



# EAST VALLEY WATER DISTRICT

LEADERSHIP • PARTNERSHIP • STEWARDSHIP

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## LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE VIA TELECONFERENCE

April 8, 2021 - 2:00 PM  
31111 Greenspot Road, Highland, CA 92346

In an effort to prevent the spread of COVID-19 and in accordance with Governor Newsom's Executive Order N-25-20 and N-29-20, this meeting is being conducted via teleconference. There will be no public location for attending this meeting in person. Members of the public may listen and provide public comment telephonically.

Anyone wishing to join the meeting may do so using the following information:  
DIAL: 1-209-425-5876 and enter CONFERENCE ID: 198 379 16#

You may also join by clicking [HERE](#) to join the meeting via Microsoft Teams.

### **AGENDA**

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

### **CONSENT CALENDAR**

1. Approve the August 13, 2020 Committee meeting minutes
2. Approve the October 8, 2020 committee meeting minutes
3. Approve the February 11, 2021 Committee meeting minutes

### **NEW BUSINESS**

4. Sterling Natural Resource Center Project Update
5. Legislative Update
6. Conservation Update
7. Outreach Update
8. Director's Comments
9. 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  
VIA TELECONFERENCE**

**August 13, 2020**

**MINUTES**

Kelly Malloy, Director of Strategic Services, called the meeting to order at 2:04 pm and led the flag salute.

**PRESENT:** Directors: Goodrich, Smith

**ABSENT:** None

**STAFF:** Kelly Malloy, Director of Strategic Services; Cecilia Contreras, Senior Administrative Assistant

**GUEST(s):** None

**PUBLIC COMMENTS**

The Senior Administrative Assistant declared the public participation section of the meeting open at 2:05 pm.

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

**APPROVAL OF THE MAY 22, 2020 COMMITTEE MEETING MINUTES**

M/S/C (Goodrich-Smith) that the May 22, 2020 committee meeting minutes be approved as submitted.

**APPROVAL OF THE JUNE 11, 2020 COMMITTEE MEETING MINUTES**

M/S/C (Goodrich-Smith) that the June 11, 2020 committee meeting minutes be approved as submitted.

**STERLING NATURAL RESOURCE CENTER UPDATE**

The Director of Strategic Services shared that construction has hit the halfway mark to include significant rebar and concrete work, pipeline installations, and building assembly; that staff is continuing progress toward receiving the various regulatory approvals needed including a public notice that is required for air quality permitting; and that the District has increased outreach to the community members living within a quarter mile radius of the project through website content, social media posts and bill inserts.

Information only.

## **EMERGENCY RESPONSE UPDATE**

The Director of Strategic Services stated that the Districts Emergency Response Plan, Risk and Resilience Assessment, and Threat Hazard Identification and Risk Assessment have all been completed; that the Hazard Mitigation Plan has been approved by California Office of Emergency Services, and is currently at FEMA for review and approval; that in addition to these plans, staff is also developing a Business Continuity Plan which will focus on resuming and maintaining operations during and after an emergency.

Ms. Malloy discussed the impacts that COVID-19 has been having for people across the world; that staff has taken steps to require adaptations to operations including hybrid staffing, enhanced cleaning solutions, procurement and distribution of personal protective equipment, and enhanced community outreach through social media, bill inserts, and the website. She stated that given the response to this emergency, staff has submitted a “small project” to FEMA to help recover the costs that have been spent to ensure continued operations and the safety of our staff.

Information only.

## **LEGISLATIVE UPDATE**

The Director of Strategic Services stated that staff, along with the efforts from the District’s legislative lobbyist continues to monitor multiple bills, including but not limited to SB 1099, SB 1386, AB 685, AB 1492, SB 1159, FY 2020-21 State Budget, and items related to COVID-19.

Information only.

## **OUTREACH UPDATE**

The Director of Strategic Services presented an update of the current outreach that has been created for the community including, but not limited to specific information for COVID-19, capital improvement projects, distribution of the CCR, design and printing of the current budget, Pathways Program material including a series of short videos interviewing staff about their careers. She also stated that outreach for conservation will be increasing now that fall is getting closer to remind customers about reducing outdoor water use to assist with less tier three charges.

Information only.

## **DIRECTOR’S COMMENTS**

Chairman Smith thanked staff for the information provided.

Vice Chairman Goodrich thanked staff as well for the information provided.

Information only.

**STAFF'S COMMENTS**

The Director of Strategic Services thanked the Directors for attending and stated that the next meeting is scheduled for October 8, 2020 at 2pm.

Information only.

**ADJOURN**

The meeting was adjourned at 3:18 pm.

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David E. Smith  
Director

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Phillip R. Goodrich  
Director

Subject to approval

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

**October 8, 2020**

**MINUTES**

Kelly Malloy, Director of Strategic Services, called the meeting to order at 2:01 pm and led the flag salute.

**PRESENT:** Directors: Goodrich, Smith

**ABSENT:** None

**STAFF:** Kelly Malloy, Director of Strategic Services; Cecilia Contreras, Senior Administrative Assistant

**GUEST(s):** Members of the Public

The Director of Strategic Services requested that Agenda item #2 Community Advisory Commission update be moved up to agenda item #1.

**PUBLIC COMMENTS**

The Senior Administrative Assistant declared the public participation section of the meeting open at 2:02 pm.

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

**COMMUNITY ADVISORY COMMISSION VACANCY UPDATE**

The Director of Strategic Services updated the Directors on the vacancy seats of the Community Advisory Commission; that Dr. Alan Kay and Gail Shelton are being recommended to fill these seats and that this item will be taken to the next regular board meeting for approval.

Dr. Alan Kay provided a thank you to the board members and to staff for allowing him the opportunity to serve on this commission.

Information only.

**HAZARD MITIGATION PLAN UPDATE**

The Director of Strategic Services provided an update on the Districts current Hazard Mitigation Plan (HMP); that staff has been working with Arcadis US in updating the HMP and that this plan has been approved by the California Office of Emergency Services and Federal Emergency Management Agency and the next steps are to present this plan to the board at the next regular board meeting for adoption; that this has been a great process of aligning various plan such as strategic plan, five-year work plan, and capital

improvement projects; and that with the approval and adoption of this plan, the District continues to be eligible for hazard mitigation grant funding as well as emergency reimbursement events. She stated that staff will continue to review this document and make updates if needed but that this document is now good for five years until staff must resubmit for approval.

Information only.

### **STERLING NATURAL RESOURCE CENTER UPDATE**

The Director of Strategic Services provided an update on the project including but not limited to Del Rosa pipeline being installed that goes to the East Trunk Sewer line, concrete and rebar continued to be input, crews are preparing for the construction of the digestors, and the admin office is framed and roofing is beginning; and stated that staff did not receive any comments from the required public hearing that the air quality control permit needed and that staff is getting ready for another round of notices that will be going out to the surrounding community. She stated that staff continues to increase outreach through a bi-monthly newsletter that goes to residents within a quarter mile radius of the project, as well as website content, bill inserts, and social media.

Information only.

### **OUTREACH UPDATE**

The Director of Strategic Services shared an update of the current outreach that has been created for the community including but not limited to monthly bill inserts, CCR, conservation updates, COVID-19 awareness, as well as capital improvement projects that are currently in construction.

Information only.

### **LEGISLATIVE UPDATE**

The Director of Strategic Services stated staff along with the efforts from the District's legislative lobbyist continues to monitor multiple bills including but not limited to monitoring the response of COVID-19, Governors Executive orders regarding the moratorium of disconnections, AB 685, SB 1386, FY 2020-21 state budget, and the general election.

Information only.

### **DIRECTOR'S COMMENTS**

Chairman Smith thanked staff for the presentation of the information.

Information only.

## **STAFF'S COMMENTS**

The Director of Strategic Services reminded the Directors of the next meeting scheduled for December 10, 2020.

Information only.

## **ADJOURN**

The meeting was adjourned at 3:07 pm.

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David E. Smith  
Director

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Phillip R. Goodrich  
Director



Subject to approval

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

**February 11, 2021**

**MINUTES**

Kelly Malloy, Director of Strategic Services, called the meeting to order at 2:04 pm and led the flag salute.

**PRESENT:** Directors: Goodrich, Smith

**ABSENT:** None

**STAFF:** Kelly Malloy, Director of Strategic Services; Cecilia Contreras, Public Affairs Coordinator; William Ringland, Public Affairs & Conservation Manager; Janett Robledo, Conservation Coordinator

**GUEST(s):** None

**PUBLIC COMMENTS**

The Public Affairs Coordinator declared the public participation section of the meeting open at 2:04 pm.

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

**EMERGENCY NOTIFICATION UPDATE**

The Director of Strategic Services stated that the District's current emergency plans have been completed and approved by Cal OES and FEMA; that this starts the five year clock until these plans have to be updated but that District staff will be reviewing them annually. She explained the different types of options that the District uses to communicate with staff and the community in the event of an emergency to include mobile phones, satellite phones, two-way radios, email, website, and social media; that the District uses Informcast to send message alerts by email, text, or phone call to District staff. With on-going changes to customer contact, there was a need to overcome data integrity when trying reach out to our rate payers in emergencies.

Ms. Malloy explained that staff recently submitted an application to FEMA's Integrated Public Alert & Warning System (IPAWS) to assist with being able to send emergency notifications to our customers; this program will use a geographic area to send alerts to mobile phones, similar to Amber Alerts we currently receive; that we have received approval from FEMA to use this program and are finalizing the process with Cal OES.

Information only.

**GRANT STRATEGY**

The Director of Strategic Services provided an update on the revision of the Districts Grant Strategy; that this document was originally created in 2012 for specific projects, and that those projects have been completed and it was time to restructure the plan to better assist staff with researching and applying for grant opportunities; that this document covers the roles and responsibilities for the Board, General Manager/CEO, staff, and consultants; that it also includes funding source considerations, organizational evaluation to include planning efforts, financial elements, and program assessment.

Ms. Malloy stated that this document will be taken to the Community Advisory Commission for review and input and then it will be brought to the Board for consideration and adoption at a later date.

Information only.

#### **SET THE DAY AND TIME FOR HOLDING RECURRING MEETINGS**

The Committee discussed and established that they will meet the second Thursday at 2pm every other month.

Information only.

#### **DIRECTOR'S COMMENTS**

There were no comments at this time.

#### **STAFF'S COMMENTS**

The Director of Strategic Services stated that outreach still continues to the community regarding updates of the Sterling Natural Resources Center, that there will be a conservation update at the next meeting regarding a pilot landscaping program, and that staff is continuing to watch legislation that could effect the District.

Information only.

#### **ADJOURN**

The meeting was adjourned at 3:15 pm.

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David E. Smith  
Director

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Phillip R. Goodrich  
Director



# EAST VALLEY WATER DISTRICT

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## STAFF REPORT

Agenda Item #4.  
Meeting Date: April 8, 2021

**To:** LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE  
**From:** Director of Strategic Services

**Subject:** Sterling Natural Resource Center Project Update

### **RECOMMENDATION:**

This agenda item is for informational purposes only.

### **BACKGROUND / ANALYSIS:**

Construction activities continues for the Sterling Natural Resource Center. Since the project is using the progressive design-build model, construction continues while design efforts are underway in a collaborative team environment with the project partners. In recent weeks, the construction has reached new heights and is not more visible from beyond the fenceline. The design team is incorporating the bio-energy enhancement into the various elements of the treatment process, offsite improvements, and pipeline.

Efforts continue to work through the various regulatory approvals necessary for the project, working closely with Southern California Edison, South Coast Air Quality Management District, CalTrans, Metropolitan Water District, Regional Water Quality Control Board, and the cities of Highland and San Bernardino. This is an on-going process in tandem with the construction effort.

The District continues to provide information through website content, social media posts, and bill inserts. Additional outreach is being sent bi-monthly to residents living in the vicinity of the site. Staff maintains dialogue with the community in spite of the COVID restrictions and gathering limitations, especially residents directly adjacent to the facility.

### **AGENCY GOALS AND OBJECTIVES:**

Goal and Objectives I - Implement Effective Solutions Through Visionary Leadership

a) Identify Opportunities to Optimize Natural Resources

### **FISCAL IMPACT**

There is no fiscal impact associated with this update.

Respectfully submitted:

Kelly Malloy  
Director of Strategic Services



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## STAFF REPORT

Agenda Item #5.  
Meeting Date: April 8, 2021

**To:** LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE  
**From:** Director of Strategic Services

**Subject:** Legislative Update

### **RECOMMENDATION:**

This item is for informational purposes only.

### **BACKGROUND / ANALYSIS:**

The District staff together with legislative advocates, The Onate Group and Resolute, are monitoring this year's legislative session which reconvened on January 11, 2021. With COVID-19 impacting the 2020 session, many of the stalled bills have been re-introduced this year. Speaker of the Assembly, Antony Rendon, laid out the priorities which include, COVID-19 response and relief efforts, climate change and environmental justice, and addressing economic inequities.

Staff are monitoring the following pieces of legislation:

- AB 1434; Urban water use objectives: indoor residential water use
- AB 377; Water quality: impaired waters
- AB 1500; Safe drinking water, wildfire prevention, drought preparation, flood protection, extreme heat mitigation, and workforce development bond act of 2022
- SB 45; Wildfire prevention, safe drinking water, drought preparation, and flood protection bond act of 2022
- SB 222; Water affordability assistance program
- SB 223; Discontinuation of residential water service

Together with ACWA, WaterReuse, and CMUA, District staff are actively participating in working groups and advocating the District's concerns. Engagement with these groups are essential to voice concerns over the proposed legislations, learn about industry concerns and partner with neighboring districts on legislative positions. Staff will draft position letters of support or opposition based upon the Board approved legislative platform.

The District, together with San Bernardino Valley Municipal Water District, Eastern Municipal Water District, and City of San Bernardino Municipal Water Department have built a coalition to support SB 45 septic-to-sewer funding in the proposed climate resilience bonds. This partnership is one example of the collaborative process the District takes to advocate, support or champion pieces of legislation.

As the legislative session progresses, the District will continue to monitor the evolving bills, maintain participation in legislative briefings from ACWA, CMUA, and WaterReuse, and work with our lobbyist who

engages on our behalf with elected officials and administration staff.

**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



# EAST VALLEY WATER DISTRICT

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## STAFF REPORT

Agenda Item #6.  
Meeting Date: April 8, 2021

**To:** LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE

**From:** Director of Strategic Services

**Subject:** Conservation Update

### **RECOMMENDATION:**

This item is for informational purposes only.

### **BACKGROUND / ANALYSIS:**

Conservation is a foundational public engagement effort for East Valley Water District as water resources continue to be in limited supply. California is experiencing its second consecutive year of below average rainfall and many cities are reporting low rainfall totals. The City of Highland has recorded only 5.71 inches of rainfall and 58% of the State is experiencing severe drought. Due to this current situation, there is a high probability of a state drought declaration in the upcoming months demonstrating the importance for the District to continue engaging with residents to conserve water.

The District is continuing to encourage customers to use water wisely and reward their conservation efforts through a series of rebates. To date, the District has processed 126 applications for indoor and outdoor rebates. Through the District's weather-based irrigation controller direct installation program, 102 controllers have been installed, helping customers water more efficiently.

The District has started work on developing a new pilot conservation rebate program to help customers better conserve and reduce outdoor water use. The pilot parkway turf removal program will convert the strip of grass or other high-water use plants between the sidewalk and the street to water efficient parkways. The proposed pilot program would connect property owners with a licensed landscape contractor to design and complete the transformation of the parkways. By implementing the pilot program, the District help customers reduce their outdoor consumption, bring customers into compliance with the District's conservation ordinance, and maintain the esthetics of the community with beautiful water-efficient parkways.

Last month, customers were invited to join the District for the virtual Family Friendly Gardening Workshop, hosted via Facebook Live. Customers were able to view the gardening presentation from the comfort of their home and learn helpful tips to apply to their landscapes. With over 64 views of the demonstration, the District is looking to create more conservation videos and share through the social media platforms for customers to use water more efficiently.

East Valley Water District continues to focus on conservation efforts for District and support customers to become good stewards of the limited and precious resource.

**AGENCY GOALS AND OBJECTIVES:**

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

- c) Promote a Positive Organizational Culture
- d) Embrace an Environment of Active Learning and Knowledge Sharing

**FISCAL IMPACT**

There is no fiscal impact associated with this agenda item at this time.

Respectfully submitted:

Kelly Malloy  
Director of Strategic Services



# EAST VALLEY WATER DISTRICT

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## STAFF REPORT

Agenda Item #7.  
Meeting Date: April 8, 2021

**To:** LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE

**From:** Director of Strategic Services

**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. Recent projects have included, but are not limited to:

- Capital Improvement Project Construction
- Pathway Program (Indian Springs High School)
- SNRC Updates
- Conservation Workshop

Methods of communication vary depending on the project, but may include:

- Social Media
- Bill Inserts
- Direct Mailers
- Print Advertisements
- Press Releases
- Community Site visits

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, conservation tips, rebate program information, and services available to customers. Facebook and Instagram have become the best performing platforms for the District. Since January 2021, the @EastValleyWater Facebook page has received 407 organic reactions and Instagram had 735 organic engagements. Social media ads have been used to amplify the strategic messages for the District. Since January 2021, the District's social media ads have reached over 20k community members.

Bill inserts are a strategic and one of the most effective outreach channels. 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.

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.

**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