



*Dedicated to
Satisfying our Community's
Water Needs*

**AGENDA
MESA WATER DISTRICT
BOARD OF DIRECTORS
Monday, January 27, 2020
1965 Placentia Avenue, Costa Mesa, CA 92627
3:30 p.m. Special Board Meeting**

LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE MEETING

CALL TO ORDER

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS

Items Not on the Agenda: Members of the public are invited to address the Board on items which are not on the agenda. Each speaker is limited to three minutes. The Board will set aside 30 minutes for public comments.

Items on the Agenda: Members of the public may comment on agenda items before action is taken, or after the Board has discussed the item. Each speaker is limited to three minutes. The Board will set aside 60 minutes for public comments.

CONSENT CALENDAR ITEMS:

Approve all matters under the Consent Calendar by one motion unless a Board member, staff, or a member of the public requests a separate action.

1. State Advocacy Update
2. Outreach Update

ACTION ITEMS:

Items recommended for approval at this meeting may be agendaized for approval at a future Board meeting.

3. Committee Meeting Dates and Chair Appointment

PRESENTATION AND DISCUSSION ITEMS:

4. Orange County Update
5. Outreach Topic: 100% Local and Reliable

REPORTS:

6. Report of the General Manager
7. Directors' Reports and Comments



INFORMATION ITEMS:

None

In compliance with California law and the Americans with Disabilities Act, if you need disability-related modifications or accommodations, including auxiliary aids or services in order to participate in the meeting, or if you need the agenda provided in an alternative format, please contact the District Secretary at (949) 631-1206. Notification 48 hours prior to the meeting will enable Mesa Water District (Mesa Water) to make reasonable arrangements to accommodate your requests.

Members of the public desiring to make verbal comments utilizing a translator to present their comments into English shall be provided reasonable time accommodations that are consistent with California law.

Agenda materials that are public records, which have been distributed to a majority of the Mesa Water Board of Directors (Board), will be available for public inspection at the District Boardroom, 1965 Placentia Avenue, Costa Mesa, CA and on Mesa Water's website at www.MesaWater.org. If materials are distributed to the Board less than 72 hours prior or during the meeting, the materials will be available at the time of the meeting.

ADJOURNMENT



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: January 27, 2020
SUBJECT: State Advocacy Update

RECOMMENDATION

This item is provided for information.

STRATEGIC PLAN

Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

DISCUSSION

Staff will provide an updated State Advocacy report at the Legislative & Public Affairs Committee meeting.

FINANCIAL IMPACT

In Fiscal Year 2020, \$176,000 is budgeted for Support Services; \$102,100 has been spent to date.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Celeste Carrillo, Public Affairs Coordinator
DATE: January 27, 2020
SUBJECT: Outreach Update

RECOMMENDATION

This item is provided for information.

STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #6: Provide outstanding customer service.
Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

DISCUSSION

Mesa Water District's (Mesa Water®) outreach program aims to connect Mesa Water with its constituents in order to achieve Goal #4 of the Board of Directors' (Board) Strategic Plan. Outreach activities are also designed to achieve the Strategic Plan goals related to customer service and/or regional water issues involvement by educating and informing the District's constituents about Mesa Water, water issues, and water in general. Mesa Water's constituents include external audiences, such as customers, community members, elected officials, industry colleagues, media, water districts and special districts – as well as internal audiences, such as staff, retirees and Board members.

Upcoming Fiscal Year 2020 Events

1. **5th Grade Assembly** - Victoria Elementary School, 1025 Victoria Street, Costa Mesa: Friday, February 14, 9:00 a.m.
2. **Mesa Water Neighborhood Chat, Division 5** – Environmental Nature Center, 1601 East 16th Street, Newport Beach: Wednesday, February 5, 6:00 p.m. to 7:30 p.m.
3. **Mesa Water Neighborhood Chat, Division 3** – Mesa Water Reliability Facility, 1350 Gisler Avenue, Costa Mesa: Wednesday, February 12, 6:00 p.m. to 7:30 p.m.
4. **Mesa Water Neighborhood Chat, Division 1** – Mesa Water District, 1965 Placentia Avenue, Costa Mesa: Wednesday, February 19, 6:00 p.m. to 7:30 p.m.
5. **Mesa Water Neighborhood Chat, Division 2** – Mesa Verde Methodist Church, 1701 Baker Street, Costa Mesa: Tuesday, February 25, 6:00 p.m. to 7:30 p.m.
6. **Mesa Water Neighborhood Chat, Division 4** – Sonora Elementary School, 966 Sonora Road, Costa Mesa: Wednesday, March 11, 6:00 p.m. to 7:30 p.m.



The benefits of Mesa Water's outreach program include:

- Informing constituents about Southern California's perpetual drought, the historical drought facing California, and the importance of developing local and cost-effective sources of safe, reliable water for Mesa Water's service area and the region at large;
- Educating constituents about the importance of water and water stewardship, in order to sustain Southern California's population, quality of life, business, and economy;
- Educating constituents about Mesa Water's stewardship of ratepayer funds and financial responsibility to fund, invest in, and save for the current and future provision of safe and reliable water for the District's service area;
- Informing constituents of the District's infrastructure improvements to ensure water quality and water reliability for its service area;
- Learning from constituents and evolving as a well-informed Board of Directors;
- Promoting water use efficiency to Mesa Water's customers and community members to help them save water, money, and the environment;
- Ensuring, for public health and safety reasons, that Mesa Water customers and community members identify the District as their water provider and as the source of information about water in emergency situations;
- Supporting Mesa Water's service area as an actively involved participant in programs that provide added value and benefits to the community;
- Informing the media of Mesa Water's activities that benefit the District's customers and community;
- Empowering Mesa Water's Board and staff with information that will help them provide the best possible service to the District's customers and community members; and,
- Strengthening Mesa Water's industry relations to provide opportunities for improving the District's business and operations -- including the areas of financial and human resources strength, infrastructure and technological innovation, and setting/supporting policies that have a positive impact on Mesa Water's service area -- so that the District can continue to provide safe, high-quality, reliable, and affordable water to its customers.

FINANCIAL IMPACT

In Fiscal Year 2020, \$437,180 is budgeted for the District's Public Affairs department expenses; \$198,300 has been spent to date.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: January 27, 2020
SUBJECT: Committee Meeting Dates and Chair Appointment

RECOMMENDATION

Confirm the 2020 Legislative & Public Affairs Committee regular meetings for the fourth Monday of each month, starting at 3:30 p.m., and appoint the Committee Chair.

STRATEGIC PLAN

- Goal #1: Provide a safe, abundant, and reliable water supply.
- Goal #2: Practice perpetual infrastructure renewal and improvement.
- Goal #3: Be financially responsible and transparent.
- Goal #4: Increase public awareness about Mesa Water® and about water.
- Goal #5: Attract and retain skilled employees.
- Goal #6: Provide outstanding customer service.
- Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

This item is annually updated at a meeting of the Legislative & Public Affairs Committee (LPAC).

DISCUSSION

Annually, the LPAC appoints a Committee Chair and approves the regular meeting date and time. Historically, the LPAC had met at 3:30 p.m. on the fourth Thursday of the month. In 2018, the LPAC meeting moved to the fourth Monday of every other month starting at 3:30 p.m. In 2019, the LPAC meeting moved to the fourth Monday of each month starting at 3:30 p.m.

In 2020, staff recommends that the LPAC continue to meet at 3:30 p.m. on the fourth Monday of each month unless that day has a conflict or falls on a holiday in which case the meeting moves to a Thursday prior (as noted with an asterisk below):

- January 27
- February 24
- March 23
- April 27
- May 25* - *reschedule to Thursday, May 21*
- June 22
- July 27
- August 24
- September 28
- October 26
- November 23
- December 28* - *reschedule to Thursday, December 17*



FINANCIAL IMPACT

None.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Stacy Taylor, External Affairs Manager
DATE: January 27, 2020
SUBJECT: Orange County Update

RECOMMENDATION

This item is provided for information.

STRATEGIC PLAN

Goal #7: Actively participate in regional water issues.

PRIOR BOARD ACTION/DISCUSSION

This item is updated for the monthly meeting of the Legislative & Public Affairs Committee.

DISCUSSION

Mesa Water District's (Mesa Water®) government relations program includes monitoring local and regional political issues and policy-setting authorities (i.e., County of Orange, Orange County Local Agency Formation Commission, etc.). Mesa Water's consulting firm, Lewis Consulting Group, will provide an update to the Board.

FINANCIAL IMPACT

In Fiscal Year 2020, \$176,000 is budgeted for Support Services; \$102,100 has been spent to date.

ATTACHMENTS

None.



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MEMORANDUM

TO: Legislative & Public Affairs Committee
FROM: Celeste Carrillo, Public Affairs Coordinator
DATE: January 27, 2020
SUBJECT: Outreach Topic: 100% Local and Reliable

RECOMMENDATION

Receive the presentation.

STRATEGIC PLAN

Goal #4: Increase public awareness about Mesa Water® and about water.
Goal #6: Provide outstanding customer service.

DISCUSSION

Mesa Water District's (Mesa Water®) outreach program aims to connect Mesa Water with its constituents to achieve Goal #4 of the Board of Directors' (Board) Strategic Plan. Outreach activities include educating and informing the District's constituents about Mesa Water, water issues, and water in general.

As part of these ongoing outreach efforts, staff has rolled out training of Mesa Water's key messages to the Board and staff to support communications with constituents. These key messages will act as a tool from which all presentations, interviews, website content, social media content, collateral materials, community meetings, and discussions are composed. These messages will also provide consistency in tone and messaging that speaks to Mesa Water's mission and value to the community.

At its January 27, 2020 Legislative and Public Affairs Committee meeting, staff will highlight key messages on Mesa Water being 100% local and reliable.

FINANCIAL IMPACT

None.

ATTACHMENTS

None.

REPORTS:

6. REPORT OF THE GENERAL MANAGER

REPORTS:

7. DIRECTORS' REPORTS AND COMMENTS