



EAST VALLEY WATER DISTRICT

LEADERSHIP • PARTNERSHIP • STEWARDSHIP

LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE

March 1, 2019 - 1:30 PM

31111 Greenspot Road, Highland, CA 92346

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

NEW BUSINESS

1. Legislative Update
2. Outreach Update
3. Conservation Update
4. Director's Comments
5. Staff's Comments

ADJOURN

PLEASE NOTE:

Pursuant to Government Code Section 54954.2(a), any request for a disability-related modification or accommodation, including auxiliary aids or services, that is sought in order to participate in the above-agendized public meeting should be directed to the District Clerk at (909) 885-4900 at least 72 hours prior to said meeting.



EAST VALLEY WATER DISTRICT

LEADERSHIP • PARTNERSHIP • STEWARDSHIP

STAFF REPORT

Agenda Item #1.
Meeting Date: March 1, 2019

To: LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE
From: Public Affairs Manager

Subject: Legislative Update

RECOMMENDATION:

This item is for information only.

BACKGROUND / ANALYSIS:

The District maintains an active legislative program throughout the year, with varying degrees of engagement depending on the legislative cycle and specific initiatives.

Beginning on January 7, when the Legislature reconvened until February 22, bills were introduced in both houses. As a result of this deadline, the District has developed a list of 14 bills that are being monitored based on the adopted Legislative Platform. This list will continue to change as discussions become more clear, and the potential impacts to the District are better understood.

Discussions have continued regarding key topics including a potential water tax and the effort to develop a statewide affordable rate program. Legislative advocates are actively engaged in these conversations on a variety of levels, including conveying the District's opposition to a tax at a recent joint workshop in Sacramento.

Staff will continue to engage in legislative activities and provide updates to the Committee and Governing Board. Currently, meetings are being coordinated for members of this committee to attend office visits in Sacramento in early March.

AGENCY GOALS AND OBJECTIVES:

Goal and Objectives I - Implement Effective Solutions Through Visionary Leadership

c) Strengthen Regional, State and National Partnerships

FISCAL IMPACT

There is no fiscal impact associated with this item.



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STAFF REPORT

Agenda Item #2.
Meeting Date: March 1, 2019

To: LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE
From: Public Affairs Manager

Subject: Outreach Update

RECOMMENDATION:

This item is for informational purposes only, no action is requested at this time.

BACKGROUND / ANALYSIS:

The District continues to seek out opportunities to engage with the community through a variety of outlets. With each piece of outreach material, the District seeks to reinforce the brand personality of this organization.

Recent projects have included, but are not limited to:

- 65th Anniversary
- Strategic Communications Plan
- Sterling Natural Resource Center

The District's 65th anniversary is an opportunity to highlight historical events. This theme will be present in key documents and activities. Items such as the email signatures, budget document, Pipeline newsletter, bill inserts, print advertisements, promotional material, and other single event communication material are an ideal platform to celebrate this milestone.

Staff continue to work with the public relations firm, Idea Hall to develop a Strategic Communications Plan. A basic element of this effort includes the development of a Branding Guide which can serve as a reference tool for staff when developing new materials. Additionally, this effort will look at the most effective way to share project updates and messages with both internal and external stakeholders.

The Sterling Natural Resource Center is an important project that requires on-going outreach efforts. Website content is being updated to reflect the changing status of the project. The community is encouraged to watch construction progress through the camera feed which shows the time-lapse of progress. Additionally, social media, bill inserts, and print advertisements are being utilized to promote a consistent level of information regarding the project.

It is important that we consider the intended audience of outreach material. The District interacts with a broad range of individuals with differing technical background, priorities, and concerns. Understanding who we are communicating with allows us the ability to tailor our messaging to maximize the opportunity for relationship building.

AGENCY GOALS AND OBJECTIVES:

Goal and Objectives III - Deliver Public Service with Purpose While Embracing Continuous Growth

- b) Strive to Provide World Class Customer Relations
- d) Embrace an Environment of Active Learning and Knowledge Sharing

FISCAL IMPACT

There is no fiscal impact associated with this item.



EAST VALLEY WATER DISTRICT

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STAFF REPORT

Agenda Item #3.
Meeting Date: March 1, 2019

To: LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE

From: General Manager/CEO

Subject: Conservation Update

RECOMMENDATION:

This item is for informational purposes only, no action is requested at this time.

BACKGROUND / ANALYSIS:

Maintaining efficient water-use as a way of life continues to be the District's focus. The water season is on track to exceed the average annual rainfall, with snow pack continuing to remain at healthy levels. Staff continues to submit monthly water conservation reports, which show that the community implemented permanent water saving measures.

In an effort to maintain interest in this topic during non-emergency times, the District continues to host a number of activities that provides opportunities to interact with the community. Current conservation events include:

- Conservation Workshop Series
- Community Conservation Fest
- Student Poster Contest
- Participation in community event

Customers continue to have an interest in rebate programs. The District is monitoring participation to better understand the programs that provide the most opportunity for water savings, provide a resource to encourage water use efficiency, and minimize the up front costs of implementing conservation measures. The Weather Based Irrigation Control (WBIC) direct installation program continues to have customer interest, with consistent positive feedback from participants. The Toilet Distribution Events have also been very well received.

The District continues to look for new and innovative opportunities to encourage efficient water use and to serve as a resource for those looking for additional information. Along with these programs, staff is monitoring the development of permanent conservation mandates and other programs that impact the definition of acceptable use of potable water.

AGENCY GOALS AND OBJECTIVES:

FISCAL IMPACT

There is no fiscal impact associated with this item.