

## • Chief Executive Officer's January Activity Report

### Summary

---

- Colorado River Matters
- CALFED/Bay-Delta Matters
- Proposition 50 Grant Funds
- Legislative Activities
- Communications/Outreach

### Detailed Report

---

The following details the activities for the Department of the Chief Executive Officer for the period following the January Board meeting:

#### **COLORADO RIVER**

##### Salinity Control Plan Implementation

Metropolitan staff participated in a January meeting of the Colorado River Salinity Control Forum, which focuses on funding and implementing basin-wide salinity control programs within the Colorado River system. At the January meeting of the Forum, new salinity control measures were described to help further reduce the salt load entering the upper Colorado River. The new programs, which would be funded through the federal Environmental Quality Incentives Program, are designed to implement cost-effective programs to improve agricultural efficiency in the Mancos Valley region of Colorado. Once fully implemented, these new programs are estimated to reduce the salt reduction entering the Colorado River by about 17,000 tons per year.

##### Salton Sea Restoration Committee

The state's newly commissioned Salton Sea Advisory Committee held its first meeting to assist in the development of a restoration plan for the Salton Sea. Dennis Underwood is Metropolitan's representative on the committee. The Committee will hold regular monthly meetings throughout the next few years to assist in the development of a preferred alternative for Salton Sea restoration, which is due to the State Legislature by the end of 2006. The Salton Sea Authority is seeking to increase its role in the development and adoption of the restoration plan.

#### **CALFED/BAY DELTA MATTERS**

##### CALFED Water Use Efficiency Subcommittee

Staff has become aware that future Proposition 50 funds for water use efficiency programs are affected by the Governor's current freeze on state spending. DWR plans to request that these funds be exempt from the freeze and is proceeding according to its original schedule for soliciting grant requests for the next funding cycle. In addition, CALFED staff has presented separate draft proposals involving new metering and reporting requirements for agricultural and urban water purveyors. CALFED staff plans to present these Record of Decision-required proposals for Bay-Delta Authority review and approval during the spring of 2004. Metropolitan staff is closely monitoring these two areas and will be identifying further needed action.

##### CALFED Environmental Water Account Discussions

Staff continues to work with the State Water Contractors and other parties to develop a finance proposal for the Environmental Water Account. Staff's approach in these discussions has been

to emphasize the importance of the 'beneficiaries pay' principle. Under a proposal being developed by DWR, the State Water Contractors would make mitigation payments consistent with the existing Four Pumps Agreement as water supply increases due to increased capacity at the Banks Pumping Plant. These payments could then be used to support the EWA or for other purposes if a decision is made in the future to reduce or eliminate the EWA in favor of other fishery recovery strategies.

### **PROPOSITION 50 GRANT FUNDS COORDINATION**

Staff obtained support from member agency managers for a process by which Metropolitan would provide letters of support for applications for Proposition 50 grant funds. Metropolitan staff continues to actively monitor Proposition 50 implementation developments in Sacramento and communicate with member agencies through the Legislative Coordinators and Member Agency Managers meetings. Comments were submitted to the California Department of Health Services recommending several changes in proposed implementation guidelines for Chapter 4 (Safe Drinking Water).

### **LEGISLATIVE ACTIVITIES**

MWD conducted a congressional briefing for Brenda Burman, legislative counsel to Sen. Jon Kyl (R-AZ), and Wojtek Karpuk, field representative in Sen. Kyl's state office. Briefings in Los Angeles and Sacramento included various stakeholder groups and focused on water issues affecting California, including the Integrated Resources Plan, Colorado River issues, water transfers, and CALFED.

### **COMMUNICATIONS AND OUTREACH**

Phase Two of the California Friendly Plant/Outdoor Conservation Public Outreach Campaign began with advertising, news promotions district-wide, as well as television news specials in San Diego and the launch of a MWD-support statewide public broadcasting television series by Huell Howser featuring conservation oriented segments. The overall effort seeks to sustain interest in native and California friendly plants through planting season and support retailers selling native and California Friendly plants. New 60-second radio commercial and print ads were developed for new messaging. More than 20 retailers throughout the service area are partners.

Staff continued to coordinate with Member Agencies in Orange County and the Inland Empire to execute communications programs alerting water customers in impacted areas to planned shutdowns for standard pipeline maintenance. Outreach included drafting and issuing press releases urging consumers to conserve water during the shutdowns and providing Member Agencies with visual aids.

The latest edition of "Straight from the Tap" was mailed to statewide cable stations, Board directors, member agency managers and other interested parties. Titled "Diamond Valley Lake, the Jewel of California Lakes," the episode captures the excitement of the lake's official opening to the public for much-anticipated boating and fishing, as well as other recreational components. CD copies of the program are being made available to tourism bureaus and other outlets for promotional purposes.

The Member Agency Web site made its debut at the Jan. 16 Member Agency Managers Meeting. This site was developed by Metropolitan with input from Member Agencies to provide enhanced customer service - an "extranet" to facilitate increased information sharing. Launch of the site was well received and we are already receiving positive feedback and suggestions on additional ways to make it more useful.

Metropolitan conducted Community Partnering Program check presentations, including City Makeover project groundbreakings held for Casa Romantica Cultural Center in San Clemente, the Native Oak Grove at Chino Basin Water Conservation District and multiple efforts in the city of San Juan Capistrano.



---

Ronald R. Gastelum  
Chief Executive Officer

1/29/04

Date