Clara River Integrated Regional Water Management (IRWM) Plan, in part to qualify for grants. In 2019, the Agency, as the grantee agency for the USCR IRWM Region, applied for and was subsequently awarded a \$10,582,640 Prop 1 IRWM Grant from the DWR. Projects funded under the grant award are shown in the table on the next page.

Project Name	Project Proponent	Cost Share Non-State Funds (Funding Match)	Grant Amount	Total Cost	Other Cost Share
Valencia Water Reclamation Plant Advanced Water Treatment Facility Enhanced Membrane System Project	Santa Clarita Valley Sanitation District	\$ 8,758,565	\$ 3,000,000	\$17,517,129	\$ 5,758,564
Hasley Canyon Park Stormwaer Capture Project	LA County Dept of Public Works	\$ 2,611,070	\$ 1,000,000	\$ 5,210,777	\$ 1,599,707
Newhall Memoral Park Stormwater Retrofit Project	City of Santa Clarita	\$ 9,833,119	\$ 3,000,000	\$19,516,258	\$ 6,683,139
Mapping and Managing Invasive Weeds in the SCR Watershed	City of Santa Clarita/Santa Clara River Conservancy	\$ 378,075	\$ 365,840	\$ 743,915	\$ -
SCVWA Recycled Water Project (Phase 2C)	SCV Water	\$ 4,663,205	\$ 3,000,000	\$ 8,817,650	\$ 1,154,445
USCR Prop 1 Round 1 Grant Administration	SCV Water	\$ 90,000	\$ 216,800	\$ 306,800	\$ -
		\$ 26,334,034	\$10,582,640	\$52,112,529	\$ 15,195,855

Note: DWR has requested updates to projects' scopes of work/costs in advance of negotiating the final Grant Agreement. Grant funding of \$10,582,640 will not change; however, allocations may change in the final negotiated agreement.

As grantee agency, SCV Water is required to enter into a grant agreement with DWR and subsequently enter into subgrantee agreements with project proponents that were awarded grant funding. As you can see in the table above, Grant Administration constitutes a separate project under the grant, requiring project management by SCV Water, as grantee agency.

Consultant assistance is necessary for administration of the grant throughout its five year term to assist with coordinating and assembling project proponents' invoicing, deliverables and required reporting for approval by the Agency prior to submission to DWR. Accordingly, staff issued a request for proposals to three consulting firms for this work and on September 28, 2020, the Agency received two responses. The responses were reviewed by an evaluation committee composed of the City of Santa Clarita, the Santa Clarita Valley Sanitation District and Agency staff. The evaluation committee recommends that the firm of Kennedy Jenks Consultants (K/J) be retained to perform the work. Kennedy Jenks' cost estimate is \$255,895.

## FINANCIAL CONSIDERATIONS

Over the life of the Prop 1 IRWM Grant, the Agency's total grant administration expenditures are estimated at \$306,800 (less than 3% of the total award). Approximately 70% (\$216,800) of grant administration costs will be offset by Prop 1 IRWM Grant funding, resulting in a net Grant Administration cost of \$90,000. Historically, USCR RWMG projects proponents have entered into agreements to share Grant Administration costs (funding match) calculated on their projects' pro-rata share of funding. In this scenario, SCV Water's fair share of Grant Administration costs are estimated at \$26,047 and will be spread over five years. The FY 2020/21 Budget contains funds in the Capital Budget for the anticipated FY 2020/21 grant administration costs. Ongoing grant administration costs will be budgeted in future fiscal years.

## **RECOMMENDATION**

That the Public Outreach and Legislative Committee recommends that the Board of Directors authorize the General Manager to enter into an agreement with Kennedy Jenks Consultants to provide Grant Administration Services for the Proposition 1 Integrated Regional Water Management Implementation Grant.

CF

MBS

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Quarterly Dashboard Report  
Q2: August - October 2020

Prepared by:



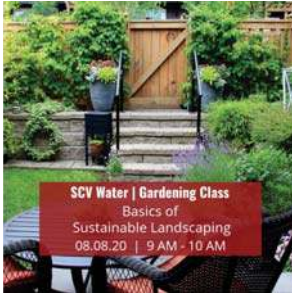
Quarterly Highlights

Quarterly Post Highlight

**SCV Water**  
Published by Tripepi Smith & Associates [?] · 2d · 🌐

As we remain focused on keeping our customers, staff and community safe, SCV Water is pleased to announce our new virtual gardening class offerings!

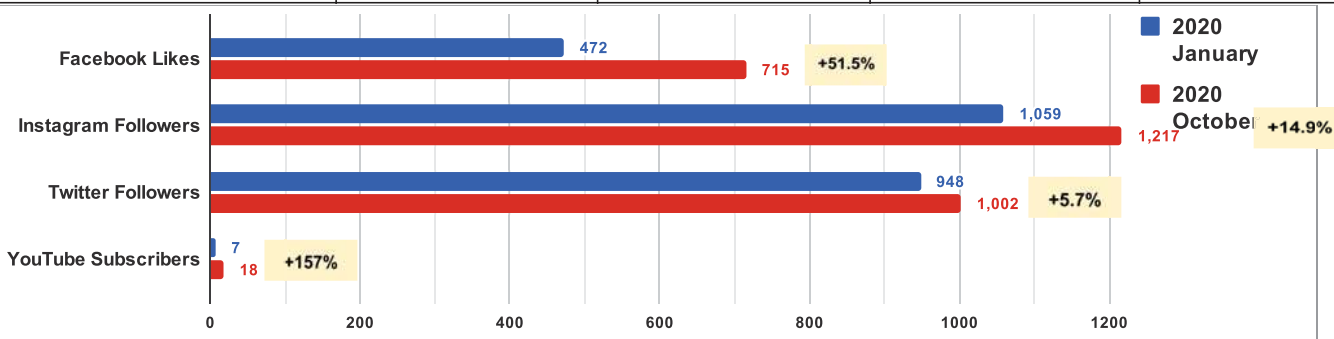
Saturday, August 8, 2020 - Basics of Sustainable Landscaping  
Thinking about starting your landscape project? We'll show you where to start! Join us online to learn about the basic elements included in sustainable landscaping, including ways to preserve natural resources, be water-wise, and still have a landscape that meets your needs. For more information, visit: [yourscvwater.com/gardening-classes/](https://yourscvwater.com/gardening-classes/)



- 7 Shares
- 483 People Reached
- 45 Engagements
- Overall, the sharing and engagement metrics indicate followers' excitement to continue gardening classes in a virtual format.

LIKES / FOLLOWERS / SUBSCRIBERS

	Facebook Likes	Instagram Followers	Twitter Followers	YouTube Subscribers
2020 January	472	1,059	948	7
2020 April	573	1,073	968	8
2020 July	686	1,169	1,003	13
2020 October	715	1,217	1,002	18



NUMBER OF POSTS

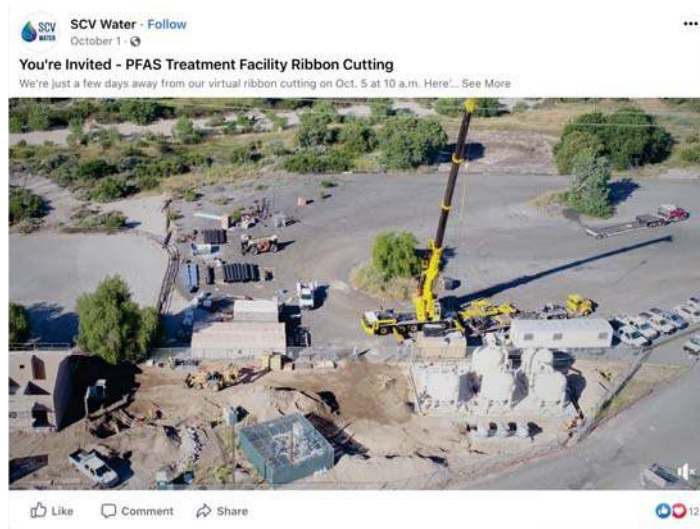
	Facebook	Instagram	Twitter [1]	YouTube
2019 Average [2]	15	12	13.4	0.2
January - March Total	61	63	74	0
April - June Total	50	41	50	5
July - October Total [3]	80	79	71	1

REACH [4]

	Facebook	Instagram	Twitter	YouTube	TOTAL
2020 - January	3,663	4,660	9,993	204	18,520
February	7,388	3,958	9,352	259	20,957
March	15,444	6,970	14,109	310	36,833
April	6,850	2,853	8,661	503	18,867
May	3,012	4,052	3,931	564	11,559
June	3,868	89,159	2,179	540	95,746
July	8,384	3,553	2,077	966	14,980
August	2,336	2,379	1,584	730	7,029
September	2,777	3,374	1,572	528	8,251
October [5]	11,573	6,474	5,906	899	24,852

<b>ENGAGEMENT [6]</b>					
	Facebook	Instagram	Twitter	YouTube	TOTAL
2020 - January	321	206	62	144	733
February	495	141	64	162	862
March	1,641	370	185	126	2,322
April	1,202	209	217	414	2,042
May	491	258	61	474	1,284
June	396	174	54	336	960
July	664	157	37	240	1,098
August	246	159	35	270	710
September	242	168	15	174	599
October	853	349	109	966	2,277
<b>WEBSITE SESSIONS [7]</b>					
	Total	Sessions from Facebook [8]	Sessions from Instagram	Sessions from Twitter	TOTAL [9]
2020 - January	21,230	304	5	4	313
February	21,081	688	7	4	699
March	21,641	220	5	4	229
April	21,151	359	7	2	368
May	22,109	147	3	7	157
June	22,850	118	8	4	130
July	24,122 [10]	100	0	1	101
August	22,210	215	0	4	219
September	25,783	141	0	1	142
October	27,237	145	0	5	150

## BOOSTED POSTS



From August to October 2020, SCV Water boosted one post on Facebook to promote its virtual Ribbon Cutting Ceremony on October 5. On Facebook, the add reached 1,850 people (Reach) and received 730 ThruPlays (video played at least 15 secs.). The total ad spend on Facebook was \$20 averaging \$0.03 per ThruPlay. SCV Water also launched a boost on October 28 to promote the Ground Water Sustainability Workshop on November 4. That boost will end on November 4.

**TOP SOCIAL MEDIA POSTS (excluding boosted posts) from Aug. '20 - Oct. '20 [11]**

**Facebook**






■ Reach: Organic / Paid ▾
■ Post Clicks ■ Reactions, Comments & Shares f ▾

Published	Post	Type	Targeting	Reach	Engagement	Promote
08/05/2020 9:00 AM	 As we remain focused on keeping our customers,			613 	15 32 	<a href="#">Boost Post</a>
09/08/2020 12:00 PM	 Check out the September 2020 edition of the Water			83 	6 4 	<a href="#">Boost Post</a>
09/24/2020 4:32 PM	 SCV Water is now hiring for a Facilities			653 	46 22 	<a href="#">Boost Post</a>
10/05/2020 9:55 AM	 Welcome to the Virtual Ribbon Cutting for one of			4.3K 	170 112 	<a href="#">Boost Post</a>
10/19/2020 9:00 AM	 SCV Water is pleased to announce our new live distance learning			533 	17 25 	<a href="#">Boost Post</a>

**Instagram (by Reach)**



**Twitter**

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	<b>SCV Water</b> @scv_water · Oct 8	This week is National Fire Prevention Week. In recent history (and in the present), our state has experienced record setting wildfire damage. We encourage you to set aside time to reassess your landscaping strategy—by zoning your landscape, you can reduce potential fire hazards. <a href="https://pic.twitter.com/k2WanTZG2v">pic.twitter.com/k2WanTZG2v</a>		825	11	1.3%
	<b>SCV Water</b> @scv_water · Oct 11	#SCVWater is pleased to bring short educational video episodes to the students of the #SCV. In this episode, Obediah talks with Puey (a puppet) about the water cycle, clouds, how to properly wash your hands, but also the importance of not wasting water. <a href="https://ow.ly/i9L050BGmF5">ow.ly/i9L050BGmF5</a> <a href="https://pic.twitter.com/9jEavPw0f">pic.twitter.com/9jEavPw0f</a>		593	8	1.3%
	<b>SCV Water</b> @scv_water · Oct 26	#SCVWater is pleased to bring short educational video episodes to the students of the #SantaClaritaValley.  Please enjoy this video filmed just for you: <a href="https://ow.ly/wdRH50C0yQb">ow.ly/wdRH50C0yQb</a> <a href="https://pic.twitter.com/sPIUssQPdT">pic.twitter.com/sPIUssQPdT</a>		581	8	1.4%
	<b>SCV Water</b> @scv_water · Aug 12	Check out the August 2020 edition of the Water Current for SCV Groundwater Sustainability Plan Public Workshop information, PFAS construction update, exciting things happening in Kids Corner and more. Visit <a href="https://ow.ly/9y5X50AVC7k">ow.ly/9y5X50AVC7k</a> to view the August issue. <a href="https://pic.twitter.com/YEBi8yQ5k">pic.twitter.com/YEBi8yQ5k</a>		357	6	1.7%
	<b>SCV Water</b> @scv_water · Aug 19	Looking for some yard improvement inspiration? Take our Self-Guided Landscapes Tour to learn about the numerous ways to save water and make your landscape drought-tolerant. <a href="https://ow.ly/Akip50wMe4A">ow.ly/Akip50wMe4A</a> <a href="https://pic.twitter.com/v72eMz7K55E">pic.twitter.com/v72eMz7K55E</a>		328	5	1.5%

**Multi-Post Campaigns**

Water Professionals Appreciation Week	10/7/19-10/11/19	16 posts
DWR Shutdown	2/11/20-3/4/20	4 posts
Water Summit 2020	2/24/20-3/11/20	5 posts
COVID-19 Information	3/20/20-3/28/20	9 posts
COVID-19 Staff Campaign	4/27/20-5/6/20	8 posts
National Preparedness Month	9/1/20-9/30/20	4 posts
Water Conservation Campaign	9/26/20-Ongoing	7 posts so far
Water Professionals Appreciation Week	10/3/20-10/10/20	4 posts

Tripep Smith is on retainer to write 6 social media posts per week. Any post beyond that scope is considered ad hoc work.

[1] You may notice that Twitter usually has more posts than any other platform. This is because of their character limit. When a post is more than 140 characters, we split the post up into a threaded Tweet, but each of these count as a post.

[2] These totals are a calculated average for all of the posts during August - December 2019.

[3] Tripepi Smith began a renewed engagement where we post six times a week. The jump in the number of posts is due to the renewed engagement.

[4] Facebook Reach: The number of unique people who saw your post.

Instagram Reach: The number of unique people who saw your post.

Twitter Impressions: The number of times a Tweet shows up in somebody's timeline.

YouTube Impressions: How many times your thumbnails were shown to viewers on youtube.com

[5] The increase in Reach and Engagement across platforms is due to Tripepi Smith's renewed engagement with SCV Water which calls for six posts per week instead of three. This will create a new baseline for us as we continue to collect metrics.

[6] Facebook Engagement: calculated based on the number of likes, comments, shares, and clicks your posts are generating.

Instagram Engagement: Anytime a user likes or comments on one of your posts.

Twitter Engagement: Total number of times users interacted with a Tweet (clicks anywhere on the Tweet including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion).

YouTube Watch Time: The amount of time that a viewer has watched a video. This gives you a sense of what content viewers actually watch (as opposed to videos that they click on and then abandon).

[7] Session: A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.

[8] Sessions data from Facebook, Instagram and Twitter signifies how many times each platform drives traffic to the website. For example, if a user clicks on SCV Water's website link through the Facebook page, that data is collected.

[9] Website Total Sessions from Facebook, Instagram and Twitter.

[10] For the November 2020 Dashboard Report, Tripepi Smith has updated the website sessions number for July 2020, previously 9,627, to a more accurate number. The previous number reflected incomplete data due to new a "View" created in Google Analytics to filter out website traffic from staff. The new View did not begin capturing data until mid-July therefore was not an accurate source of website traffic for that month. The new number for July 2020 is from an old "View" that does not filter out staff traffic.

[11] SCV Water's top posts varied across platforms from August 2020 to October 2020. On Facebook, the virtual ribbon cutting and distance learning opportunities received the highest reach and engagement due to a high number of shares and likes. On Instagram, job openings and PFAS updates posts drove the most engagement. The top Top Tweet was a "National Fire Prevention Week" post that earned a large jump in impressions compared to average.

## Public Outreach Matrix of Selected Activities October and November 2020

Website Statistics	October		
Total users	22,635		Users who have initiated at least one session during the date range
Total Page Views	50,912		Total number of pages viewed. Repeated views of a single page are counted.
Most Popular Content			
Home page	17,157		
Customer Care	6,299		Customer Care (pay; locate division; start/stop; etc)
Save Water & Money	1,755		Conservation program home page
Connect	557		Contact Us
Valencia Division Bill	680		How to read your bill
Board/Committee Meetings	622		Agendas
Digital Outreach	As of 11/6/20		
Social Media			Notable activity
Facebook	716 likes 791 follows		
Instagram	1219		
Twitter	1003		
Constant Contact	NOVEMBER		
Water Currents eNewsletter	18,558		Open rate: 23% (average industry open rate 21.64%)
Virtual Gardening Class News Blast	18,471		
Education	2020 Totals		
Students	1,490		In-person classes suspended due to COVID-19; currently revamping content for distance learning
Teachers	150		
In-Person Gardening Classes (Saturdays/Evenings)	63		January – February 2020; Classes on hold from March - July due to COVID-19
Virtual Garden Classes (Saturdays)	October - 44	157 total	Water Saving Plants for SCV Landscapes October class:

\* Data not available yet  
(updated: Nov 5, 2020)

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## LEGISLATION TRACKING

Letters of Support/Opposition

ITEM NO.

4.3

Date	Bill/Initiative	Title	Stand	Notes	Leg. Policy*	Status
2/7/2020	Water Resilience Exec. Order N-10-19	Comments on draft resilience portfolio	Support	Signed on to coalition letter to Nancy Vogel, Director of the Governor's Water Portfolio Program on the resilience portfolio in development. Specifically addresses topics including water storage, conveyance, flood management, regulation and planning and others	2.0, 5.0	Letter sent
2/7/2020	Water Resilience Exec. Order N-10-19	Comments on draft resilience portfolio	Support	Also sent our own letter to Ms. Vogel, with similar points.	2.0, 5.0	Letter sent
4/20/2020	AB 2182 (Rubio)	Emergency Backup Generators: Water & Wastewater Facilities	Support	Sent our own letter to Chair, Assembly Committee on Natural Resources Laura Friedman	3.0	Letter sent
4/20/2020	SB 1099 (Dodd)	Emergency Backup Generators: Critical Facilities Exemption	Support	Sent our own letter to Chair, Senate Environmental Quality Committee Ben Allen	3.0	Letter sent
5/28/2020	S. 3811 (Feinstein)	Restoration of Essential Conveyance Act, legislation that would authorize federal funding to repair critical water supply infrastructure associated with the Ca. Aqueduct	Support	Sent our own thank you letter to Senator Dianne Feinstein	2.0	Letter sent
6/9/2020	S. 2044	Comments to support the inclusion of section 2 of S. 2044, the Water Supply Infrastructure Rehabilitation & Utilization Act as an amendment to S. 3422 the Great American Outdoors Act (GAOA)	Support	Sent our own letter to Senator Dianne Feinstein and Senator Kamala Harris	7.0	Letter sent
6/29/2020	H.R.2 (Moving Forward Act)	Amendment to H.R. 2 "Moving Forward Act"	Support	Sent our own thank you letter to Congressman Mike Garcia	9.0	Letter sent
7/7/2020	SB 1044 (Allen)	Firefighting Equipment & Foam which prohibits the use of PFAS chemicals	Support	Sent our own letter requesting Governor Newsom Signature	10.0	Letter sent 9/3/20
7/7/2020	AB 2560 (Quirk)	Amends CA Safe Drinking Water Act to require SWRCB to comply with specified public notice/comment procedures when revising (most) NLS and RLs	Support	Sent our own letter requesting Governor Newsom Signature	6.0	Bill passed. Enrolled 9/1/2020 - Sent letter to Governor 9/3/20
7/21/2020	AB 1720 (Carrillo)	Long Duration Energy Storage Procurement	Oppose Unless Amended	Signed on to coalition letter to Assembly Member Wendy Carrillo. CPUC also filed opposition.	3.0	Letter sent. 8/3 hearing postponed by committee
7/24/2020	EPA WaterSense Program	Response to EPA announcement that after a review of product performance criteria, they were not making any changes in specifications, and to consider adding consumer satisfaction to the specifications.	Support of the WaterSense program	Signed on to coalition letter from The Alliance for Water Efficiency (AWE)	5.0	Letter sent
8/7/2020	AB 3030 (Kalra)	Comments to oppose unless amended with ACWA's recommendations	Oppose Unless Amended	Signed on to coalition letter to Senator Henry Stern	7.0	Letter sent. 8/19 - placed on suspense file
9/3/2020	SB1386 (Moorlach)	Protect fire hydrant system funding and ensure public water suppliers can operate water systems to supply their customers & to fight fires	Support	Sent our own letter requesting Governor Newsom Signature	9.0	Letter sent 9/3/20

\* Reference to applicable section of Legislative Policy Guidelines

Revised: Nov 2, 20

Represents changes since last distribution.

SANTA CLARITA VALLEY WATER AGENCY GRANT SUMMARY									ITEM NO. 4.4
Grant	Start Date	End Date	# of SCVWA Projects within Grant	SCV Water Project Name	Total Project Cost	Grant Funding	Required Funding Match (Non-State/Federal Share)	Other Non-State/Federal Share	% Grant Share Billed on Funder Approved Invoices*
DWR Prop 84 Round 1 Implementation	4/10/2012	3/31/2022	4	1. Grant Administration 2. SCV Water Use Efficiency Plan 3. Santa Clara River Sewer Truck Line Relocation 4. Recycle Water Project Phases 2B & 2D	\$ 14,057,107	\$ 6,264,551	\$ 4,110,280	\$ 7,792,556	42%
DWR Prop 84 Round 2 Implementation	6/17/2014	12/31/2020	4	1. Grant Administration 2. CLWA SCV WUE Program 3. SCWD WUE Programs 4. Foothill Feeder Connection	\$ 7,804,002	\$ 4,003,399	\$ 3,800,603		96%
DWR Prop 84 2014 Drought Grant	7/20/2015	12/31/2020	3	1. Grant Administration 2. RRB/CLWA Banking Program 3. CLWA/SWSD Extraction & Conveyance	\$ 15,616,780	\$ 11,535,067	\$ 4,081,713		97%
DWR Prop 1 Sustainable Groundwater Planning	12/5/2018	12/31/2022	2	a. Grant Administration b. Planning Activities	\$ 2,047,434	\$ 1,307,265	\$ 740,169		29%
DWR Prop 1 Round 1 IRWM Implementation <i>(Preliminary Award)</i>	N/A	N/A	2	1. Grant Administration 2. Recycle Water Phase 2C	\$ 9,124,450	\$ 3,000,000	\$ 4,880,005	\$ 1,154,445	0%
					<b>\$ 48,649,773</b>	<b>\$ 26,110,282</b>	<b>\$ 17,612,770</b>		

\*Based on Funder approved invoices. Receipt of payment may be delayed in Funder's normal course of business.

APPLICATIONS UNDER CONSIDERATION								
Grant	Start Date	End Date	# of SCVWA Projects within Grant	SCV Project Name	Total Project Cost	Grant Funding	Required Funding Match (Non-State/Federal Share)	Other Non-State/Federal Share (Funding Match)
WaterSMART Drought Response Program BOR-DO-20-F002	TBD	TBD	1	Saugus Wells 3 & 4 Equipment and Site Improvement Project	\$ 3,744,829	\$ 1,500,000	\$ 1,500,000	\$ 744,829
WaterSMART Water and Energy Efficiency Grants BOR-DO-21-F001	TBD	TBD	1	Automated Metering Infrastructure (AMI) Project (SCV Water Phase 1)	\$ 3,475,860	\$ 500,000	\$ 500,000	\$ 2,475,860
Community Power Resiliency Allocation - Special Districts Program - CalOES subaward	TBD	TBD	1	Generator Replacement at Earl Schmidt Filtration Plan	\$ 249,854	\$ 249,854	\$ -	

Last Update: 11/9/2020



**SPONSORSHIP TRACKING FY JULY 2020 - JULY 2021**

**ITEM NO.  
4.5**

Updated: Nov 2, 2020

Agency Name	Event	Event Date	Event Location	Reg. Fee	Committed	Paid	Sponsorship
ACWA	2020 Summer Conference	May 5-8, 2020 (RESCHEDULED: July 28-31, 2020)	VIRTUAL	\$350		\$2,500	(ACWA transitioning to new virtual sponsorship options: added another \$500 and sponsored Thursday closing keynote E. Joaquin Esquivel, Chair, SWRCB & Director Karla Nemeth, CA DWR) Wed: Ice Cream Break \$2000
Urban Water Institute (UWI)	Informative Discussion with Felicia Marcus & Pat Mulroy	Aug 19, 2020	VIRTUAL			\$500	Listed on the UWI website, Zoom call and invitation as a sponsor, Name recognition on the call, A small ad in the monthly UWI newsletter, one participate can attend on all future Zoom Calls until end of 2020 at no charge
Santa Clarita Valley Economic Development & College of the Canyons (SCVEDC)	2020 Economic Outlook	Mar 12, 2020 (RESCHEDULED: Sept 17, 2020)	VIRTUAL	FREE		\$1,100	(VIRTUAL SPONSORSHIP: Q & A style article with me highlighting you or your company that will be posted on our blog and promoted on our social channels and via our eblasts, a full page ad with company recognition in the Santa Clarita Valley Business Journal, continued promotion of your company's sponsorship through our social media channels & on our website) Bronze: 2 reserved complimentary tickets to event at a sponsor table; Business card size color ad in Forecast program book; Company promotion through electronic and social media event marketing; Company logo in event presentation
SCV Chamber	State of the County Luncheon	May 15, 2020 (RESCHEDULED Aug 5, 2020; RESCHEDULED 2021)		\$75		\$1,500	Bronze Sponsor: 4 complimentary tickets, social media recognition, sponsor recognition in all marketing. Credit carried forward to 2021
CSDA	2020 Annual Conference	Aug 24-27, 20 (CANCELED)	Palm Desert	\$675			Sponsorship of Morning Coffee Station & 2/3rd page ad in the 50th Anniversary commemorative program - initial cost \$2,000
AWA	Annual Member & Elected Officials Reception	Sept 17, 20 (CANCELLED)	Ronald Reagan Presidential Library	Free to members			Representative Sponsor: Listing on invitation & event program, agency name on signage
SCV Chamber	Legislative Leaders Forum	TBD	Hyatt Valencia	N/A	\$1,000		Gold Sponsor: 6 reserved seats, logo placement on all event marketing materials, recognition in media and press
Urban Water Institute (UWI)	Informative Discussion with Jeff Kightlinger	Oct 21, 2020	VIRTUAL	\$25		\$500	Listed on the UWI website, Zoom call and invitation as a sponsor, Name recognition on the call, A small ad in the monthly UWI newsletter
AWA	25 Yrs. of Water Leadership Award Recipients	Oct 22, 2020	VIRTUAL	Free to members		\$500	Agency name on the program invitation, show it to attendees during the event, and place on AWA's website
Santa Clarita Environmental Education Consortium (SCEEC)	Green STEM	Nov 2020	College of the Canyons (VIRTUAL)	N/A		\$2,000	The event provides high school and college students with exposure to STEM (Science, Technology, Engineering, Math) concepts, but with sustainability as a key focus. The Water Technology program at COC is one of the featured programs. (Decreasing from previous Family of Water sponsorship of \$5000)
ACWA	2020 Fall Conference	Dec 2-3, 2020	VIRTUAL			\$2,500	Sponsoring Wednesday Opening Keynote, with recognition as a sponsor during the keynote; logo and link to website during the presentation located in the sponsors box
Maven's Notebook	2021 Weekly E-blast	2021			\$5,000		
			<b>Committed</b>		<b>\$6,000</b>		
			<b>Paid</b>			<b>\$11,100</b>	
			<b>Subtotal</b>			<b>\$17,100</b>	
			<b>FY20/21 Budget</b>			<b>\$20,000</b>	
			<b>Bal Remaining</b>			<b>\$2,900</b>	

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## 2020 Public Outreach Events

<b>ITEM NO.</b> <b>4.6</b>
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This is a list comprised of Landscape Classes, Water Resources webinars, public events and all staff meetings.

	<b>Event</b>	<b>Location</b>	<b>Notes (Pre and/or Post)</b>
<b>January</b>			
1/8	Agency All Staff Meeting	The Centre	
1/9	Landscape class (evening)	Rio Vista	Creating a Landscape Plan and Budget
1/11	Landscape class	Rio Vista	Proper Pruning
<b>February</b>			
2/6	Landscape class (evening)	Rio Vista	Designing a Sustainable Landscape
2/8	Landscape class	Rio Vista	Waterwise Vegetable Gardening
2/23	Mardi Gras Madness 5K/10K	Valencia Town Center	Students Off and Running: free afterschool program for youth in need through training for and completing a marathon. Fundraiser for SOAR: <a href="https://mgm5k.weebly.com/">https://mgm5k.weebly.com/</a>
<b>June</b>			
6/4	Agency All Staff Meeting	Virtual	
6/24-25	WaterReuse 2020 Ca. Annual Conference	Virtual	Presentation By: Steve Cole, Assistant GM – No New Drop Squandered: Santa Clarita’s Approach to Increasing Water Recycling
<b>July</b>			
7/30	International Water Association (IWA) Water Resources - Securing Long-Term Resilience Information	Webinar	Presentation By: Matt Dickens, Resource Conservation Manager – Lessons from Ca. Water Company Planning and Responses During Drought
<b>August</b>			
8/8	Landscape Class	GoToWebinar	Basics of Sustainable Landscaping
<b>September</b>			
9/26	Neighborhood Clean Up (formerly River Rally)		Clean up around town... <a href="http://www.greensantaclarita.com">www.greensantaclarita.com</a>
9/19	Landscape Class	GoToWebinar	Water Saving Turf Care and Turf Substitutes
<b>October</b>			
10/6	Water Professionals Appreciation Lunch	@each location	
10/17	Landscape Class	GoToWebinar	Water Saving Plants for SCV Landscapes

10/17	Child & Family Purple 5K Walk		<a href="http://www.childfamilycenter.org">www.childfamilycenter.org</a>
10/29-30	Halloween Drive Thru	The Centre	<a href="http://www.santa-clarita.com">www.santa-clarita.com</a>
<b>November</b>			
11/14	Landscape Class	GoToWebinar	Irrigation Basics for a Sustainable Landscape
<b>December</b>			
12/5	Landscape Class	GoToWebinar	Managing Soils and Fertilizers in the SCV

as of 11/10/20



**PUBLIC OUTREACH AND LEGISLATION COMMITTEE  
AGENDA PLANNING CALENDAR FY 2020-2021**

**ITEM NO.  
4.7**

**July 16, 2020 Committee – VIRTUAL MEETING**

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

**August 20, 2020 Committee – VIRTUAL MEETING**

1. Legislative Consultant Reports
2. Public Information Officer Activities:
  - Quarterly Social Media Report from Consultant Tripepi Smith
  - Monthly Outreach Matrix
  - Legislative Tracking
  - Grant Status Report
  - Sponsorship Tracking FY 2020/21
  - Public Outreach Event Calendar 2020
  - Committee Planning Calendar 2020
3. Recommend Authorizing the General Manager to Apply for Grant Funding Under the Federal Bureau of Reclamation WaterSmart Water Energy Efficiency Grant Program (WEEG) for an Automated Metering Infrastructure Project
4. Discussion of the RFP for New Website Design and Development
5. General Update on Virtual Outreach Efforts

**September 1, 2020 – Board**

1. Recommend Authorizing the General Manager to Apply for Grant Funding Under the Federal Bureau of Reclamation WaterSmart Water Energy Efficiency Grant Program (WEEG) for an Automated Metering Infrastructure Project
2. Approve RFP for New Website Design and Development

**September 17, 2020 Committee – VIRTUAL MEETING**

1. Legislative Consultant Reports
2. Public Information Officer Activities:
  - Monthly Outreach Matrix
  - Legislative Tracking
  - Grant Status Report
  - Sponsorship Tracking FY 2020/21
  - Public Outreach Event Calendar 2020
  - Committee Planning Calendar 2020
3. Overview of Outreach Efforts

**October 15, 2020 Committee – VIRTUAL MEETING**

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



**PUBLIC OUTREACH AND LEGISLATION COMMITTEE  
AGENDA PLANNING CALENDAR FY 2020-2021**

- Committee Planning Calendar FY 2020/21

**November 19, 2020 Committee – VIRTUAL MEETING**

1. Legislative Consultant Reports
2. Recommend Authorizing the General Manager to Enter into an Agreement with Kennedy/Jenks Consultants to Provide Grant Administration Services for the Proposition 1 Integrated Regional Water Management Implementation Grant
3. Public Information Officer Activities:
  - Quarterly Social Media Report from Consultant Tripepi Smith
  - Monthly Outreach Matrix
  - Legislative Tracking
  - Grant Status Report
  - Sponsorship Tracking FY 2020/21
  - Public Outreach Event Calendar 2020
  - Committee Planning Calendar FY 2020/21

**December 1, 2020 - Board**

1. Recommend Authorizing the General Manager to Enter into an Agreement with Kennedy/Jenks Consultants to Provide Grant Administration Services for the Proposition 1 Integrated Regional Water Management Implementation Grant

**December 17, 2020 Committee – VIRTUAL MEETING**

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

**January 21, 2021 Committee – VIRTUAL MEETING**

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

**February 18, 2021 Committee**

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



**PUBLIC OUTREACH AND LEGISLATION COMMITTEE  
AGENDA PLANNING CALENDAR FY 2020-2021**

**March 18, 2021 Committee**

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

**April 15, 2021 Committee**

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

**May 20, 2021 Committee**

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

**June 17, 2021 Committee**

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