



Regional Water Authority
BUILDING ALLIANCES IN NORTHERN CALIFORNIA

**Regional Water Authority
Executive Committee Meeting
Final Minutes
January 27, 2010**

1. CALL TO ORDER

Chair Roscoe called the meeting of the Executive Committee to order at 8:30 a.m. Individuals in attendance are listed below:

Executive Committee Members

Joe Dion, Citrus Heights Water District
Ken Payne, City of Folsom
Derrick Whitehead, City of Roseville
Marty Hanneman, City of Sacramento
Bill George, El Dorado Irrigation District
Paul Schubert, Golden State Water Company
Brian Martin, Placer County Water Agency
Rob Roscoe, Sacramento Suburban Water District
Shauna Lorange, San Juan Water District

Staff Members

John Woodling, Executive Director
Paul Bartkiewicz, Legal Counsel
Rob Swartz
Nancy Marrier
Linda Higgins
Cecilia Partridge

Others in Attendance

Christine Kohn

2. PUBLIC COMMENT

None.

3. CONSENT CALENDAR

Draft minutes from the Executive Committee meeting held December 9, 2009.

Motion/Second/Carried (M/S/C) Mr. Hanneman moved, with a second by Ms. Lorange to approve the consent calendar.

4. 2010 RWA EXECUTIVE COMMITTEE MEETING SCHEDULE

RWA Executive Committee meetings are held on the fourth Wednesday of each month at the RWA office, 5620 Birdcage Street, Ste. 110 in Citrus Heights. The meetings begin at 8:30 a.m. A copy of the proposed schedule of meetings for 2010 was included in the packet. It was agreed that the Executive Committee would continue to meet on the fourth Wednesday of each month with the exception of November and December. These two meetings will be combined and will be held on December 8, 2010.

M/S/C Ms. Lorange moved, with a second by Mr. George, to adopt the proposed schedule of Executive Committee meetings for 2010.

5. RWA GOVERNMENT AFFAIRS COMMITTEE UPDATE

RWA staff convened a meeting on November 13, 2009 to begin to develop a regional strategy to track and respond to implementation issues. It was agreed that an RWA Government Affairs Committee be formed to formalize our coordination efforts of the past year. The current membership of the committee includes Andy Soulé, Dave Brent, Derrick Whitehead, Ken Payne, Einar Maisch, David Witter, Ed Crouse, Rob Roscoe, and Shauna Lorange. A follow up meeting was held December 17th. The Committee discussed the need for a more significant advocacy presence at the State Capitol and possible alternatives to achieve it. The Committee discussed the upcoming State Water Resources Control Board proceeding on Delta flow criteria (details available at http://www.swrcb.ca.gov/waterrights/water_issues/programs/bay_delta/deltaflow/). It was agreed that RWA members would address this issue individually. The Committee discussed a regional approach to providing input to DWR on developing the "fourth alternative" to complying with SB 7. San Juan Water District will take the lead on tasking a consultant to evaluate the issue.

Ms. Lorange reported on the draft document produced by Brown and Caldwell on the fourth alternative. The Executive Committee determined that Ms. Lorange would take the latest draft to the January 27, 2010 ACWA meeting on this issue. Mr. Woodling suggested that we need to be involved in the process when ACWA meets with DWR. Mr. Woodling was unanimously nominated to be the participant in those meetings. Energy and return flow are important items that need to be added to the list that DWR should be considering.

Ms. Lorange reported that the City of Folsom, City of Roseville, San Juan Water District, City of Sacramento, Placer County Water Agency, and Sacramento Suburban Water District, have hired a lobbyist to represent the agencies jointly. A final MOU is expected to be presented for signatures soon. It was mentioned that it would be good for RWA as a whole to jointly fund a lobbyist in the future to help with regional issues.

Mr. Woodling wanted to clarify that the RWA Government Affairs Committee role is to assist in developing policy positions regionally that can be lobbied as regional positions and to coordinate with other lobbyists.

6. STATUS OF RWA STRATEGIC PLAN IMPLEMENTATION

RWA adopted a Strategic Plan in 2009 to guide the organization over the next two to five years. The Plan included four foundational goals and more than 30 objectives and sub-objectives. A summary of the status of implementation of the objectives was included in the packet.

Mr. Woodling gave an update on the status of implementation of the objectives and priorities for 2010. Mr. Woodling said that two objectives that are marked as behind schedule deal with a study on the potential impact of climate change on water supply reliability and evaluating opportunities to leverage existing infrastructure to maximize reliable delivery of water. Mr. Woodling indicated that both of these objectives are potentially expensive work efforts, but could potentially be funded through an IRWM planning grant later in the year.

Mr. Roscoe reported that fluoridation has been a top subject of SSWD Board discussions. This has caused a serious problem for SSWD when moving water. He mentioned that it would be beneficial if all agencies either fluoridated or did not fluoridate. Mr. Hanneman reported that the City of Sacramento was considering ceasing to fluoridate as a means of reducing costs. It was agreed that a committee with representatives from all agencies involved with the fluoridation issue would be helpful. Mr. Woodling will schedule a meeting for further discussion about this issue.

Mr. Woodling also commented on the federal legislative strategic plan objective. He noted that RWA's involvement in the federal process is limited. Mr. Woodling asked for direction on where we need to be on the federal advocacy issue. There is a policy issue when federal funding is available that excludes JPAs. This exclusion hinders our regional goals and makes it difficult to get federal funding under the RWA umbrella.

7. REGIONAL WATER EFFICIENCY PROGRAM UPDATE

Based on the results of the recent telephone survey, the INcommunications team of advertising, public relations and social marketing experts worked with staff and the RWEF Public Outreach subcommittee to develop a two-year regional public outreach campaign that incorporates a dual strategy: regional advertising/public relations and a Community-Based Social Marketing (CBSM) pilot program.

The regional advertising/public relations campaign will showcase Sacramento-area residents who have committed to use water wisely in their landscape. In early February, the INcommunications team and RWEF will recruit both "everyday" and "influential" residents to feature in television and radio advertising.

“Every-day” residents will be invited via media outreach to nominate themselves, a neighbor or someone they know that has a beautiful, water-wise garden to be featured in the campaign. Local influencers will be selected and personally invited to participate in the campaign. The advertising campaign will launch in April and run through August. Water providers can use the concept materials by featuring their own customers in their outreach materials.

The CBSM pilot project will focus on strengthening the Water Wise House Call program. The pilot will include 20 metered homes, likely in an area with a well-known community influencer. The pilot will include pre-surveys, meter readings, data loggers and bill comparisons. Social marketing principles and techniques to enhance water savings and behavior change will be employed along with enlisting help from local Master Gardeners and landscape professionals.

Due to the timeliness and complexity of the campaign, the RWEPP Public Outreach subcommittee has agreed to meet on a weekly basis by conference call.

Christine Kohn with INcommunications gave an overview of the Public Outreach Program development including the results of the telephone survey and the expected results from future advertising. The goal of the community-based social marketing pilot project is to evaluate and strengthen the Water Wise House Call program. The campaign can be customized to fit any service area and promote a consistent message. The RWEPP participant tools can be utilized in a variety of outreach methods.

8. EXECUTIVE DIRECTOR’S REPORT

Integrated Regional Water Management Update – Work on the IRWM Update is ongoing. RWA staff is currently planning for an IRWM Planning Forum to discuss new projects in February 2010. The IRWM Management Committee met January 13, 2010. DWR staff reports that they are seeking management approval to release draft guidelines, which will be available for a 45-day comment period.

Grant Funding Update – As of December 31, 2009, three grants awarded to RWA were concluded: ARBCUP Prop 13 (\$21.67 million); Prop 50 Planning (\$500,000); and Sacramento County Homeland Security (\$170,000). Final payment on ARBCUP has been received, while final payment on the others is expected in early 2010. Remaining ongoing grants include: Prop 50 Implementation Grant (\$25 million); Prop 50 Drought Grant (\$1.97 million); Prop 50 Toilet Rebate Grant (\$1.12 million); USBR Meter Grant (\$5 million); USBR ET Controller Grant (\$294,000).

Little Hoover Commission Hearing on Water Transfers – Mr. Woodling has been invited to participate in an advisory committee meeting of the Little Hoover Commission on water transfers. He is seeking input from RWA members on how water transfers can be improved in the state.

Sacramento Metro Chamber Events – The Metro Chamber will hold its annual State Legislative Summit on January 27. The 2010 Cap-to-Cap trip to Washington D.C. is scheduled for April 17-21. Co-chairs of the Water Resources Team are John Woodling, Derrick Whitehead and Ed Winkler. Please contact one of the co-chairs if you would like to be involved in the Water Resources Team.

9. DIRECTORS' COMMENTS

Mr. Dion commented on an initiative that may be placed on the ballot regarding PERS and a change in the benefits to future employees that would be entering the PERS system. Mr. Dion also reported that ACWA JPIA is giving \$7 million back to its members for the property and liability program.

Mr. George reported that EID's proposed rate increase on water would be less than originally anticipated due to identifying possible additional revenues from their power generation as well as restructuring some bonds. There will be hearings scheduled to explain the rate increases to EID customers. He also noted that EID voted to sign two MOUs with the City of Folsom, one concerning emergency water supply and the other a general MOU for working together cooperatively.

Mr. Whitehead announced the City of Roseville will be hosting a groundwater model presentation on February 10, 2010 at the Environmental Utilities Department offices. Everyone is invited to attend.

ADJOURNMENT

With no further business to come before the Board, Chair Roscoe adjourned the meeting at 10:03 a.m.

By:

Chairperson

Attest:

Nancy Marrier, Board Secretary / Treasurer