



● **Board of Directors**

2/9/2010 Board Meeting

5G

Subject

Ratify membership of Blue Ribbon Committee

Description

In November 2009, Metropolitan's Board held a retreat "MWD 2060: Building a Sustainable Future". Experts from representing business and academia spoke on a wide range of issues that Metropolitan will likely face between now and 2060. The dialogue with speakers focused on likely changes to our current environment, impacts to Metropolitan and how Metropolitan may need to adapt to meet the future demands in terms of water supplies, energy, workforce development and communications. Directors also learned how Australia has met similar challenges.

At the conclusion of the retreat, Director James H. Blake suggested that a Blue Ribbon Committee (BRC) be established, which was supported by those present. The BRC is to be composed of experts who will provide insight into the global, natural, economic and demographic changes that our service area will encounter in the future and assist us as we develop a new business model and strategies for the future. As reported at the Board meeting on November 10, 2009, Director Emeritus Robert B. Simonds agreed to serve as the BRC Chair. I worked closely with Committee Chair Simonds and General Manager Jeffrey Kightlinger to develop a mission and focus for the Committee ([Attachment 1](#)). We identified six key areas of focus for the Committee:

1. Developing New Water Options for Southern California:
2. Energy for the Future
3. Economic Development and New Technologies
4. Financial Sustainability
5. Workforce
6. Communications

The Committee will provide recommendations for Metropolitan's Board to consider in September 2010.

Directors and Member Agency Managers were asked to nominate candidates to serve on the BRC in December 2009. More than 120 nominations were received. Board leadership reviewed nominations with Committee Chair Simonds in an effort to develop a membership list reflecting a diverse mix of leaders from throughout the region representing a broad spectrum of industry, community and academic leaders with expertise in the six key areas. Top candidates were contacted to determine their level of interest and availability to serve. The proposed list of members is attached for the Board's consideration ([Attachment 2](#)).

We intend this to be a transparent process and the Board will be fully informed as the work of the BRC progresses. Members of the BRC will be reimbursed for their out-of-pocket travel expenses.

Policy

Board Request

California Environmental Quality Act (CEQA)

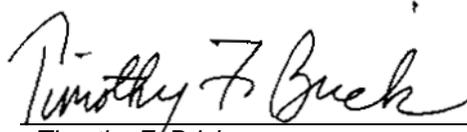
CEQA determination for Recommendation:

The proposed action is not defined as a project under CEQA because it involves continued 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 CEQA pursuant to Sections 15378(b)(2) and 15061(b)(3) of the State CEQA Guidelines.

Recommendation

Adopt the CEQA determination and ratify Blue Ribbon Committee Membership



Timothy F. Brick
Chairman of the Board

2/4/2010

Date

Attachment 1 – Blue Ribbon Committee Mission and Focus
Attachment 2 – Blue Ribbon Committee Candidates

Ref# bd12604451

Blue Ribbon Committee Mission and Focus

The mission of the Metropolitan Water District's 2060 Blue Ribbon Committee (BRC) is to make recommendations for new business models and strategies to position Metropolitan to meet our region's water related needs and to provide for sustainability for Southern California in coming decades. The Committee will consider the best practices in California, in our nation and around the world for innovatively and effectively managing energy and water infrastructure. The intent is to identify the best strategies and practices and to use them to foster environmental stewardship, water reliability and new sources of competitive advantage for Southern California.

The recommendations will focus on strategic trends likely to impact Metropolitan in the future and vital to sustainability for our region. The Committee will focus on six key areas:

1. **Developing New Water Options for Southern California:** The BRC will consider the central importance of water supply and quality in relation to the impacts of climate change, population growth, new regulations and potential uses of new technologies. The BRC will explore integrated approaches to using imported supplies, demand management and new technologies to meet future needs and will assess experiences and best practices domestically and around the world. The BRC will consider climate adaptation, the ability of a system to adjust to climate change, as well as climate mitigation, actions taken to permanently eliminate or reduce the long-term risk and hazards of climate change, in its recommendations.
2. **Energy for the Future:** The BRC will consider the increasing need to actively manage Metropolitan's energy needs and resources. Metropolitan will not only need to control energy costs but will have to ensure reliable energy supplies to transport and treat water. Metropolitan must explore a robust energy program that shifts energy from an expense to an investment, while responding to growing demands and incorporating renewable energy resources.
3. **Economic Development and New Technologies:** The BRC will consider Metropolitan's role in the region's economic development and will explore how Metropolitan can foster the development and application of new science and technologies to advance the treatment, distribution, conservation, and overall management of water and energy.
4. **Financial Sustainability:** Metropolitan must explore new energy and water supplies simultaneously as investments are being made in an aging infrastructure. The BRC will advise on sustainable business models that address how the cost of water should be best borne throughout the region and the state as well as new business partnerships and arrangements.
5. **Workforce:** The BRC will review the significant changes in the capabilities expected from the next generation of workers as well as changes in their expectations of work and make recommendations on how Metropolitan can effectively and efficiently develop the large number of skilled workers needed to replace the aging workforce throughout the water management community. The BRC will also provide insight on what Metropolitan must do to attract and maintain a skilled workforce, providing continuity and capitalizing on investments made in workforce development.
6. **Communications:** The BRC will explore how Metropolitan can enhance its public presence and integrate new media and technologies in its outreach programs. The focus will be on enhancing Metropolitan's credibility and ability to build lasting, positive relationships with all stakeholders and constituents.

Blue Ribbon Committee
Candidates

Committee Member	Affiliation
Robert Simonds, Chair	The Robert Simonds Company
Grame Barty	Australian Trade Commission
Ruben Barrales	San Diego Regional Chamber of Commerce
Carol S. Carmichael	California Institute of Technology
Yoram Cohen	University of California, Los Angeles
Lucy Dunn	Orange County Business Council
Mildred Garcia	California State University, Dominguez Hills
Lawrence Geraty	La Sierra University (President Emeritus)
Gerald R. Gewe	Private Citizen, Water Industry Professional
John R. Hanna	Hanna & Scott
Bob Hertzberg	Lawyer, Businessman and Community Activist
John Lormon	Procopio, Cory, Hargreaves & Savitch LLP Directors Cabinet at Scripps Institute of Oceanography American Bar Association, Vice Chair, Climate Change Sustainable Development and Ecosystem Committee
Cynthia McClain Hill	Strategic Counsel PLC
Sunne McPeak	California Emerging Technology Fund
Julie Meier-Wright	San Diego Regional Economic Development Corporation
Terry O'Day	Environment Now
Mark Pisano	University of Southern California
Betsy Rieke	United States Bureau of Reclamation (Retired)
Sherry Simpson-Dean	United Nations Association of Pasadena
Gary Toebben	Los Angeles Area Chamber of Commerce
Robert Wilkinson	University of California, Santa Barbara
Lance Williams	United States Green Building Council, Los Angeles Chapter