

3. CONSENT CALENDAR ITEMS – ACTION

None

Committee item 6c was heard before Board Action Item 8-6.

6. COMMITTEE ITEMS

c. Subject: Presentation on Metropolitan’s Attitudes and Awareness Survey

Presented by: Sue Sims, Group Manager, External Affairs

Ms. Sims introduced Tom Patras from EMC Research which conducted a public awareness survey for Metropolitan in December 2015. Mr. Patras gave a presentation on the following components of the survey and results:

- Methodology
- Key findings
- Attitudes on water issues
- Water conservation
- Water attitudes segmentation
- Water priorities, projects and policies
- Ad campaign awareness for telephone survey and web-based survey
- Agency ratings and awareness
- Conclusions

Director Barbre withdrew from the meeting at 3:09 p.m.

4. OTHER BOARD ITEMS – ACTION

8-6 Subject Authorize extension of the contract term for one year with Quigley-Simpson & Heppelwhite, Inc. for a water awareness and conservation advertising campaign; and to increase the contract value by \$2.2 million for a new not-to-exceed amount of \$7.7 million over the full term of the contract

Presented by: Sue Sims, Group Manager, External Affairs

Motion: Adopt the CEQA determination that the proposed action is not defined as a project and is not subject to CEQA, and authorize the General Manager to extend the current contract with Quigley-Simpson & Heppelwhite, Inc. to March 2017, and increase the maximum amount payable on the contract by \$2.2 million.

6. COMMITTEE ITEMS

a. Subject: Report on activities from Washington, D.C.

Presented by: Brad Hiltcher, Executive Legislative Representative

Mr. Hiltcher reported on federal matters which included:

- White House budget
- Native American settlement legislation
- Delta Mendota and Central Valley Project drainage settlement
- Efforts to clarify federal tax code for water conservation rebates
- Drought legislation
- Federal calendar

b. Subject: Report on activities from Sacramento

Presented by: Kathy Cole, Executive Legislative Representative

Ms. Cole reported on state legislative matters including:

- Legislative deadlines
- AB 1713 (Eggman): Delta Conveyance
- Water market and transfers
- ACWA/CSAC/LCC constitutional amendment
- Informational hearings

7. MANAGEMENT REPORT

a. Subject: External Affairs Management Report

Presented by: Sue Sims, Group Manager, External Affairs

Ms. Sims reported on the following items:

- Metropolitan hosted a high school student event on drought challenge
- Community Leaders Briefing with Congressman Ken Calvert and State Senator Mike Morrell (R-Rancho Cucamonga)
- Legislative briefing with Assembly Member Cristina Garcia (D-Bell Gardens)
- Metropolitan's Diversity in Public Relations Award from the National PR News Association

8. FUTURE AGENDA ITEMS

None

Next meeting will be held on March 7, 2016.

Meeting adjourned at 4:00 p.m.

Cynthia Kurtz
Chair