

SAN JUAN WATER DISTRICT

Board of Director's Meeting Minutes
September 28, 2011 – 7:00 p.m.

BOARD OF DIRECTORS

Ted Costa	President
Pam Tobin	Vice President
Ken Miller	Director
Dave Peterson	Director

SAN JUAN WATER DISTRICT MANAGEMENT AND STAFF

Shauna Lorance	General Manager
Keith Durkin	Assistant General Manager
Gretchen Bullock	Purchasing Agent
Teri Hart	Board Secretary/Administrative Assistant

OTHER ATTENDEES

Sandy Harris	Customer
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AGENDA ITEMS

- I. Public Forum**
- II. Consent Calendar**
- III. Old Business**
- IV. Committee Reports**
- V. Information and Action Items**
- VI. Upcoming Events**
- VII. Adjourn**

President Costa called the meeting to order at 7:00 p.m.

I. PUBLIC FORUM

There was no public comment.

II. CONSENT CALENDAR

All items under the consent calendar are considered to be routine and are approved by motion. There will be no separate discussion of these items unless a member of the Board, audience, or staff request a specific item removed after the motion to approve the Consent Calendar.

1. Board of Director's Meeting Minutes

Approval of San Juan Water District's Board of Director's meeting minutes as follows:

1. Minutes of the Board of Directors Meeting September 14, 2011

Director Miller moved to approve the Consent Calendar. Vice President Tobin seconded the motion and it carried with 3 Aye votes and 1 Abstain vote (Peterson).

ACTION AND INFORMATIONAL ITEMS

III. COMMITTEE REPORTS

1. Conservation Committee (9/19/11)

Ms. Lorance reported that the committee met on September 19, 2011 and discussed the following:

- Tiered Water Rates (R)
- Other Conservation Matters (W/R)
 - ◆ Next Meeting Date

The committee meeting minutes will be attached to the original board minutes.

Tiered Water Rates (R)

Ms. Lorance informed the Board that the committee reviewed a flow chart on the process that would be used if the committee considers revision of water rates for Dedicated Irrigation Meter customers and Residential customers. The committee is first considering water rates based on water budgets for dedicated irrigation meter customers (no residential buildings served).

For information only; no action requested.

Other Conservation Matters

Ms. Lorance informed the Board that staff researched both SMUD and PG&E energy audit programs to see if the District could partner with them by sharing water efficiency materials with energy audit customers in our wholesale and retail service area to encourage water audits and promote water efficiency rebate options. At this point, there hasn't been much success in coordinating a program but staff will continue to pursue this concept with the energy providers.

Ms. Lorance reported that she received a call from the Placer County Planning Department regarding her presentation at Granite Bay MAC and how upcoming water issues could affect the Granite Bay Specific Plan

Ms. Lorance reported that the District does have an approved volunteer form making it possible to start a volunteer program for the WEL Garden. The volunteer program was discussed by the committee and they agreed that such a program would be advantageous.

The committee discussed the 20x2020 conservation requirements and the affect of the various rebate programs on conservation efforts. They also discussed the importance of the Irrigation Efficiency audits and rebates since a high percentage of water use is outdoors.

Next Meeting Date

The next meeting date is November 1, 2011 at 9:00 am.

2. Public Information Committee (9/20/11)

Ms. Lorance reported that the committee met on September 20, 2011 and discussed the following:

- WaterGram (R)
- RWA Public Affairs Program (W)
- 2011-12 Public Outreach Plan/Budget (W/R)
- Solar Live Link on Website Update (W/R)
- Area of Origin (W/R)
- Other Public Information Matters (W/R)
 - ◆ Next Meeting Date

The committee meeting minutes will be attached to the original board minutes.

Review WaterGram

The committee reviewed the WaterGram and recommended minor revisions.

For information, no action requested.

RWA Public Affairs Program

Ms. Lorance reviewed the Bi-monthly Report from the RWA Public Affairs Program; a program where RWA is actively advocating water issues in the region and to which the District is a funding partner.

For information, no action requested.

2011-12 Public Outreach Plan/Budget (W/R)

Ms. Lorance reviewed Year Four of the Five Year Public Outreach Plan with the committee. She reported that the cost for the plan is within the budget for FY 2011-12.

For information, no action requested.

Solar Live Link on Website Update (W/R)

Ms. Lorance explained that providing a live link would require providing a generic login and password which could allow too much access to information systems. The committee suggested that a graph representing the recent energy production be posted and frequently updated on the web site.

For information, no action requested.

Area of Origin (W/R)

Ms. Lorance informed the Board that this agenda item was not discussed.

For information, no action requested.

Other Public Information Matters

Ms. Lorance reported that the Biological Opinion on salmon is still pending, and the Biological Opinion on the Delta Smelt will be through consultation by the end of this year, and then NEPA will need to be completed. The final completion date is estimated to be at the end of 2013. She will be setting up a meeting with staff at USBR to discuss the results of the recent system modeling.

The committee directed that Ms. Lorance provide staff with gift certificates for car washes on behalf of the Board in appreciation of working around the construction crews and for the extra car washes that were required over the last several months due to the extra dirt and construction on site.

Ms. Lorance reported that Ms. Eidam Crocker expressed her appreciation of the District as a client over the years and mentioned that her company provided the CUWCC with PR support for their 10th anniversary celebration as a paid contractor; however, when approached by Ms. Sacksteder for help with the CUWCC's 20th anniversary celebration they were more than willing to provide their services at no charge since the District is a long standing client. Ms. Lorance mentioned that Ms. Sacksteder commented that the CUWCC was impressed with the amount of work that this region provided for their 20th anniversary celebration.

Ms. Lorance reported that Ms. Johnson informed the committee that she had been searching for an area to house a temporary banner for advertising upcoming events at the District. The only location that is visible from either direction of Auburn Folsom Road is where the permanent entrance sign is located. The committee discussed the proposed location of the banner and agreed that it is best suited to display it above the existing entrance sign to advertise upcoming events. Vice President Tobin suggested that staff speak with RWA to announce the District events on the RWA website calendar. Director Peterson suggested that a similar banner be placed near the bike trail on the east side of the property.

For information, no action requested.

Next Meeting Date

The next meeting date is November 17, 2011 at 9:30 am.

IV. INFORMATION AND ACTION ITEMS

1. GENERAL MANAGER'S REPORT

1.1 Report Back Items

There were no items discussed.

1.2 Miscellaneous District Issues and Correspondence

Ms. Lorance informed the Board that she and President Costa will be meeting with Assembly Member Pan on October 13th to review water issues and the District's concerns.

Ms. Lorance informed the Board that there have been a significant number of emails regarding groundwater pumping by Fair Oaks Water District. She used the opportunity to reiterate the groundwater accounting framework.

Ms. Lorance reminded the Board about the Bypass Pipeline Celebration on October 3rd at the American River Water Education Center.

Ms. Lorance informed the Board that Carmichael Water District is working to get two legislation proposals passed with ACWA. One is for reclaimed water, from contaminated groundwater that has been treated and goes into a water source, to be able to be a local surface water supply. The second one is to support regional self-reliance by encouraging water purveyors to use their water supplies within their designated IRWMP region by streamlining the temporary water transfer process. Ms. Lorance has included this topic on the next Legal Affairs Committee agenda.

Ms. Lorance mentioned that CSDA is looking to fill positions on their committees and Expert Feedback Teams. Interested Board members need to inform the Board Secretary by October 25th of the position for which they would like to be considered.

Ms. Lorance commented that there is an upcoming Water Education Foundation tour of the San Joaquin River Restoration, and also that she received a thank you from a customer for 25 years of outstanding service by the District.

For information, no action requested.

2. ASSISTANT GENERAL MANAGER'S REPORT

2.1 Report Back Items

There were no items discussed.

2.1 Miscellaneous District Issues and Correspondence

Mr. Durkin reported that Mr. Tom Gray sent an email after his attendance at the Engineering Committee meeting on September 1st. The email included an analysis that Mr. Gray completed showing the costs of installing a new 16-inch pipeline instead of rehabilitating the existing 40" pipeline during the FO-40 Pipeline Rehabilitation Project. Mr. Durkin informed the Board that

the Engineering Committee requested that he conduct an analysis showing the costs for installing a smaller diameter pipeline for the same project. Mr. Durkin mentioned that preliminary analysis showed that a 16-inch pipeline would reduce pressure at the connection to FOWD by approximately 25 psi, so a larger pipeline will be required. Mr. Durkin will complete his analysis and report back to the committee.

Mr. Durkin reported that he received another email from Mr. Gray regarding the District moving forward and funds being spent on the FO-40 project. The email is specifically cited the upcoming work on the installation of a valve on the ARC Crossing portion of the project. This work will be completed utilizing in-house staff. The valve is needed to isolate that portion of the pipeline in order to perform the necessary work on the crossing. Mr. Durkin informed the Board that the ARC Crossing portion of the project is scheduled to go to bid soon in order to bring the bid results back to the Board by the November 9th meeting. Staff will proceed with the project, as the Board did not voice any disagreement with the approach.

For information, no action requested.

3. FINANCE AND ADMINISTRATIVE SERVICES MANAGER'S REPORT

3.1. Report Back Items

President Costa inquired on the status of the PERS OPEB. Ms. Lorance informed the Board that this item would be on the next Finance Committee meeting agenda.

3.2. Miscellaneous District Issues and Correspondence

There were no items discussed.

4. LEGAL COUNSEL'S REPORT

4.1 Legal Matters

Ms. Lorance informed the Board that due to the relatively light agenda, Legal Counsel was not present at the meeting. Confirmation from President Costa was obtained prior to the Board Meeting.

5. DIRECTORS' REPORTS

5.1 SGA

No report.

5.2 RWA

President Costa referred to the handouts that Vice President Tobin provided to the Board. Copies of the handouts will be attached to the meeting minutes.

5.3 Executive Committee

President Costa reported that the Executive Committee met on September 27th and the minutes will be available at the next Board meeting. The next meeting is scheduled on October 25, 2011.

5.4 ACWA/JPIA

No report.

5.5 CVP Water Users Association

President Costa reported that the CVPWUA meets next week.

5.6 LAFCO

No report.

5.7 Other Reports and Comments

There were no items discussed.

V. UPCOMING EVENTS

1. Gold Country Regional Special Districts Association
September 29, 2011
El Dorado Hills, CA
2. CSDA Annual Conference
October 10-13, 2011
Monterey, CA
3. ACWA Fall Conference
November 28-December 2, 2011
Anaheim, CA

VI. ADJOURN

The meeting was adjourned at 7:43 p.m.

EDWARD J. "TED" COSTA, President
Board of Directors
San Juan Water District

ATTEST:

TERI HART, Board Secretary

AGENDA ITEM III-1 DRAFT

Conservation Committee Meeting Minutes San Juan Water District September 19, 2011 2:00 p.m.

Committee Members: Ken Miller, Chair
Pam Tobin, Director (Alternate)

District Staff: Shauna Lorance, General Manager
Judy Johnson, Customer Service Manager
Vicki Sacksteder, Water Resources Analyst
Teri Hart, Administrative Assistant/Board Secretary

Topics: Tiered Water Rates (R)
Other Conservation Matters (W/R)

- Next Meeting Date

Public Comment (W/R)

1. Tiered Water Rates (R)

Ms. Lorance informed the committee that Ms. Johnson and Ms. Sacksteder created a flow chart for possible revision of water rates for Dedicated Irrigation Meter customers and Residential customers. Ms. Johnson explained that a timeline for the project has not been projected at this early phase of the discussions. Ms. Lorance explained that this project could take five years or more to complete. The committee discussed the flow chart including water budget billing for Dedicated Irrigation Meter customers. Ms. Lorance suggested that the Dedicated Irrigation Meter customer rates be reviewed prior to the Residential customer tiered water rates.

For information only, no action requested

2. Other Conservation Matters

Ms. Sacksteder informed the committee that she researched both SMUD and PG&E energy audit programs to see if the District could partner with them by sharing water efficiency materials with energy audit customers in our wholesale and retail service area to encourage water audits and promote water efficiency rebate options. Ms. Sacksteder reported that in the past neither the District nor RWA staff have had success in promoting a coordinated program with the energy providers due to their lack of either staff or interest. She said that she would continue to pursue this concept with the energy providers.

Ms. Lorance informed the committee that she received a call from the Placer County Planning Department regarding her presentation at Granite Bay MAC. She will be supplying them with information on her presentation.

Ms. Sacksteder reported to the committee that the District does have an approved volunteer form making it possible to start a volunteer program for the WEL Garden.

The volunteer program was discussed by the committee and they agreed that such a program would be advantageous.

The committee discussed the 20x2010 conservation requirements and the affect of the various rebate programs on conservation efforts. They also discussed the importance of the Irrigation Efficiency audits and rebates since a high percentage of water use is outdoors.

3.1 Next Meeting Date

The committee set the next meeting date to November 1, 2011 at 9:00 am.

For information only; no action requested.

3. Public Comment

There was no public comment.

The meeting adjourned at 2:55 pm.

**Public Information Committee Meeting Minutes
San Juan Water District
September 20, 2011
9:00 a.m.**

Attendees: Ken Miller, Chair
Pam Tobin, Member
Shauna Lorance, General Manager
Judy Johnson, Customer Service Manager
Teri Hart, Administrative Assistant/Board Secretary
Lucy Eidam Crocker, Crocker and Crocker

Topics: WaterGram (R)
RWA Public Affairs Program (W)
2011-12 Public Outreach Plan/Budget (W/R)
Solar Live Link on Website Update (W/R)
Area of Origin (W/R)
Other Public Information Matters (W/R)

- Next Meeting Date

Public Comment (W/R)

1. Review WaterGram

The committee reviewed the WaterGram and recommended minor revisions.

For information, no action requested.

2. RWA Public Affairs Program

Ms. Lorance informed the committee that RWA is actively advocating water issues in the region. She reviewed the Bi-monthly Report from the RWA Public Affairs Program; a program to which the District contributed funds. A copy of the report will be attached to the meeting minutes.

For information, no action requested.

3. 2011-12 Public Outreach Plan/Budget (W/R)

Ms. Lorance reviewed Year Four of the Five Year Public Outreach Plan with the committee. She reported that the cost for the plan is within the budget for FY 2011-12. A copy of the plan will be attached to the meeting minutes.

For information, no action requested.

4. Solar Live Link on Website Update (W/R)

Ms. Lorance explained that providing a live link would require providing a generic login and password which could allow too much access to information systems. The committee discussed the issue and suggested that a graph representing the recent energy production be posted and frequently updated on the web site.

For information, no action requested.

5. Area of Origin (W/R)

Ms. Lorance informed the committee that this agenda item would not be discussed at this time. Legal Counsel is still reviewing the court case and will provide an update at a later date.

For information, no action requested.

6. Other Public Information Matters

Ms. Lorance informed the committee that the Biological Opinion on salmon is still pending, and the Biological Opinion on the Delta Smelt will be through consultation by the end of this year, and then NEPA will need to be completed. The final completion date is estimated to be at the end of 2013. She will be setting up a meeting with staff at USBR to discuss the results of the recent system modeling.

Ms. Lorance reported that ACWA provided a packet on the pricing of water that can be used in the WaterGram or other media releases.

The Board referred Director Miller's suggestion to provide a final car wash to all employees to the public information committee. Director Miller suggested that the District provide employees with a gift certificate for a car wash due to the significant dust from the construction on site. Ms. Lorance reported that the dollar amount for car washes is within her authority if the committee would like to provide these to employees. The committee directed Ms. Lorance provide staff with gift certificates on behalf of the Board in appreciation of working around the construction crews and for the extra car washes that required over the last several months due to the extra dirt and construction on site.

Ms. Eidam Crocker expressed her appreciation of the District as a client over the years and mentioned that her company provided the CUWCC with PR support for their 10th anniversary celebration as a paid contractor; however, when approached by Ms. Sacksteder for help with the CUWCC's 20th anniversary celebration they were more than willing to provide their services at no charge since the District is a long standing client. Ms. Lorance mentioned that Ms. Sacksteder commented that the CUWCC was impressed with the amount of work that this region provided for their 20th anniversary celebration.

Ms. Johnson informed the committee that she had been searching for an area to house a temporary banner for advertising upcoming events at the District. The only

location that is visible from either direction of Auburn Folsom Road is where the permanent entrance sign is located. The committee discussed the proposed location of the banner and agreed that it is best suited to display it above the existing entrance sign to advertise upcoming events.

For information, no action requested.

6.1 Next Meeting Date

The next committee meeting date is November 17, 2011 at 9:30 am.

For information only; no action requested.

7. Public Comment

There was no public comment.

The meeting adjourned at 9:46 am.

Regional Water Authority Public Affairs Program

Bi-monthly Report – July 2011

Background

The RWA Public Affairs Program was developed to raise the credibility and visibility of RWA and its members in advocating on water issues on behalf of the region. The activities under the program fall into two primary elements:

- General outreach to the public and water customers on water issues, stewardship efforts by RWA members, and the potential impacts of a Delta solution and other legislative and regulatory activities on the region's water supplies, environment, and economy.
- Targeted strategic outreach to key influencers in the region to build a coalition of support to represent the region's water interests in the legislature, the Delta Stewardship Council, and other venues.

Outcomes

- Developed and published *Water Stewardship* brochure for use of WRA and all members in outreach to public, community groups, etc. Included suggestions for use of the document.
- Developed and published RWA ten year anniversary document to highlight accomplishments of RWA and the region.
- Briefed SACOG Board on Delta issues and received board support for SACOG involvement in a regional coalition on water issues.
- Researched political contributions to local legislators to identify potential "key influencers."
- Researched organizations taking positions on water legislation to identify potential allies
- Met with many RWA general managers/board members to identify agency relationships with key influencers.
- Created and convened outreach committee: Dave Brent, City of Sacramento; Einar Maisch, PCWA; Ken Payne, City of Folsom; David Eggerton, EDCWA to spearhead outreach to elected officials, chambers of commerce, and other groups.
- Briefed North State BIA Government Affairs Committee on Delta Issues.
- Briefed Metro Chamber Flood and Water Committee on Delta Issues.
- Authored letter to the editor of Sacramento Bee regarding HR 1837.
- Compiled listing of outreach targets and distributed to members.
- Quoted interview on Delta in Comstock's magazine.
- Increased participation to 15 RWA members and associates.

Ongoing and Future

- Brief City of Sacramento created Council Water Committee August 2
- Develop Delta issues talking points and leave behind.
- Develop RWA talking points for all members to speak knowledgably about RWA.
- Set up meetings with local legislator Chiefs of Staff during recess
- Set up Delta briefings with all RWA member Boards of Directors
- Brief SACOG cities and counties on Delta issues.
- Brief local Chambers of Commerce on Delta issues.

RWA Delta Outreach Presentations

Group	Date	Who	Comments
Multi-Agency			
SACOG Board	16-Jun	Woodling, Shabazian	September follow-up
SRCSO Board		Brent, Payne	
RWA Board	14-Jul	Woodling	
Cities			
Sacramento City Council	23-Aug	Brent, Payne, Maisch	
Folsom City Council	13-Sep	Payne, Brent	
Roseville City Council			
West Sacramento City Council			
Citrus Heights City Council			
Rancho Cordova City Council			
Placerville City Council			
Auburn City Council			
Rocklin City Council			
Loomis City Council			
Lincoln City Council			
Elk Grove City Council			
Counties			
Sacramento County			
El Dorado County			
Placer County			
Yolo County			
Chambers			
Metro Chamber Flood and Water Committee	14-Jun	Woodling	
Antelope-Highlands Chamber			SSWD, Cal Am
Auburn Chamber			PCWA
Citrus Heights Chamber			CHWD, Cal-Am

El Dorado Hills Chamber			EID
Elk Grove Chamber			EGWD
Fair Oaks Chamber			FOWD
Folsom Chamber			City of Folsom
Lincoln Chamber			City of Lincoln
Loomis Chamber			PCWA
Natomas Chamber			City of Sac
North Sacramento Chamber			City of Sac
Rancho Cordova Chamber			Golden State
Rocklin Area Chamber			PCWA
Roseville Chamber			City of Roseville
West Sacramento Chamber			City of West Sac
Other Organizations			
North State BIA - Gov. Affairs	26-Jun	Woodling	contacts Deanne Green (Brookfield Land), John Costa (BIA)
Rancho Cordova Rotary	16-Aug	Woodling, Schubert	
Sacramento Assn. Realtors			



Year Four (2011-12) Public Outreach Plan

Update to the 2008 Five-Year Outreach Plan

Overview

As part of San Juan’s long-term public information strategy, Crocker & Crocker (formerly LucyCo Communications) works with San Juan Water District to develop a one-year plan that addresses the district’s upcoming public outreach needs. The plan serves as guide for customer outreach, ensuring that SJWD operates in a proactive, customer-focused manner. Yearly plans are created using a three-pronged approach:

- 1.) Review of prior research and evaluation of previous public outreach programs
- 2.) Analysis of SJWD’s immediate and long-term operations plans, challenges, and opportunities
- 3.) Assessment of needs for addressing issues, concerns and water-related topics

Retail Public Outreach Research

Phone Survey-October 2007

According to SJWD’s October 2007 telephone survey, customer outreach efforts were highly effective in educating customers about water quality; encouraging sound water efficiency habits; addressing customer concerns, and ensuring overall customer satisfaction. At that time, 93 percent of 382 people surveyed rated the district highly for water quality and reliability.

Per the phone survey results:

- **SJWD’s customers *want* to receive information about the district’s maintenance and improvement projects.**
 - Fifty-three percent of those surveyed rate their interest in understanding the projects at “six” or higher on a 10-point scale.
 - Forty percent would like to receive a great deal of information about such projects.
 - Forty-eight percent would like to receive a moderate amount of information.
 - When considering a rate increase, 88 percent of respondents claim they would like a moderate amount to a great deal of information about maintenance and improvement projects and their benefits.
 - Forty percent perceive the benefits of San Juan maintenance and improvement projects are a reliable water supply, while thirty-nine percent believe clean, clear, high-quality water are the strongest benefits.
- **SJWD’s customers *need* to receive further information about their water supply, conservation opportunities and district services.**
 - Twenty-six percent claimed to not know the source of their household water supply.
 - Twenty-six percent did not know of any water conservation actions or services offered by SJWD.
 - Sixty-four percent said they did not know of any payment plans or options.
 - Only 17 percent rated their current levels of understanding the district’s infrastructure improvements at a “six” or higher on a 10-point scale.
- **SJWD customers rated the following as the most effective means for communicating water/district-related information:**
 - Water bill insert – 54 percent

- Separate mailer – 24 percent
- Web/Internet – 19 percent
- Newspaper articles – 13 percent

Focus Groups-February 2008

As a follow up to the phone survey, three focus groups were held in early 2008 – two with retail customers and one with community leaders – to capture opinions on key messages, capital improvement projects, and the effectiveness of WaterGram as a communications tool. General outcomes included some of the following:

- While the term “capital improvement projects” was generally well understood among all focus group participants, only one retail customer could correctly identify a SJWD CIP project that was underway.
- Water conservation, landscaping tips, water rates, and water meters were among the most frequently recalled topics in WaterGram.
- Participants indicated information in WaterGram and other publications captured their attention when it was:
 - Above the fold
 - Bolded
 - Bulleted
- They also reported that they were more likely to read short, concise articles that contained information that was relevant to them (i.e. how it impacts their households).

Secondary Research-2010

Over the years, internet and social media use has grown significantly. While the phone survey findings reflect that only 19 percent of customers rated the internet as an effective means for communicating information about San Juan, a survey done today would have a much more significant percentage. Secondary research findings include:

- 74 percent of adults in this country use the internet, according to Pew Research Center.
- Active internet users in the US who manage a social network profile have risen from 43 percent to 60 percent in one year, according to Universal McCann in Social Media Tracker Wave 4.
- Video watching on the internet in the US has grown from 52 percent in 2007 to 83 percent in 2009, according to Universal McCann.
- Average Facebook user is connected to 80 pages.

Public Outreach Strategies- Recap

Based upon research findings, LucyCo developed a five-year public information plan for the district in 2008. Year one outreach strategies focused heavily on methods for educating customers about the CIP process and water conservation. Year two strategies focused on informing customers about the statewide water conservation legislation, increasing awareness of capital improvement projects and improving relationships in the community through targeted stakeholder outreach. Year three strategies continued initiatives from year one and two, but also increased focus on raising San Juan’s profile in the media and with wholesale customers. A summary of what was accomplished in year one through three includes:

Strategy: Increase Awareness of Local Impacts from Statewide Water Issues

- Developed key messages and held media training
- Produced Water Updates to explain how each piece of legislation would affect San Juan customers. Water Updates were featured in WaterGram and posted to the website
- Secured Letter to the Editor coverage in Roseville Press Tribune
- Monitored media coverage of water legislation
- Added legislation page to website highlighting bills passed and defeated
- Streamlined WaterGram content to feature at-a-glance updates along with map/visuals
- Established stakeholder database for sharing information with community organizations, businesses, associations, etc.
- Organized speakers bureau with local neighborhood associations
- Developed KXTV media approach for conservation legislation story
- Developed bill insert for 1,000 residents of Johnson Ranch Home Owner's Association

Strategy: Increase awareness of Capital Improvement Projects

- Created stakeholder database to share information with homeowners' associations, community groups, etc.
- Disseminated CIP information to the stakeholder database
- Increased coverage of CIPs in WaterGram, e-blasts and Facebook

Strategy: Increase positive awareness of San Juan in the community

- Overhauled website to prominently share information about water supply updates, free programs and services, and customer rebates
- Created new format and content style for the WaterGram to draw attention to SJWD's free programs and services for efficient water use
- Designed and coordinated distribution of Consumer Confidence Reports and promoted results in customer friendly way on Facebook, WaterGram and website
- Wrote and designed WaterGram six times each year
- Promoted Blue Thumb program through media outreach, website
- Planned and executed May Water Awareness month partnership with Sierra Nursery
- Implemented website updates
- Launched and managed San Juan Water District's Facebook page
- Conducted internal Facebook training
- Conducted media relations on various initiatives
- Organized speakers bureau with local neighborhood associations
- Developed email updates to share time sensitive news with customers

Year Four Public Outreach Approach – 2011-12

Ongoing public information is essential to keeping San Juan's customers and target audiences apprised about district programs, services and statewide initiatives that will impact them. This is especially critical with regard to perceptions about water quality and reliability, ranked by 98 percent of phone survey respondents as important elements of water use and water service.

Three topics are the focus of San Juan's public information plan this year; water efficiency, capital improvement projects and legislation. While 2011 saw above average rainfall and snowpack, water efficiency will continue to be a primary message. With a 20 percent water reduction mandate looming, the district needs to proactively educate customers on its impact, as well as play a prominent role in shaping water policy and regulation by representing the needs of its customers.

In addition to informing customers about how statewide water issues impact water services, the district will also continue to educate customers on the CIP process as it relates to water supply and quality and conduct general public outreach related to other district activities.

Goal

Continue to position San Juan as a leading, customer-service oriented water provider whose top priority is to ensure the delivery of a reliable water supply of the highest quality at reasonable and equitable costs.

Objectives

- Increase customers' overall awareness of the local impacts from 20 percent water reduction mandates by 2020.
- Raise customers' overall knowledge of the district's current and future capital improvement projects.
- Boost customer knowledge and usage of water efficiency measures throughout the year.
- Reinforce customers' perception of the district's commitment to ensuring a continued, reliable, high-quality water supply at reasonable rates throughout the year.
- Increase target audiences' overall awareness of services, programs, water quality, and water reliability.

Target Audiences

- Residential customers
- Commercial, industrial and institutional customers
- Large landscape customers
- Community/civic leaders and organizations (e.g. Granite Bay MAC, neighborhood associations)
- Media
- Environmental community (various organizations)
- Wholesale general managers and boards
- Public officials
- Regulatory/policymaking agencies

Proposed Retail Public Outreach Activities

Strategy 1: Inform customers of local impacts from statewide water legislation, provide opportunities to learn about San Juan's solutions and ask customers to take action.

Through the tactics listed below, the District will educate customers about the impacts of the 20 percent water reduction by 2020 on their water usage and other legislation that affects the district. It is also essential that legislation information is delivered with an explanation of the benefits and tools to reduce water use.

Tactics:

- Develop 20x2020 campaign brand and apply to multiple communication tools.
 - Use WaterGram as a vehicle to communicate information to customers.
 - Conduct proactive media outreach to disseminate relevant information to the public.
 - Speak to local organizations (neighborhood associations and homeowners associations) about the implications of the water reductions.
 - Use website and email updates to disseminate time sensitive information.
 - Use San Juan Facebook page to interact with customers.
 - Use signage on Auburn Folsom Road to promote water conservation

Strategy 2: Inform customers about past, present and future capital improvements to increase their understanding of San Juan's commitment to delivering a reliable water supply of the highest quality at reasonable and equitable costs.

San Juan's 2007 and 2008 scientific and non-scientific research indicates that many customers have limited understanding of the district's maintenance of and/or improvements to its water service-related infrastructure.

Tactics:

- Inform customers why capital improvements are necessary to continue delivering a reliable and highest quality water supply.
- Use WaterGram to communicate project status and benefits to customers.
- Use the website to post up-to-date information regarding projects.
- Communicate with the local media to inform the public about current projects.
- Speak to local organizations and at community meetings to discuss projects and tout their benefits.
- Use email updates and San Juan Facebook page to communicate up-to-date information about CIPs and related information.
- Use signage along Auburn Folsom Road to highlight CIPs.

Strategy: Make customers' part of the solution to increase their water efficiency through an information campaign focused on identifying water waste and providing the necessary tools and incentives to increase water efficiency.

As a result of the statewide water measures that will ultimately require San Juan to charge customers more for less water, it is important that customers are given the information and tools to make the

water efficiency improvements that work best for them. The San Juan tactics will tie in with the statewide and regional campaigns and promote them, when possible.

Tactics:

- Use WaterGram to communicate programs and opportunities to be more water efficient.
- Promote water efficiency through the website.
- Continue to reach out to local media outlets with water efficiency tips/messages.
- Speak to local organizations (neighborhood associations and homeowners associations) about water efficiency measures.
- Develop a program for student that focuses on water efficiency (e.g. Leak Week program).
- Promote water efficiency programs San Juan supports (e.g. Blue Thumb).
- Continue to promote features of the WEL Garden.
- Use email updates and San Juan Facebook page to communicate up-to-date information about water efficiency and related information.
- Develop plan for water efficiency event that includes partnering with local nurseries, vendors, etc.
- Develop signage along Auburn Folsom Road to highlight water efficiency initiatives and opportunities.

Strategy: Keep customers informed about San Juan’s water quality and ongoing customer service initiatives to continue to position San Juan as the leading water agency for water quality, customer satisfaction and water advocacy in the region.

We will continue to foster a strong relationship between San Juan and their customers by maintaining transparency throughout the organization. This year we will focus on communicating to customers the various bill pay options, encourage board meeting attendance and increase communication methods (e.g. e-newsletters, Facebook and vidcasts).

Tactics:

- Design and coordinate the Consumer Confidence Report.
- Use WaterGram to communicate customer service messages.
- Update website to increase transparency.
- Develop a proactive media relations plan that increases communication with San Juan customers.
- Speak at community meetings to increase contact with customers.
- Develop signage along Auburn Folsom Road to customer service initiatives.
- Use email updates and San Juan Facebook page to improve customer service.

San Juan Water District – 2011-12 Budget

Task	Description	Total Fees	Design Fees	Direct Costs
Outreach Materials Principal –26 Project Manager – 170 Outreach Specialists – 20	<ul style="list-style-type: none"> • CCR (1) • WaterGram bill inserts (6) • Other flyers/brochures (2) • Develop 20x2020 campaign logo, slogan that can be used on various materials 	\$29,340	\$12,650	SJWD
Electronic Media Principal – 32 Project Manager – 95 Outreach Specialists-30	<ul style="list-style-type: none"> • Website (regular updates, new pages) • Social media—Facebook updates and monitoring • E-mail alerts- Develop e-blasts, e-WaterGram, research customer habits 	\$21,255	\$6,000	
Event Plan Principal – 6 Project Manager – 8	<ul style="list-style-type: none"> • Strategic planning for WEL Garden event, one meeting with SJWD staff 	\$2,070		
Media Relations Principal – 15 Project Manager – 30 Outreach Specialists – 8	<ul style="list-style-type: none"> • Media Releases • Media monitoring 	\$7,365		
Stakeholder Outreach/Partnerships Principal – 10 Project Manager – 40 Outreach Specialists – 12	<ul style="list-style-type: none"> • Ongoing community outreach with stakeholder groups including scheduling speaking opportunities, bill inserts and other outreach opportunities • Plan WEL Garden event 	\$8,310	\$1,000	
Plan Principal – 3 Project Manager – 10 Outreach Specialist–2	<ul style="list-style-type: none"> • Year-end report • 2012-13 outreach plan 	\$2,055		
Project Management Principal – 12 Project Manager – 40 Outreach Specialists – 8	<ul style="list-style-type: none"> • Attend team meetings • Project oversight • Timelines • Strategic planning <p>*Direct costs cover incidentals, only funds used will be billed.</p>	\$8,220		\$1,500
Total:		\$78,615	\$21,150	\$1,500
		\$99,765		

Fees:

Principal – \$165

Project Manager – \$135

Outreach Specialist – \$105

September 28, 2011

TO: REGIONAL WATER AUTHORITY BOARD
FROM: JOHN WOODLING
RE: EXECUTIVE DIRECTOR'S REPORT

- a) **Legislation Update** - Only a relatively small handful of bills we were tracking this year passed the legislature. AB 134 (Dickinson) which provides the opportunity for Sacramento Regional County Sanitation District to apply for water rights equivalent to the volume of their wastewater discharge has been signed by Governor Brown. In addition, the following bills are enrolled. The Governor has until October 9th to sign or veto legislation.

AB 275 would authorize residential, commercial, and governmental landowners to install, maintain, and operate rain barrel systems and rainwater capture systems provided that the systems comply with specified requirements. AB 359 would require a map identifying the recharge areas, for a groundwater basin to be included in a groundwater management plan for purposes of the state funding requirements. The bill would require the local agency to provide the map of the recharge areas to local planning agencies and notify the department and other interested persons when a map is submitted to those local planning agencies. SB 263 would authorize DWR to provide well completion reports to licensed professionals and academic researchers for specified purposes. The well logs will remain confidential. SB 834 would require an integrated regional water management plan to identify the manner in which the plan furthers a specified state policy concerning reducing reliance on the Sacramento-San Joaquin Delta for water supply and improving regional self-reliance for water, if the region depends on water from the Delta watershed.

- b) **Delta Update** - The Delta Stewardship Council held a series of workshops on specific topics related to the fifth staff draft of the Delta Plan. RWA Staff attended the workshop on financing. In addition, staff and some RWA members will attend the Council meeting on September 22 and 23, and offer public comment on the draft plan. The Council plans to release the draft EIR near the end of September. Comments on the fifth draft Delta Plan are due September 30. RWA submitted the attached comment letter.
- c) **Public Affairs Program Update** - The RWA Public Affairs Program is gaining momentum. RWA staff and consultant developed a set of principles for formation of a regional coalition to protect our interests as a Delta solution moves forward (attached). Several entities have agreed to participate, including Sacramento City Council, Folsom

City Council, PCWA, Rancho Murieta CSD and Metro Chamber. Presentations to solicit participation from a number of other organizations are scheduled. Mr. Woodling met with a number of business and labor interests on September 22nd to discuss the participation of the business community. Mr. Woodling will present a Delta update to a joint meeting of the Citrus Heights, Carmichael, and Del Paso Manor Water District Boards. RWA staff and consultants developed an op-ed article on the impacts of the Delta Plan, which several member agencies have modified and are seeking to have placed in local newspapers. Mr. Woodling is scheduled to meet with the Bee's editorial board with a group from ACWA.

- d) **Water Forum Update** - Water Forum staff and consultants have completed the analysis of modeling results to indentify the water supply impacts of implementing the lower American River flow standard. Participants at the September 14th Water Caucus meeting expressed a desire to have a closed water caucus meeting prior to the beginning of cross-caucus discussion. The next Water Caucus meeting is scheduled for October 13, 2011.
- e) **Grant Update** - RWA received a commitment letter from DWR (attached) for \$16 million from Proposition 84 for implementation of the 15 projects submitted in an IRWM Implementation Grant application. Staff held a kickoff meeting for the project proponents on September 21, 2011.

The City of Sacramento and Sacramento Area Flood Control Agency were recommended for Proposition 1E funding for projects incorporated in the American River Basin Integrated Regional Water Management Plan. The two agencies are recommended for more than \$7 million for stormwater and flood management improvements (attachment).



September 20, 2011

Delta Stewardship Council
980 Ninth Street, Suite 1500
Sacramento, California 95814

Re: The Fifth Draft Delta Plan

Dear Chairman Isenberg and Members of the Council:

I am writing to express the Regional Water Authority's concern with the draft Delta Plan being developed by the Delta Stewardship Council. RWA represents 20 water suppliers serving two million people in the greater Sacramento region.

Though the fifth draft of the plan shows considerable improvement over previous drafts, in its current form we do not believe it will contribute meaningfully to meeting the co-equal goals of improved water supply reliability and Delta ecosystem health. The potential negative impacts on the water supplies of users upstream of the Delta are of great concern, and clear environmental outcomes for the Delta are lacking. Add to this the proposal for hundreds of millions of dollars in fees to fund a governance structure that is not well defined, and the plan is very difficult to support.

Since the fifth staff draft will provide the basis for the upcoming environmental review, it is critical that the council redirect its efforts now and make policy choices that will actually improve water supply reliability and ecosystem health.

The plan in its current form is vague about what levels of water supply local agencies might expect in the future. Local water managers need certainty to appropriately plan for providing water to their customers while contributing to protecting local environmental resources. Recommendation WR R5 is especially troubling. The language of the recommendation implies that senior water rights holders in the area of origin of the state's water supplies could be forced to undertake costly alternatives to increased diversion and storage of surface water to meet future needs. This seems to violate specific water rights protections included in the Delta Reform Act (Water Code Section 85031(a)).

It is troubling that the plan seeks to prescribe water management decisions on everything from rate structures to recycling targets. Rather than integrating the ongoing efforts of local and regional agencies, the plan proposes micromanagement from Sacramento that would undercut local planning hundreds of miles from the Delta – literally from the Oregon border to Mexico. Local water managers, rather

Bill George, Chair
Marty Hanneman, Vice
Chair

Members

California American Water
Carmichael Water District
Citrus Heights Water District
Del Paso Manor Water District
El Dorado Irrigation District
Fair Oaks Water District
Folsom, City of
Fruitridge Vista Water
Company
Golden State Water Company
Lincoln, City of
Orange Vale Water Company
Placer County Water Agency
Rancho Murieta Community
Services District
Roseville, City of
Rio Linda / Elverta Community
Water District
Sacramento, City of
Sacramento County Water
Agency
Sacramento Suburban Water
District
San Juan Water District
West Sacramento, City of

Associates

El Dorado County Water
Agency
Sacramento Municipal Utility
District
Sacramento Regional County
Sanitation District

September 20, 2011
Letter to Delta Stewardship Council
Re: The Fifth Draft Delta Plan
Page two of two

than the state or federal government, have made most of the significant improvements in the state's water supply reliability over the last three decades, while expanding their role in stewardship of environmental resources. Dictating the management actions of local agencies will undermine their ability to develop innovative solutions to the needs of water users and the environment.

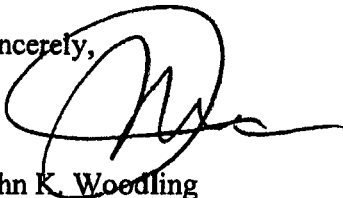
The fifth draft's focus on flow as the primary element of a solution is not well founded, and will undermine the water supply side of the coequal goals. Policy ER P1 proposes an unrealistic timeframe for completion of new flow objectives for the Delta and tributaries by the State Water Resources Control Board. While this work is important, it must be done in a manner that is well founded in science and balances the coequal goals. Proposing an unattainable timeframe, and calling for a moratorium on water rights actions when it is not met, has no clear benefit to either of the coequal goals.

The final area of greatest concern is the finance section, specifically Recommendation FP R6. The Delta Plan provides no information to suggest that the scientific understanding of stressors is adequate to equitably assess fees, yet the Council asks the legislature for the authority to assess half a billion dollars over ten years for the operation of Delta governance. Such action by the legislature and the council would be premature. The plan does not clearly identify specific actions or their benefits and beneficiaries that would lead to local investment and equitable financing.

RWA was an active part of the Ag-Urban Coalition convened by ACWA and the development of an Alternative Delta Plan. The alternative provides a comprehensive approach to achieving the coequal objectives and addresses many of the concerns above. I respectfully urge the council to consider the Alternate Delta Plan submitted by the coalition and work with us to find the best options to meet the coequal goals. I am pleased that the council has held additional workshops in September to discuss some of the critical issues on the Delta Plan and gain valuable input.

Thank you for your time and consideration of these comments. Please contact me at (916) 967-7692 if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'John K. Woodling', written over a white background.

John K. Woodling
Executive Director
Regional Water Authority

DEPARTMENT OF WATER RESOURCES

1416 NINTH STREET, P.O. BOX 942836
SACRAMENTO, CA 94236-0001
(916) 653-5791

**SEP 16 2011**

Mr. John K. Woodling
Executive Director
Regional Water Authority
5620 Birdcage Street, Suite 180
Citrus Heights, California 95610


Commitment Letter - Proposition 84, Round 1 IRWM Implementation Grant

Dear Mr. Woodling:

Thank you for your interest in the Proposition 84, Round 1 Integrated Regional Water Management (IRWM), Implementation Grant Solicitation Program. We are pleased to inform you that the proposal, American River Basin IRWM Implementation Program, filed by Regional Water Authority, has been selected by the Department of Water Resources (DWR) for funding.

This letter serves as DWR's conditional commitment of \$16,030,766 in Proposition 84, IRWM funding for the grant proposal. This award is conditioned upon the execution of a Grant Agreement between DWR and the Grantee (i.e. agency). A copy of the Grant Agreement template is available at the following website:

http://www.water.ca.gov/irwm/integregio_resourceslinks.cfm.

The execution conditions that must be satisfied before DWR will enter into an agreement with your agency are listed in Attachment 1 along with additional requirements that must be addressed to maintain grant eligibility or prior to disbursement of grant funds. A 'time clock' icon  is placed at the beginning of each time critical requirements in Attachment 1. Your timely attention to these requirements is very important. DWR wishes to execute the Grant Agreement within the very near future. Failure on your part to meet the general execution conditions and grant continuing eligibility requirements, in a timely manner, may result in DWR revoking the grant award. Attachment 2 lists the projects in your proposal that DWR recognized as meeting either a) critical water supply or quality need of a disadvantaged community or b) agriculture or urban water conservation funding targets. Attachment 3 includes an Environmental Information Form that will need to be completed for the projects listed in Attachment 2.

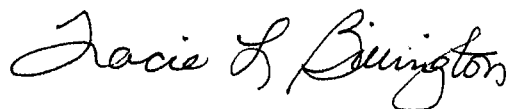
Please return the requested 'time critical' information to Teji Sandhu at Post Office Box 942836, Sacramento, California 94236-0001 within the time period documented in Attachment 1.

SEP 16 2011
John Woodling

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If you have any questions, please contact Teji Sandhu at (916) 651-9254 or tkSandhu@water.ca.gov.

Sincerely,



Tracie L. Billington, P.E., Chief
Financial Assistance Branch
Division of Integrated Regional Water Management

Attachments