

## ● External Affairs Activity Report

### Summary

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This report discusses significant activities in which External Affairs was involved during October 2004

### Attachments

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None

### Detailed Report

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#### *Highlights*

- On Oct. 23, about 160 people attended the World Water Forum held at Metropolitan's Union Station headquarters. The forum introduced college and university teams to the grant competition Metropolitan and its partners, including the United Nations and the Bureau of Reclamation, are holding to underscore the importance of water quality issues and encourage college teams to research and develop water-use efficiency technology that can be employed cost-effectively in water-stressed regions, locally or internationally. Speakers included Commissioner John W. Keys III of the U.S. Bureau of Reclamation, and Marcia Brewster of the United Nations.
- In late September, Inland Empire Utilities Agency and Metropolitan Water District briefed several builders about the "California Friendly" Model Home Program, which provides financial incentives to builders for the installation of water efficient landscaping, fixtures and appliances in new homes. Within the next few months, the following builders will be submitting "California Friendly" landscape plans to the City of Chino for their review, comment and final approval: Centex Homes; John Laing Homes; K. Hovnanian Company; Lennar and Shea Homes. The "California Friendly" model homes are scheduled to be open to the public in mid-February.
- On Oct. 14, Chief Executive Officer Ron Gastelum was part of an energy, water and transportation panel at the annual San Gabriel Valley Partnership Economic Outlook Conference. Panel participants included representatives from the Southern California Association of Governments and Southern California Edison. Discussions focused on the impacts of growth on vital resources. Gastelum's message addressed the importance of regional water planning to protect imported water supplies, implement regional and local programs and make necessary financial commitments for infrastructure and rate stability. He also talked about Metropolitan's outdoor conservation program and the influence local leaders can have on its success. About 350 people attended the conference.
- As part of the outdoor conservation campaign, staff met with 80 wholesale nurseries and growers including Monrovia Nurseries, Hines Nurseries and ValleyCrest Trees at an Oct. 21 seminar sponsored by the University of California Cooperative Extension.
- On Oct. 28, several directors and management attended the Southern California Water Committee's 20th Annual Meeting and Dinner to honor five individuals who've made outstanding contributions to the water industry. Gary Hunt, chairman of the California Bay/Delta Authority, was the 2004 Recipient of the Harriett M. Wieder Awards for Leadership in pursuit of Southern California's Water Future. Chairman Phillip Pace, John McFadden, president of the Coachella Valley Water District, Bruce Kuhn, president of the Imperial Irrigation District and Director Bernie Rhinerson, who is chairman of the San Diego County Water Authority, were all honored for their outstanding achievements in bringing the Colorado River Quantification Settlement Agreement to fruition.
- Staff coordinated the dedication of the Langdon "Don" Owen West Dam at Diamond Valley Lake on Oct. 30. A plaque was unveiled that will be installed adjacent to the viewpoint's footpath overlooking the dam.

***Media, Outdoor Conservation Outreach, Publications, Web, Video***

- The Family of Southern California Water Agencies was lead sponsor at the 2004 Pacific Horticulture Symposium “Gardening Under Mediterranean Skies” on Oct. 1 at Los Angeles Arboretum. More than 250 people attended.
- Native and California Friendly plants were featured at the World’s Greatest Garden Sale at Del Mar Fairgrounds on Oct. 8.
- As part of the continuing outdoor conservation campaign, Metropolitan and its member agencies sponsored a “Native Plants Made Easy” class at all 34 Armstrong Garden Center locations in Southern California on Oct. 16. Approximately 15-20 people attended each class and received water conservation materials including the Heritage Gardening Guide CD.
- Native plant and conservation material giveaways were held at 13 grocery and specialty food chains, including Gelson’s, Whole Foods, and Bristol Farms, throughout Southern California on Oct. 16 and 23.
- Interviews and segments on the need for outdoor water conservation ran on the following media outlets: nationally syndicated Nick Federoff’s All Things Green and San Diego radio stations KSON, KPOP and KOGO.
- Two email blasts went to 100,000 registered users of latimes.com; one email blast was delivered to more than 5,000 SignOnSanDiego.com readers interested in home and garden information.
- *Straight from the Tap*, the outdoor conservation campaign, a speech explaining the MWD business plan to employees, internal communications materials and the Lord of the Streams movie on the MWD Website all are finalists in the Public Relations Society of America’s Los Angeles 2004 competition.
- Editing has begun on *Straight from the Tap*’s latest episode featuring a member agency manager’s California Friendly front and backyard garden makeover. The second half of the program also includes a step-by-step demonstration of how viewers can plan, plant and care for a California Friendly garden in their own homes. Episode copies will be made available to directors, member agency managers, statewide cable stations, nursery retailers, and also be featured on bewaterwise.com as well as www.mwdh2o.com.
- Metropolitan’s new Waterwise Living brochure full of conservation tips for the house and home has been translated and printed in Spanish. Up to 5,000 copies will soon be available for distribution.
- The October issue of Metrospectives was mailed and e-mailed.
- Staff coordinated a CALFED editorial board briefing at the Long Beach Press-Telegram for Kevin Wattier, general manager of Long Beach Municipal Water Department, and Metropolitan’s Adán Ortega and Randall Neudeck.
- Staff wrote and distributed a press release about the election of the new board chairman, and arranged several media interviews with him.
- Staff provided updates to all district Web sites, including redesigning the Ethics Web pages.
- There were 19,500 visitors to Metropolitan’s Internet Web site; 13,950 visitors to Bewaterwise.com; 20,700 visitors to DVLake.com; 1,900 visitors to the *People*.Interactive magazine; 1,050 visitors to *Aqueduct* magazine; 20 visitors to the Member Agency site; 25 visitors to the Board of Directors site; 475 visitors to the Ethics area; 20 visitors to the Water Quality Reports site and 500 visitors to the *Straight from the Tap* site.

***Community Outreach, Education and Customer Service***

- Staff prepared the Metropolitan organizational membership summary for [Web site posting].
- In conjunction with Information Technology, provided training for all Group budget coordinators for the newly created organizational membership information system.
- Staff participated in exhibits at the Beverly Hills Safety Expo, the Upper San Gabriel Valley Municipal Water District Water Fest and, in conjunction with Business Outreach, the Latino Business EXPO at the Los Angeles Convention Center.
- Staff participated in the Long Beach Unified School District’s “Principal For a Day” program.
- Staff coordinated the Office of the Education Master Plan forum on Oct. 7 at Metropolitan’s Union Station Headquarters. The Master Plan, which is being promoted throughout the state, proposes that

California schools should provide a qualified teacher for every student, a rigorous curriculum that prepares students for college and career options, simplified goals-based funding and system-wide accountability at all levels. CEO Ron Gastelum gave the opening speech.

- Staff participated in the Water Education Foundation's tour of Metropolitan facilities on Oct. 8. Presentation included Southern California's broadened water portfolio and reinvestment initiative, Diamond Valley Lake, the State Water Project delivery system and water efficient landscaping and public education.
- Staff conducted business outreach networking efforts by attending events and meetings with various organizations and representatives including: Irvine Chamber of Commerce, Inland Empire Career and Job Fair, Huntington Beach Chamber of Commerce, Riverside Chamber of Commerce, Latin Business Association Expo, Anaheim Mayor's Breakfast, Long Beach Chamber of Commerce, National Association of Women Business Owners-Orange County, Filipino American Chamber of Commerce of Orange County, Women Network, and National Latina Business Women's Association.
- Staff implemented an electronic survey on the member agency Web site.
- Staff assisted Water System Operations by participating in a meeting with the City of Yorba Linda regarding an improvement project at the Diemer plant and a meeting with the City of Los Angeles about the West Valley Feeder project and conducting door-to-door outreach with the affected residents.
- Staff provided training for 122 K-12 teachers in Los Angeles, Orange and San Diego counties.
- Metropolitan hosted 149 students on field trips in October.
- Staff conducted a refresher for the education docents at Diamond Valley Lake, including clarifying the connection between the activities at the lake and the state's Science and History-Social Science standards.
- Staff met with Hemet's West Valley High School science department chairman to discuss developing a collaborative science field study program.
- In October, there were 4,639 visitors to the Clayton Record Viewpoint and 1,611 visitors to the DVL Visitor Center.
- In October, staff conducted DVL inspection trips for directors Kwan, Peterson and Bannister; State Water Project inspection trips for directors Hansen, Grandsen, Hall and Farrar; CRA inspection trips for directors Pocklington and Parker; an inspection trip to Diemer for Director Coughran; an agricultural inspection trip for Director Dick; a CRA inspection trip for secondary teachers; and the second CRA inspection trip for 24 employees.
- Revisions of the student booklet and teacher guide for the sixth grade education program have been completed and field-testing of the new material is scheduled to begin the second week of November.

### ***Legislation and Government Relations***

#### ***Federal***

- During the first half of the month, staff worked on grass-roots efforts that generated several letters to the President urging him to sign HR 2828 to reauthorize CALFED.
- On Oct. 13, staff met with Guillermo Gonzales, district manager for U.S. Senator Dianne Feinstein (D-Calif.), to express thanks for her efforts to get CALFED reauthorization legislation passed.

#### ***State***

- Tim Quinn and Kathy Cole updated Orange County business leaders about CALFED financing and the legislative status of HR 2828.
- On Oct. 12, Kathy received an award from the American Water Works Association (California-Nevada Section) for her work on AB 2528 (Lowenthal), which is the measure sponsored by Metropolitan and several member agencies to improve statutes pertaining to water quality terminology.
- On Oct. 12, Kathy presented a legislative update to the board of the Las Virgenes Municipal Water District.

- On Oct. 18, Kathy met with staff from the Municipal Water District of Orange County staff and its retail agencies to discuss key legislation from 2004 and to discuss ideas for the upcoming legislative year.
- On Oct. 19, staff met with Member Agency legislative coordinators to review the key legislation enacted during the 2003-04 legislative session and to discuss potential legislative proposals for the upcoming 2005-06 legislative session, including measures pertaining to water conservation, infrastructure safety and special district reform.

***Regional***

- On Oct. 7, staff participated in the Los Angeles Area Chamber of Commerce's Annual Access City Hall event. More than 300 business and community leaders throughout greater Los Angeles gathered to meet with local legislators to discuss key economic and quality-of-life issues impacting the region. Staff participated on a natural resource issues panel and presented an overview of Metropolitan's Integrated Resources Plan and outreach efforts on conservation.
- On Oct. 21, Metropolitan participated in the Burbank Chamber's Annual State of the City Address. Guests included Director Glen Brown, Karen Kukurin, Deputy Director of Community Affairs for Governor Schwarzenegger, and several commissioners from the Burbank Water and Power Board.
- On Oct. 29, management participated in Valley Industry and Commerce Association's annual Business Forecast Conference and served as an expert panelist on the impacts of water supply and water quality on the regional economy. The conference, which featured Business, Transportation and Housing Agency Secretary Sunne Wright McPeak as the keynote speaker, drew more than 500 attendees including federal, state, and local legislators and their staffers as well as many key leaders from the business and community sectors.