



EAST VALLEY WATER DISTRICT

LEADERSHIP • PARTNERSHIP • STEWARDSHIP

LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE

March 12, 2020 - 2:30 PM

31111 Greenspot Road, Highland, CA 92346

AGENDA

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

CONSENT CALENDAR

1. Approve the September 6, 2019 committee meeting minutes

NEW BUSINESS

2. Legislative Update
3. Outreach Update
4. Community Group Appointment Process
5. Set the day and time for holding recurring committee meetings
6. Director's Comments
7. 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.

Subject to approval

**EAST VALLEY WATER DISTRICT
LEGISLATIVE & PUBLIC OUTREACH COMMITTEE**

September 6, 2019

MINUTES

Kelly Malloy, Director of Strategic Services, called the meeting to order at 1:30 pm and led the flag salute.

PRESENT: Directors: Carrillo, Smith

ABSENT: None

STAFF: Kelly Malloy, Director of Strategic Services; Eileen Bateman, Senior Administrative Assistant

GUEST(s): Members of the Public

PUBLIC COMMENTS

The Senior Administrative Assistant declared the public participation section of the meeting open at 1:31 pm.

There being no written or verbal comments, the public participation section was closed.

LEGISLATIVE UPDATE

Ms. Malloy stated that the District is actively engaged in the legislative process and working closely with the Onate Group and Quintana, Watts & Hartmann. The District continues to focus on alternatives to a proposed water tax; that there is extensive outreach to legislators to voice the District's opposition and consideration of other options.

Information only.

EMERGENCY RESPONSE PLAN'S UPDATE

Ms. Malloy provided a detailed review of the District's efforts to secure essential services to the community in the event of an emergency; that the District continues to work with Arcadis to gather information and begin assessments for different emergency plans that include Risk and Resiliency Assessment, Hazard Mitigation Plan, Emergency Response Plan, and the Threat and Hazard Identification and Risk Assessment. These separate plans consider the risks of man-made and natural emergencies to ensure the operation of the District and the steps that can be taken to both prevent and respond to those types of incidents.

Ms. Malloy also discussed that the District has updated the Sewer System Management Plan; that this document is based on results from the Sewer Master Plan and describes the system, operational programs and policies, emergency response plans, and other

essential elements to maintaining both staff and the public's safety while operating a wastewater collection system; that the plans are in the development process and the District continues with emergency preparedness efforts, including participation in the upcoming Great ShakeOut and regional training opportunities. With the participation in the Great ShakeOut exercise we have the opportunity to identify and enhance our approach to preparation we consider whether it is best implemented immediately or through a long-term plan.

Information only.

OUTREACH UPDATE.

Ms. Malloy provided an update on various District outreach and community engagement efforts including but not limited to social media, bill inserts, advertisements, National Night Out, and several conservation workshops that discuss the benefits of the Sterling Natural Resource Center (SNRC), news updates highlighting the educational outreach relating to the SNRC, community events, conservation tips, rebate programs, and other services available to customers.

Information only.

DIRECTOR'S COMMENTS

There were no comments at this time.

STAFF'S COMMENTS

There were no comments at this time.

ADJOURN

The meeting was adjourned at 2:19pm.

Chris Carrillo
Director

David E. Smith
Director



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STAFF REPORT

Agenda Item #2.
Meeting Date: March 12, 2020

To: LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE
From: General Manager/CEO

Subject: Legislative Update

RECOMMENDATION:

This item is for informational purposes only.

BACKGROUND / ANALYSIS:

Active engagement in the legislative process is imperative to public administration. The decisions made by elected officials and staff shape the day-to-day activities of the District. In order to remain engaged in the discussions taking place 500 miles away, the District works closely with The Onate Group and Resolute.

The legislature resumed session in early January, and have a number of bills that could impact the District and customers within the service area. Now that the deadline for bill introduction has passed, the District is reviewing proposed legislation for potential impacts.

Looking ahead, the District anticipates engagement in the regulations regarding the electrical ability to proactively de-energize power lines in high fire danger conditions. The extent and proposals of this topic are in the early stages of development, but include consideration of minimum notification requirements, identifying these events as emergencies thus applying exemptions from air quality requirements for running generators, and potential funding for alternative energy equipment.

Additionally regulations have taken effect which is requiring action by the District including:

- Service Disconnections
- Conservation
- Water Quality

Staff will continue to work closely with legislative advocates in Sacramento. The District recently became members of the California Municipal Utilities Association, which is a valuable resource for legislative actions with an emphasis on water and energy agencies.

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 agenda item.

Respectfully submitted:

Kelly Malloy
Director of Strategic Services



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STAFF REPORT

Agenda Item #3.
Meeting Date: March 12, 2020

To: LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE
From: General Manager/CEO

Subject: Outreach Update

RECOMMENDATION:

This item is for informational purposes only.

BACKGROUND / ANALYSIS:

The District continues to utilize various avenues of communication to engage with the community. By diversifying its communication outlets, the District seeks to expand its reach of community members that would otherwise be overlooked with a singular outlet.

Recent projects have included, but are not limited to:

- Social Media
- Community Events & District Hosted Workshops
- Bill Inserts
- Direct Mailers
- Print Advertisements
- Event Sponsorship's

The District continues to actively utilize social media as part of its on-going outreach efforts. Through posts on Facebook, Twitter, and Instagram, the District provides the public with Sterling Natural Resource Center project benefits and progress, news updates, community event information, conservation tips, rebate program information, and services available to customers. Bill inserts continue to be one of the most effective outreach outlets. By including informational materials in the water bill, the District ensures community members within the service area have information readily accessible and are encouraged to engage with the District as a result of the insert.

In cultivating effective outreach efforts, the District considers diversity within its service area and their differentiating communication preferences, backgrounds and primary language. As result, the District now provides its most critical outreach materials in multiple languages.

Additionally, the District is involved in a number of construction projects within the service area. A focused effort is undertaken on each project to inform residents that could have their service directly impacted along with residents that could be indirectly impacted by lane closures or equipment staging. This outreach has proven to be an effective communication tool that ensures that residents are confident in the quality and legitimacy of work taking place near their home or place of business, while also providing a direct contact number should they have

questions or concerns.

AGENCY GOALS AND OBJECTIVES:

Goal and Objectives II - Maintain a Commitment to Sustainability, Transparency, and Accountability

- b) Utilize Effective Communication Methods
- d) Provide Quality Information to Encourage Community Engagement

FISCAL IMPACT

There is no fiscal impact associated with this agenda item.

Respectfully submitted:

Kelly Malloy
Director of Strategic Services



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STAFF REPORT

Agenda Item #4.
Meeting Date: March 12, 2020

To: LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE
From: General Manager/CEO

Subject: Community Group Appointment Process

RECOMMENDATION:

This item is for informational purposes only.

BACKGROUND / ANALYSIS:

Continuous improvement and enhanced community engagement are key to the District's performance-based approach. With this in mind, there are benefits to the implementation term limits for appointed members, to foster positive relationships with members and provide opportunities for new perspectives to be added to the group. This concept has been discussed and is supported by the current members of the Community Advisory Commission.

AGENCY GOALS AND OBJECTIVES:

Goal and Objectives II - Maintain a Commitment to Sustainability, Transparency, and Accountability

d) Provide Quality Information to Encourage Community Engagement

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

d) Embrace an Environment of Active Learning and Knowledge Sharing

FISCAL IMPACT

There is not fiscal impact associated with this item.

Respectfully submitted:

Kelly Malloy
Director of Strategic Services