



# EAST VALLEY WATER DISTRICT

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## LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE

September 6, 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. Emergency Response Plan's Update
3. Outreach 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.



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## STAFF REPORT

Agenda Item #1.  
Meeting Date: September 6, 2019  
Discussion Item

**To:** LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE

**From:** Director of Strategic Services

**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 Quintana, Watts & Hartmann. Over the course of the current legislative session the primary effort remained focused on alternatives to a proposed water tax. This topic required extensive outreach to the legislators to voice the District's opposition and consideration of other options. Ultimately, the effort was defeated with a compromise implemented that would establish a program using General Funds.

As the year begins to wind down, there are a few important upcoming dates to keep in mind:

- September 13, 2019- Last day for any bill to be passed
- October 13, 2019- Last day for the Governor to sign or veto bills
- January 1, 2020- Statutes take effect
- January 6, 2020- Legislature reconvenes

Additionally, a number of previous legislative items are navigating through the regulatory implementation process. AB 401 established a target for the evaluation and plan for implementation of an affordable rate program. The State Water Resources Control Board continues to discuss the long-term conservation regulations and reporting requirements.

The level of involvement and engagement in issues is guided by the adopted Legislative Platform. This document provides pillars for the philosophy and approach of the District while providing the flexibility to respond to circumstances as they unfold. During the winter recess, staff will work with the Committee and legislative advocates to review the Legislative Platform to ensure that it remains consistent with the policy direction of the Governing Board.

### **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 #2.  
Meeting Date: September 6, 2019

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

**Subject:** Emergency Response Plan's Update

### **RECOMMENDATION:**

This agenda item is for informational purposes only.

### **BACKGROUND / ANALYSIS:**

East Valley Water District provides essential services to the community. Reliability during emergency and non-emergency times requires extensive preparation. A critical element of this effort is taking steps to prepare for emergencies before they happen and to identify areas of improvement that can be incorporated in future Capital Improvement Programs.

The District continues its efforts to work with Arcadis to gather information and begin assessments for the four different emergency plans including the Risk and Resiliency Assessment, Hazard Mitigation Plan, Emergency Response Plan, and the Threat and Hazard Identification and Risk Assessment. These plans are being completed concurrently in order to maximize information consistency and to complete necessary documents within the regulatory approval requirements. These separate plans consider the risks both man-made and natural to the operation of the District and the steps that can be taken to both prevent and respond to those types of incidents.

Additionally, the District has prepared an updated Sewer System Management Plan, which must be updated every five years. This document is based on results from the Sewer System 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. This update was completed through the cooperative effort of an internal team consisting of members of the Engineering, Operations, and Public Affairs Departments.

Completion of these planning and preparation documents are a valuable exercise in understanding the day-to-day operations of the District and how those elements could become disrupted in an emergency. These results will continue to be incorporated into training programs, policy development, and individual program implementation.

While these plans are in the development process, the District continues with emergency preparedness efforts, including participation in the upcoming Great ShakeOut and regional training opportunities. As we identify opportunities to enhance our approach to preparation we consider whether it is best implemented immediately or through a long-term plan.

**AGENCY GOALS AND OBJECTIVES:**

Goal and Objectives IV - Promote Planning, Maintenance and Preservation of District Resources

a) Develop Projects and Programs to Ensure Safe and Reliable Services

**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: September 6, 2019

**To:** LEGISLATIVE AND PUBLIC OUTREACH COMMITTEE

**From:** Director of Strategic Services

**Subject:** Outreach Update

### **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 Bill Inserts and Advertisements
- National Night Out
- Conservation Workshops

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. Staff is currently developing a Social Media Strategy, to maximize the effectiveness of posts and to use staff resources as efficiently as possible. Bill inserts are one of the most effective outreach outlets. By including outreach materials in the water bill, the District ensures community members within the service area receive and engage with the insert. In the most recent bill insert, residents received information regarding Smart Irrigation Month. Additionally, the District continues to advertise in the local newspaper year-round. Advertisements typically focus on multiple campaigns. The current campaign invites residents to register for the upcoming Conservation Workshop: Designing Your Dream Landscape and informs customers of the upcoming longer billing cycle in August.

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.

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

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

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