

## Board of Directors

December 14, 2004 Board Meeting

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### Subject

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Reaffirm the Director-Sponsored Inspection Trip Program

### Description

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The recent state audit stated, “Director-Sponsored Inspection Trips program may not be the most cost-effective way to educate the public on its operations.” The audit report did not make specific recommendations to Metropolitan for changing or discontinuing the inspection trips except to assert that steps should be taken to make information available to a broader audience rather than conducting inspection trips.

To thoroughly review the issue as part of its continuing oversight, Metropolitan invited public testimony on its inspection trip program. The opportunity to provide oral or written comments on this matter was publicized through an announcement on the public Web site, as well as by letter from Metropolitan’s CEO to the 26 member agencies and the Board of Directors. A copy of the public notice is attached. See [Attachment 1](#). On November 9, 2004, public testimony was taken on Metropolitan’s Director-Sponsored Inspection Trip Program, and External Affairs’ management also presented an update to the Special Committee on Water Education of the Metropolitan Board of Directors.

In all, 52 letters were received and entered into the public record from citizens, ranging from private individuals to community leaders, water industry management, homeowners’ associations, chambers of commerce, educational institutions and museums, public health personnel, and others. See [Attachment 2](#).

The public comment portion of the meeting’s agenda had 17 speakers addressing the value of the inspection trips. While all speakers were enthusiastic in support of the program, some suggested reducing somewhat the amount of information provided, and that Metropolitan conduct more follow-up opportunities with the guests to nurture continued interest in water issues in their communities and in the state. See [Attachment 3](#).

The presentation (See [Attachment 4](#)) provided a number of key elements important to the program’s authority, planning, implementation and integrity:

- The Administrative Code’s Authority providing the policy basis and purpose of the inspection trip program (Sections 2610 and 2615).
- The Board’s executive oversight authority to review and amend Administrative Code sections pertaining to inspection trips, and the fact that they have chosen to do so 30 times since 1975.
- The fact that the Director-Sponsored Inspection Trip Program makes up just 6.6 percent of the External Affairs 2004/05 fiscal year expenditures on public information and education programs.
- That during normal trip seasons both trip requests and the total budget have been relatively level, and in fact dropped when the Board was reduced from 51 to 37 Directors in January 2001.
- Approximately 5068 total guests have attended any one or more of the four primary types of inspection trips—Colorado River Aqueduct, State Water Project/Bay-Delta, Agriculture and Diamond Valley Lake, since January 2002.
- Trips are annually increasing the level of diverse representation from key constituencies.
- An inspection trip cost per person showing the variance in trips due to lodging, food and transportation costs.
- A sample list of affiliations of trip guests including city council members, chambers of commerce, environmental groups, educators, media representatives and senior organizations, among others.

- Trips provide Metropolitan and its member agencies an opportunity to introduce and reinforce major message points ranging from current policy, water quality and/or conservation initiatives to the updated IRP to Metropolitan's role (along with other perspectives) in environmental interests and water transfers and exchanges to desalination, etc.
- Ongoing guest evaluations reflect very favorable responses to trips and learning about facilities and policies, stakeholders and the public's important role in safeguarding water supplies.

The Special Committee noted that the in-kind investment of professional time made by guests should be taken into consideration when calculating the value of inspection trips. Guests invest their own personal time to participate in the inspection trips in order to increase their knowledge and understanding about water and related issues.

In response to the speakers, letters and management's presentation, eleven members of the Special Committee spoke on the subject of the Inspection Trip program. They spoke of their efforts to invite key community leaders, emphasizing that educators be involved as guests; of their satisfaction that the community and guests are trusting Metropolitan to provide programs that provide a hands-on learning experience that respects all perspectives; and of being able to show the investment that Metropolitan and its member agencies are making on behalf of their constituents.

The Special Committee on Water Education's key findings and recommendations were reported to the Communications, Outreach and Legislation Committee later that morning. The Committee unanimously approved a recommendation that the Board of Directors formally reaffirm its support for continuation of the Director-Sponsored Inspection Trip Program, taking into account the public comments.

## **Policy**

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Metropolitan Water District Administrative Code, Sections 2610 – 2615 outline the policy and establish the purpose of the inspection trip program.

## **California Environmental Quality Act (CEQA)**

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CEQA determination for Option #1:

The proposed action is not defined as a project under CEQA because the proposed action involves continuing administrative activities such as general policy and procedure making (Section 15378(b)(2) of the State CEQA Guidelines). In addition, where it can be seen with certainty that there is no possibility that the proposed action in question may have a significant effect on the environment, the proposed action is not subject to CEQA (Section 15061(b)(3) of the State CEQA Guidelines).

The CEQA determination is: Determine that the proposed action is not subject to the provisions of CEQA pursuant to Sections 15378(b)(2) and 15061(b)(3) of the State CEQA Guidelines.

## **Board Options/Fiscal Impacts**

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### **Option #1**

Reaffirm Board support for continuation of the Director-Sponsored Inspection Trip Program.

**Fiscal Impact:** No fiscal impact

### **Option #2**

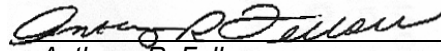
Do not approve support for the continuation of the Director-Sponsored Inspection Trip Program.

**Fiscal Impact:** Significant budget reduction

**Recommendation**

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Option #1



Anthony R. Fellow  
Chair, Communications, Outreach and  
Legislation Committee

12/7/2004

Date

**Attachment 1 – Invitation for Public Comment on Inspection Trips**

**Attachment 2 – Letters Received as of 11/9/04**

**Attachment 3 – SCWE Speakers on 11/9/04**

**Attachment 4 – Update on Metropolitan's Director-sponsored Inspection Trip Program**

BLA #3370

**MWD**

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

**Invitation for Public Comment on Inspection Trips**

Metropolitan is seeking public opinion on our efforts to educate people about water issues in Southern California. **Tuesday, November 9, 2004** is one of those opportunities.

If you have attended one or more of Metropolitan's Board of Directors' Inspection Trips from September 2002 through September 2004, Metropolitan would like to invite you to share your experiences and thoughts about what you saw, what you learned and how the trip may have impacted your understanding about water in our region.

The Special Committee on Water Education will be meeting at Metropolitan's Headquarters at Union Station at 9:00 a.m. to "Review the Director-Sponsored Inspection Trips Program."

**When and Where**

9:00 a.m.

Tuesday, November 9, 2004

Metropolitan's Headquarters Building at Union Station

700 No. Alameda St.

Los Angeles

Public comments will precede Committee deliberations. Speakers should plan on arriving in time to complete a standard "request to speak card."

Inspection trips are the two-to-three-day trips along our Colorado River Aqueduct, the State Water Project and Bay-Delta, the agricultural region in Riverside and Imperial Counties, and/or a one-day trip to Southern California's newest reservoir, Diamond Valley Lake in Hemet.

**Written Comments**

If you cannot attend in person, but would like to send something in writing, please send your comments to:

Tim Brick, Chair, The Special Committee on Water Education

c/o Gilbert Ivey

Executive Vice President

Metropolitan Water District

P.O. Box 54153

Los Angeles, CA 90054 or email Gilbert at [givey@mwdh2o.com](mailto:givey@mwdh2o.com).

Written comments should be received at Metropolitan by Monday, November 8, 2004.

***Letters Received – as of 11/09/04:***

<b>Organization</b>	<b>Name</b>	<b>Comments</b>
1. Chevy Chase Homeowners Assoc.	Richard Murray, Co-President	
2. Colton Comm. Development Dept./ Greater Riverside Hispanic Chamber	Andres Soto	
3. League of Women Voters – Riverside County	Charlotte Fox, President	
4. City of Glendale	Bob Yousefian, Mayor	
5. City of Glendale	James Weling, Chair of Trans. and Parking Commission	
6. Las Virgenes Municipal Water District	Ann Dorgelo, President	
7. California State University – San Bernardino	Jeff Davis, Director, Water Resources Institute	
8. City of Glendale Water & Power	V. Greg Gregorian, GWP Commission Chairman	
9. Rubidoux Community Services District	Forest Trowbridge, Director	
10. Riverside Highland Water Company	Don Hough, General Manager	
11. Santa Ana Watershed Project Authority	Daniel B. Cozad, Acting General Manager	
12. Santa Rosa Community Services District	John B. Rogers, P.E., General Manager	
13. Private Citizens (retired educators) from Riverside, California	Robert & Virginia Bahnsen	
14. Integrated Resource Mgmt., LLC	Justin M. Scott Coe	
15. Suburban Water Systems	Paul S. Carver, P.E., Vice President Engineering	
16. City of La Verne	J.R. Ranells, Admin. Analyst	
17. City of Diamond Bar	Carol Herrera, Mayor Pro Tem	
18. Bookman-Edmonston	John Hollenbeck and Marta Espinoza	
19. Global Trade Center of the Inland Empire	Rod Ballance	
20. Waste to Energy – Mcon Bio, Inc.	Hans Meyer	
21. Naval Surface Warfare Center, Corona Division	Steven Miller	
22. March Joint Powers Authority	Phil Rizzo	
23. Albert E. Webb Associates	Matthew Webb	
24. Riverside Community Health Foundation	Mark Williams	
25. Lilly Manufacturing	William Ashworth (ret'd CEO)	
26. Naval Surface Warfare Center, Corona Division	Harrison Heublin	

<b>Organization</b>	<b>Name</b>	<b>Comments</b>
27. Keep Riverside Clean & Beautiful	Nancy Melendez	
28. Box Springs Mutual Water Company/ Director, Edgemont CSD	Joe Teague	
29. Murrieta Chamber of Commerce	Jerry Regier	
30. Councilwoman, City of Riverside	Nancy Hart	
31. Past President Corona Chamber of Commerce / CEO Petit Engineering	John O'Doherty	
32. President, Reaume Insurance Co.	Mike Reaume	
33. Woodcrest Municipal Advisory Committee, Representative & Former Chair	Lyn Garcia	
34. Temecula Wine Growers Assoc., Executive Director	Linda Kissam	
35. March Air Field Museum, Executive Director	Robert Miller	
36. City of Riverside, resident	Sally Lauruhn	
37. Valencia Heights Water Company	Barbara Karady	
38. Eastern Municipal Water District	Betty Gibbel	
39. City of Glendale, resident	Joe Hasencamp	
40. Three Valleys MWD, Div. VII, Director	Dan Horan	
41. Riverside County, Auditor-Controller	Robert Byrd	
42. Phoenix Construction Services, Riverside	Rose Girard	
43. Bellflower City Council Member	John Pratt	
44. Member, Board of Directors, Laguna Beach County Water District	Susan Trager	
45. Eastern MWD	Melanie Nieman	
46. TMG Communication, Inc	Aaron Knox	
47. Office of Congresswoman Loretta Sanchez, Field Representative	Danielle Valentino	
48. Discovery Science Center, President	Joseph Adams	
49. Calabasas Council Member	Dennis Washburn	
50. San Diego County Water Authority, General Manager	Maureen Stapleton	
51. San Diego Regional Chamber of Commerce, President and CEO	Jessie Knight Jr.	
52. Citizens Business Bank, Vice President	Richard Jett	

***SCWE Speakers – on 11/09/04:***

<b>Name</b>	<b>Organization</b>	<b>Comments</b>
1. Sam Olivito	Exec. Dir., California Contract Cities Association.	
2. Dr. Mike Walter	Cal State University, Long Beach	
3. Arlene Post	Las Virgenes MWD.	
4. Leland Sanderson		
5. Stuart Waldman	Chief of Staff, Assemblyman for Lloyd Levine	
6. Robin Jaffe	Architect, Member AIA	
7. Ben Wicke	Elsinore Valley Municipal Water District	
8. Melodie Johnson	Western MWD	
9. Francine Oshin	Francine Oshin & Associates	
10. Gail Guge	Managing Partner, Wilkin, Guge Marketing	
11. Steve Harris	Mountains Restoration Trust	
12. Howard Rosenthal	Western Center for Archaeology and Paleontology	
13. William Leland		
14. Peggy Winston	Leadership LA, Exec. Dir.	
15. Charlotte Fox	League of Women's Voters	
16. Jeff Davis	Water Resource Institute	
17. William Selig	Private Citizen	

# **Update on Metropolitan's Director-Sponsored Inspection Trip Program**

**Special Committee on  
Water Education  
November 9, 2004**



# Administrative Code

## ■ Administrative Code (Section 2610)

- “During each fiscal year each of the District’s Directors may sponsor field inspection trips of District and related facilities for the purpose of providing leading citizens and other interested persons ... with firsthand knowledge of the District’s operations.”

# Purposes of Inspection Trips

**Inspection Trips will provide:**

- **information about the District and water issues facing the water industry**
- **visual inspection of District facilities**
- **updates on District current operations, programs and objectives**

**(Section 2615. General Provisions)**

# Ongoing Board Review

- Since 1975, the Board has utilized its executive oversight authority to review and amend six key sections of Article 2 - Inspection Trips.

- Section 2610 Authorization
- Section 2611 Colorado River Aqueduct System
- Section 2612 State Water Project
- Section 2613 One-Day Inspection Trips
- Section 2614 Alternative Inspection Trips
- Section 2615 General Provisions

- Since 1975, the Board has amended some aspect of these Sections 30 times

# Director Inspection Trips September 1999 - June 2005

Type	99-00	00-01	01-02	02-03	03-04	04-05
CRA	35	35	16	21	24	26
SWP/B-Delta	16	16	0	16	16	16
CRA/Ag	---	2	0	5	3	8
DVL	21	26	5	16	14	17

# Total Participants January 2002 - June 2004

<b>Trip Type</b>	<b>Total Guests</b>	<b>Avg.</b>
<b>CRA</b>	<b>1952</b>	<b>32</b>
<b>SWP/Bay-Delta</b>	<b>1056</b>	<b>35</b>
<b>CRA/Ag</b>	<b>350</b>	<b>37</b>
<b>DVL</b>	<b>1710</b>	<b>45</b>
<b>Total</b>	<b>5068</b>	

# Inspection Trip Program Costs (FY 2004-2005)

<b>Fiscal Year</b>	<b>Program Budget</b>
<b>2002-2003 FY</b>	<b>\$514,000</b>
<b>2003-2004 FY</b>	<b>\$515,000</b>
<b>2004-2005 FY</b>	<b>\$550,000</b>

# Inspection Trip Cost Per Person

<b>Trip Type</b>	<b>Two-Day</b>	<b>Three-Day</b>
<b>CRA</b>	<b>\$120</b>	<b>\$156</b>
<b>CRA/Hoover</b>	<b>n/a</b>	<b>\$256</b>
<b>SWP/Bay-Delta</b>	<b>\$467</b>	<b>\$503-\$633</b>
<b>CRA/Ag</b>	<b>\$200</b>	<b>\$222-\$341</b>
<b>Diamond Valley Lake</b>	<b>\$40 (1 day)</b>	

# Sample Affiliations of Guests

- **City Council Members and/or Staff**
- **Chamber of Commerce and Business Associations**
- **Associations of Governments**
- **State and Congressional Staff**
- **California Council of Cities**
- **Superior Court Judges**
- **Various Grand Juries**
- **Mayors (e.g. Burbank, Covina, Hemet, Whittier)**



# Sample Affiliation of Guests (cont.)

- Environmental Groups (e.g. Sierra Club and others)
- Key Civic and Community Leaders
- Media – electronic (radio KPCC) and print
- Building Industry Association
- K-12 and college educators and administrators
- Senior Organizations
- League of Women Voters

# Major Message Points

- **Metropolitan's Water Management Priorities: Quality, Reliability, Fairness and Stewardship**
- **Developing and Maintaining a Diverse Water Supply Portfolio**
- **CEO Business Plan**
- **The Updated IRP and the New Rate Structure**
- **Customer Service and Our Member Agencies**
- **Water Quality Treatment and Standards**

# Major Message Points (cont.)

- **Metropolitan's Role in the Delta Improvement Package**
- **Water Transfers and Exchanges**
- **Environmental Interests**
- **Conservation Initiatives**
- **Outdoor Conservation Campaign: California-Friendly Plants and [bewaterwise.com](http://bewaterwise.com)**
- **Desalination as a new source of supply**

# Program Evaluation

- **Trip Surveys are based upon what our guests have learned about:**
  - **Facilities and Policies**
  - **Stakeholders (including Member Agency and Metropolitan roles)**
  - **The public's role in safeguarding water supply**
- **Provides a feedback loop between Metropolitan, Directors and the Member Agencies**

# Aggregate Guest Survey Results\* (multi-day trips)

<b>Trip</b>	<b>2002-03</b>	<b>2003-04</b>
<b>CRA</b>	<b>4.75</b>	<b>4.69</b>
<b>SWP/B-Delta</b>	<b>4.67</b>	<b>4.63</b>
<b>CRA/Ag</b>	<b>4.65</b>	<b>4.67</b>

\* Rating Scale is 1-5 with five being the highest

# Participant Impressions

- **“The trip shows a variety of viewpoints and their legitimacy, which highlights the complexity of finding common ground and of planning for the future.”**
- **“This type of trip outreach is necessary to continue to achieve partnerships within our (local) district and to teach the message of regional planning for water conservation and supply.”**
- **“Provide an even more-detailed map of the entire trip route (SWP) with points of interest.”**

# Participant Impressions (cont.)

- **“I will recommend this trip to my friends. We need more educated voters when these issues appear on the ballot.”**
- **“While the presentations were very informative, the second day was a long one, perhaps shorten it a bit.”**
- **“The health and well-being of the Delta region cannot be understated as a critical goal for Metropolitan.”**

# Guest Impressions (cont.)

- **“We were blown away by the depth and breadth of topics addressed on the tour. I will never read the newspaper...nor look out the car window in quite the same way again!”**
- **“A group pre-trip session might be instructional.”**
- **“Time was short and hard to absorb all in such little time.”**



# Participant Impressions (cont.)

- **“It was impossible to imagine the value of the trip before taking it.”**
- **“From Gene Pump Plant all the way to Compton – my life has been enhanced and changed by this trip.”**

# Summary

## ■ Educational Value

- **Administrative Code** directs that education shall be part of the trips' mission
- **Surveys** indicate strong educational value
- **Trips/messages** are adjusted to address current water policy issues

# Summary (cont.)

## ■ Cost-effectiveness

- Trips focus on key community leaders, organizations and stakeholders
- Provide a qualitative increase in awareness and understanding of water-related issues
- Inspection Trips serve as a complement to other public information, education and outreach programs throughout MWD's service area.

# Summary (cont.)

- **Number and diversity of representation for new guests per trip**
  - **Annually increasing the level of diverse representation from key constituencies**