

MEETING OF THE  
BOARD OF DIRECTORS OF THE  
MUNICIPAL WATER DISTRICT OF ORANGE COUNTY  
Jointly with the  
**PUBLIC AFFAIRS AND LEGISLATION COMMITTEE**  
February 16, 2010, 8:30 a.m.  
Conference Room 101

**Committee:**

Director Hinman, Chairman  
Director Finnegan  
Director Dick

Staff: K. Hunt, K. Seckel, D. Cordero,  
K. Davanaugh, D. Burke

Ex Officio Member:

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MWDOC Committee meetings are noticed and held as joint meetings of the Committee and the entire Board of Directors and all members of the Board of Directors may attend and participate in the discussion. Each Committee has designated Committee members, and other members of the Board are designated alternate committee members. If less than a quorum of the full Board is in attendance, the Board meeting will be adjourned for lack of a quorum and the meeting will proceed as a meeting of the Committee with those Committee members and alternate members in attendance acting as the Committee.

**PUBLIC PARTICIPATION**

Public comments on agenda items and items under the jurisdiction of the Committee should be made at this time.

**ITEMS RECEIVED TOO LATE TO BE AGENDIZED** - Determine there is a need to take immediate action on item(s) and that the need for action came to the attention of the District subsequent to the posting of the Agenda. (Requires a unanimous vote of the Committee)

**ITEMS DISTRIBUTED TO THE BOARD LESS THAN 72 HOURS PRIOR TO MEETING --**  
Pursuant to Government Code section 54957.5, non-exempt public records that relate to open session agenda items and are distributed to a majority of the Board less than seventy-two (72) hours prior to the meeting will be available for public inspection in the lobby of the District's business office located at 18700 Ward Street, Fountain Valley, California 92708, during regular business hours. When practical, these public records will also be made available on the District's Internet Web site, accessible at <http://www.mwdoc.com>.

**ACTION ITEMS**

1. PRINTING AND GRAPHIC DESIGN SERVICES REQUEST FOR PROPOSAL
2. RESOLUTION SUPPORTING THE LOCAL TAX PAYER, PUBLIC SAFETY AND TRANSPORTATION ACT OF 2010

3. ALLOW AN EXCEPTION TO THE AMP SALES AGREEMENT CAPACITY RESTRICTION FOR EAST ORANGE COUNTY WATER DISTRICT, SAN JUAN CAPISTRANO AND SOUTH COAST WATER DISTRICT

**DISCUSSION ITEMS**

4. WATER POLICY FORUM & DINNER
5. ORANGE COUNTY WATER SUMMIT III

**INFORMATION ITEMS** - (THE FOLLOWING ITEMS ARE FOR INFORMATIONAL PURPOSES ONLY – BACKGROUND INFORMATION IS INCLUDED IN THE PACKET. DISCUSSION IS NOT NECESSARY UNLESS REQUESTED BY A DIRECTOR.)

6. LEGISLATIVE ACTIVITIES
  - a. Report on Federal Legislative Activities
  - b. Report on State Legislative Activities
7. PUBLIC AFFAIRS
  - a. Activities Report
  - b. School Program Assemblies Report

**OTHER ITEMS**

8. REVIEW ISSUES RELATED TO LEGISLATION, OUTREACH, PUBLIC INFORMATION ISSUES, AND MET

**ADJOURNMENT**

**NOTE:** At the discretion of the Committee, all items appearing on this agenda, whether or not expressly listed for action, may be deliberated, and may be subject to action by the Committee. On those items designated for Board action, the Committee reviews the items and makes a recommendation for final action to the full Board of Directors; final action will be taken by the Board of Directors. Agendas for Committee and Board meetings may be obtained from the District Secretary. Members of the public are advised that the Board consideration process includes consideration of each agenda item by one or more Committees indicated on the Board Action Sheet. Attendance at Committee meetings and the Board meeting considering an item consequently is advised.

Accommodations for the Disabled. Any person may make a request for a disability-related modification or accommodation needed for that person to be able to participate in the public meeting by telephoning Maribeth Goldsby, District Secretary, at (714) 963-3058, or writing to Municipal Water District of Orange County at P.O. Box 20895, Fountain Valley, CA 92728. Requests must specify the nature of the disability and the type of accommodation requested. A telephone number or other contact information should be included so that District staff may discuss appropriate arrangements. Persons requesting a disability-related accommodation should make the request with adequate time before the meeting for the District to provide the requested accommodation.



Item No.

**ACTION ITEM**

February 16, 2010

**TO:** Board of Directors

**FROM:** **Public Affairs & Legislation Committee**  
(Directors Dick, Clark, Finnegan)

Kevin Hunt  
General Manager

Staff Contact: Darcy Burke  
Jessica Hanley

**SUBJECT: Printing and Graphic Design Services Request for Proposals**

**STAFF RECOMMENDATION**

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Staff recommends that the Public Affairs and Legislation committee approve utilizing the following vendors to provide graphic design and print services to the District through fiscal year 2010-11 (or as long as the selected vendors will continue to honor the submitted pricing): a) graphic design services: OC Printing, James Klein & Associates, and Group One Graphics; b) print services: Luis Alvarado Designs, Design Dynamics, OC Printing, and Autumn Print Group.

**COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting)

**SUMMARY**

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Staff conducted a Request for Proposals (RFP) process to select vendors to perform graphic design and print services for the District’s water use efficiency, public affairs, and government affairs departments. The work is for now through the end of fiscal year 2010-11, or as long as the selected vendors will continue to honor their submitted pricing estimates. The RFP was distributed to more than two hundred local graphic design and print companies. Twenty-two companies responded to the graphic design portion of the RFP, and twenty-seven companies responded to the print portion of the RFP (some vendors responded to both portions).

<b>Budgeted (Y/N): YES</b>	Budgeted amount: FY09-10: \$134,000; FY10-11: \$154,000 (subject to budget approval)
<b>Action item amount: \$288,000</b>	Line item: (Various from WUE/PA/School Prog./Gov.)
<b>Fiscal Impact (explain if unbudgeted):</b>	

Staff evaluated and ranked the respondents on the following criteria: pricing, quality of samples submitted, references, and responses to short answer questions. Based on the staff evaluation, three graphic design companies and four print companies were selected to provide services to the District. The three graphic design companies recommended by staff are: OC Printing, James Klein & Associates, and Group One Graphics. The four print companies recommended by staff are: Luis Alvarado Designs, Design Dynamics, OC Printing, and Autumn Print Group. These vendors have the best combination of pricing, samples, and customer service policies. Work will be assigned to these vendors on a project-by-project basis, depending on the vendors' submitted pricing and availability to complete each job.

## **DETAILED REPORT**

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### **Background Information**

Staff recognized a need to streamline the bidding process for graphic design and print jobs while ensuring competitive pricing by vendors. Rather than going out to bid for each graphic design and print project, it is more efficient to conduct one RFP process for all anticipated graphic design and print projects. The RFP process described below was conducted on behalf of the water use efficiency, public affairs, and government affairs departments, and therefore encompasses all anticipated graphic design and print jobs for the District.

### **RFP Process**

In January, the public affairs intern developed a master database of more than two hundred Orange County-based graphic design and print companies (see vendor list, attached). At the same time, staff developed a Request for Proposals (see RFP file, attached) that solicits pricing and other relevant information from local graphic design and print companies. Once the RFP was developed, staff distributed an announcement letter to the vendors, directing interested parties to the RFP which was posted on the MWDOC website. The letter also requested that vendors contact MWDOC if they wish to receive future graphic design/print RFPs. This refined list will be used as the basis for distributing future graphic design and printing RFPs.

The RFP had two components: graphic design work and print work. Vendors were given the option to respond to one or both RFP components depending on their capabilities. Twenty-two companies responded to the graphic design portion of the RFP and twenty-seven companies responded to the print portion of the RFP. (An additional three vendors responded late or incompletely to the RFP, so their responses were not considered.)

### **Evaluation and Selection**

A team of staff members consisting of representatives of the public affairs, water use efficiency, and administration/human resources departments evaluated the response packages. Vendors were evaluated on the following criteria: pricing, quality of samples submitted, references, responses to short answer questions, and responsiveness to the RFP. Staff completed individual evaluations and then discussed their findings as a group.

For the graphic design portion, staff selected three vendors that all had high quality samples, good responses to the short answer questions (i.e., quick turn-around time, ability

to use various photo stock websites, etc.), competitive pricing, and good references. The three companies recommended by staff are: OC Printing, James Klein & Associates, and Group One Graphics. Staff anticipates assigning work to these vendors on a project-by-project basis, depending on the availability of the designer and pricing submitted for each project. Currently, staff is utilizing OC Printing to complete the graphic design portion of the Consumer Confidence Report (water quality reports) project.

For the print portion, staff selected four vendors that had the best combination of pricing (the primary consideration), samples submitted, references, and responses to short answer questions. The four companies recommended by staff are: Luis Alvarado Designs, Design Dynamics, OC Printing, and Autumn Print Group. Staff will assign work to these vendors based on which company has the lowest pricing for each project. Staff recommends using OC Printing to complete the printing portion of the Consumer Confidence Report project.

Staff plans to continue utilizing these selected vendors through the end of fiscal year 2010-11, or until they are no longer willing to honor the submitted pricing.

**Additional Information**

In sum, nearly one hundred staff hours were involved in this RFP process. This includes the time associated with database building, RFP distribution, response evaluation, correspondence with vendors, reference checks, and other related activities.

Staff anticipates the following printing cost savings for FY09-10 and FY10-11 as a result of this RFP process (in comparison to FY08-09 printing expenses):

- Consumer Confidence Reports: \$40,000
- Water use efficiency bill inserts: \$6,000
- School Program booklets: \$4,000
- Water education school calendars: \$4,000

There will also be smaller-scale cost savings on printed items like postcards, brochures, and flyers.

# **REQUEST FOR QUOTES**

for

## **Printing and Graphic Design Services**

for the

MUNICIPAL WATER DISTRICT OF ORANGE COUNTY  
*18700 Ward Street*  
*Fountain Valley, CA 92708*  
*(714) 963-3058*

**ISSUE DATE: January 12, 2010**

**REQUESTS FOR CLARIFICATION DUE: January 21, 2010**

**RESPONSE DEADLINE: 5:00 P.M., January 25, 2010**

## **I. PURPOSE OF MWDOC'S REQUEST FOR QUOTE (RFQ)**

The Municipal Water District of Orange County (MWDOC) is seeking quotes for printing and graphic design services from qualified vendors (Respondents) to print and/or design materials in support of MWDOC's outreach programs. There are two components of this RFQ: printing services and graphic design services. Respondents may submit for one or both components of the RFQ. The printing and graphic design components will be evaluated separately, and one or more companies may be selected to perform both functions. The print and design work will be for the remainder of fiscal year 2009-10, which runs from the date of this RFQ until June 30, 2010.

Assuming MWDOC receives an adequate number of quotes from qualified Respondents, MWDOC intends to approve a list of one or more printers and one or more graphic designers from which MWDOC staff may order services as needed. The primary criteria in selecting approved vendors will be pricing, quality of samples, expertise, client/customer service record, and responses to short answer questions. Only Respondents willing to honor quoted prices submitted through this RFQ process through the period ending June 30, 2010 should respond to this RFQ.

## **II. PRODUCTS AND SERVICES SOLICITED IN THE RFQ**

### **SECTION A – PRINTING**

The printing services to be bid upon are presented in Attachment 1 to this RFQ. Respondents that wish to be considered for printing services should fill out Attachment 1 in its entirety, including all requested per unit and total cost figures. If Respondent does not wish to be considered for a particular item, simply write "n/a" as the per unit cost. When quoting prices, please provide pricing on the stock specified. If you do not have access to this stock, you may provide pricing on the most similar alternative, but please note the change in stock. Please use the Attachment 1 form; do not make up your own form. Upon request, an electronic version of Attachment 1 will be e-mailed to you.

Artwork already produced for the items will be provided by MWDOC to the selected printer in either Adobe Illustrator, InDesign, Photoshop, EPS, or PDF format. All work produced or developed by the selected vendor will be the sole property of MWDOC.

Printers must be:

- Flexible and timely
- Capable of a quick turnaround
- Committed to meeting the specific project deadlines
- Available on demand
- Able to provide a high level of customer service
- Well-versed in current printing methods, stocks, and finishes
- Capable of providing recommendations to MWDOC staff
- Capable of delivering the final product to MWDOC offices and up to 28 retail water agency offices
- Capable of storing materials as needed

### **SECTION B – GRAPHIC DESIGN**

The graphic design services to be bid upon are presented in Attachment 2 to this RFQ. Respondents that wish to be considered for graphic design services should fill out Attachment 2 in its entirety, including all requested per unit and total cost figures. If Respondent does not wish to be considered for a particular item, simply write "n/a" as the per unit cost. Please use the Attachment 2 form; do not make up your own form. Upon request, an electronic version of Attachment 2 will be e-mailed to you.

Graphic design work will most often be developing new pieces from scratch, but may also include refreshing already produced materials or integrating images that have already been developed. All work produced or developed by the selected contractor will be the sole property of MWDOC.

Graphic artists must be:

- Capable of innovative solutions to design needs
- Able to provide a high level of customer service
- Capable of dealing directly with the city water departments of Anaheim, Fullerton, and Santa Ana, and MWDOC member agencies, as needed
- Available on-demand
- Flexible and timely
- Capable of a quick turnaround
- Capable of designing for various color and paper requirements (FSC or recycled paper, soy-based inks, etc.)
- Committed to meeting the specific project deadlines

### **III. SHORT ANSWER QUESTIONS**

Respondents are asked to submit short answers to questions regarding their experience, customer service, policies, and other related criteria. Attachment 3 contains three separate response sections: Section A is for Respondents that wish to be considered for printing services only; Section B is for Respondents that wish to be considered for graphic design services only; and Section C is for Respondents that wish to be considered for both graphic design and print services. When completing Attachment 3, please make sure to fill out the appropriate section and answer each question in a clear and concise manner. In responding to these questions, please use the Attachment 3 form; do not make up your own form. Upon request, an electronic version of Attachment 3 will be e-mailed to you.

### **IV. SAMPLES**

Please submit exactly five (5) different pieces that your company has produced within the last two years. If more than five samples are submitted, only the first five will be evaluated. The subject matter of the samples is not important, but they should demonstrate your company's ability to produce high quality, effective materials.

### **V. SUBMITTAL INSTRUCTIONS**

**Please submit the following pieces, as described below. Any questions regarding these steps must be submitted in writing to MWDOC by the request for clarification deadline.**

1. Complete and submit the Quote Cover Sheet.
2. Complete and submit Attachment 1 and/or 2.
3. Complete and submit the appropriate section of Attachment 3.
4. Submit 5 samples of pieces produced by your company within the last two years.
5. All responses to the RFQ must be submitted to MWDOC via standard mail or delivery by 5:00 PM PST on January 25, 2010. Electronic submissions will not be accepted.

## VI. RFQ RESPONSE INFORMATION

**RESPONSE DEADLINE-** The response deadline is **5:00 PM PST on January 25, 2010**. MWDOC must officially receive responses to this RFQ by this deadline via standard mail or delivery. Fax or e-mail responses are not acceptable. MWDOC, upon request, will issue verification in the form of a receipt. MWDOC is not responsible for any delivery errors on the part of the U.S. Postal Service or other carrier regarding timely delivery of responses. **Any and all requests for clarification must be received by MWDOC on or before January 21, 2010.** Requests for clarification must be in writing and may be submitted by email to Jessica Hanley at **jhanley@mwdoc.com**. Please note that a request for clarification will in no way extend the response deadline. Any modifications or amendments to a quote prior to the deadline must also comply with the above requirements and the response deadline.

**All responses should be addressed and delivered to:**

**Jessica Hanley  
Municipal Water District of Orange County  
18700 Ward Street  
Fountain Valley, CA 92708**

**ATTN: PRINTING AND GRAPHIC DESIGN SERVICES RFQ**

**The contact person for this RFQ is:**

**Jessica Hanley  
(714) 593-5029  
Email: jhanley@mwdoc.com**

## VII. VENDOR SELECTION PROCESS

MWDOC intends to approve one or more vendors to provide printing services, and one or more vendors to provide graphic design services to the District for the remainder of the fiscal year. The primary considerations in selecting vendors will be the submitted pricing quotes in Attachment 1 and 2, responses to the short answer questions in Attachment 3, and samples submitted in response to this RFQ. Selection of vendors for MWDOC's approved list will be made only to vendors who have demonstrated the ability to meet all requirements of this RFQ. Selection of vendors will be in accordance with all applicable laws and regulations. Vendors utilized by MWDOC must comply with all federal, state, and local employment laws.

## QUOTE COVER SHEET

All blanks in the Cover Sheet must be completed, and the Cover Sheet must be signed by a representative of Respondent with legal authority to bind the Respondent to all quotes submitted herein.

**Respondent Business/Organization:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_

**Physical Address (If Different):** \_\_\_\_\_

**City, State, Zip Code:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Telephone Number:** (\_\_\_\_) \_\_\_\_\_

**Fax Number:** (\_\_\_\_) \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**CERTIFICATION OF QUOTE:** On behalf of respondent, the undersigned certifies that all quotes submitted herein will be honored by Respondent for a minimum period lasting until June 30, 2010. The undersigned certifies that he or she is legally authorized to so bind Respondent.

\_\_\_\_\_

**Signature**

**Date**

\_\_\_\_\_

**Printed/Typed Name**

### General Information

Tax/Legal Status of Business:

[ ] Corporation [ ] Sole Proprietorship [ ] Partnership  
[ ] Public [ ] Not for Profit [ ] Other \_\_\_\_\_

Date business established: \_\_\_\_\_

State Controller ID Number (If available): \_\_\_\_\_

Federal Taxpayer ID Number: \_\_\_\_\_

**----- Please turn in this Quote Cover Sheet -----**

**ATTACHMENT 1 - PRINTING SERVICES QUOTE TABLE**

**Please read the following information carefully before filling out Attachment 1:** Please fill out Attachment 1 in its entirety, including all requested per unit and total cost figures. If you do not wish to be considered for a particular item, simply write "n/a." For each item, please quote the per unit and total cost to complete the print project (based on the various quantities provided). These estimates will be used as the basis for calculating payment for services rendered, with reasonable adjustments made for changes requested by MWDOC staff.

<b>Item</b>	<b>Finished Size (wxh)</b>	<b>Description</b>	<b>Quantity</b>	<b>Per Unit Cost</b>	<b>Total Cost</b>	
A1	Bill Inserts (large)	8.5"x11"	8.5"x11" uncoated 60# book, no fold, single-sided, full color, full bleed	40,000		
A2	Bill Inserts (medium)	8.5"x3.5"	8.5"x3.5" dull 60# book, no fold, double-sided, full color, full bleed	15,000/150,000	/	/
A3	Bill Inserts (small)	5.5"x3.5"	5.5"x3.5" dull 60# book, no fold, double-sided, full color, full bleed	50,000		
B	Booklets	5.5"x8.5"	11"x8.5", single-fold, staple bound, double-sided, 1 page gloss 80# cover in full color/full bleed, 4 pages uncoated 70# book in black/white, print 18,000 each of 5 different artwork	90,000 (5 versions, 18,000 copies each)		
C1	Brochures (large)	3.67"x8.5"	11"x17" gloss 100# book, three-fold, double sided, full color, full bleed	5,000/25,000/100,000	/ /	/ /
C2	Brochures (standard)	3.67"x8.5"	8.5"x11" gloss 100# book, two-fold, double-sided, full color, full bleed	1,000/10,000/100,000	/ /	/ /
D	Calendars	12"x9"	12"x18", single-fold, staple bound, double-sided, full color, full bleed, 1 page matte 80# cover, 6 pages matte 80# book, 1 page uncoated 70# accent opaque	15,000		
E1	Cards (enclosure)	5.5"x4.25"	5.5"x8.5" dull 80# cover, single-fold, double-sided, full color, business card enclosure slits	1,000		
E2	Cards (note or greeting)	5.5"x4.25"	5.5"x8.5" dull 80# cover, single-fold, double-sided, full color, full bleed	250/5,000	/	/
F	CD/DVD Labels	4.5" diameter	printed 2 per page on 8.5"x11" paper, no fold, single-sided, full color, center 1.6" opening	250 (2 per page)		
G	Door hangers	4.25"x11"	4.25"x11" gloss 100# cover, no fold, double-sided, full color, full bleed, top 1.4" opening	250/5,000	/	/
H1	Envelopes (large)	9.5"x4.125" (#10)	9.5"x4.125", single-sided, one color, 24# bright white stock, no window	250/5,000	/	/
H2	Envelopes (small)	5.75"x4.375" (A2)	5.75"x4.375", single-sided, one color, 80# text stock, square flap, no window	250/5,000	/	/
I	Flyers	8.5"x11"	8.5"x11" gloss 80# book, no fold, one-sided, full color, full bleed	500/10,000	/	/
J	Folders	9"x12"	9"x12" gloss 130# cover, full color, full bleed, rounded bottom pockets with business card slits in each pocket	500/5,000	/	/
K	Letterhead	8.5"x11"	8.5"x11" dull 70# book with watermark, no fold, one-sided, full color	500/10,000	/	/
L	Letters/Applications	8.5"x11"	8.5"x11" dull 70# book, no fold, one-sided, two color	250/5,000	/	/
M1	Postcards (large)	8.5"x5.5"	8.5"x5.5" gloss 100# cover, no fold, two-sided, full color, full bleed	250/5,000	/	/
M2	Postcards (small)	6"x4"	4"x6" gloss 100# cover, no fold, two-sided, full color, full bleed	250/5,000	/	/
N	Posters	24"x36"	24"x36" gloss 100# book, no fold, one-sided, full color, full bleed	250/5,000	/	/
O	Programs	8.5"x11"	8.5"x11", no fold, double-sided, full color, heat or spiral bound, 2 pages gloss 80# cover, 20 pages dull 70# book, 5 tabs	500		
P	Rack Cards	3.67"x8.5"	3.67"x8.5" gloss 100# book, no fold, double-sided, full color, full bleed	1,000/100,000	/	/
Q1	Reports (black + white)	8.5"x11"	8.5"x11", no fold, double-sided, heat or spiral bound, 2 pages gloss 80# cover in full color, 50 pages uncoated 70# book in black/white	100		
Q2	Reports (color)	8.5"x11"	8.5"x11", no fold, double-sided, full color, heat or spiral bound, 2 pages gloss 80# cover, 60 pages uncoated 70# book, 10 tabs	50		
R	Signs	24"x36"	24"x36", single-sided, full color, full bleed, laminated, mounted on gator board	1		
S	Table Tents	4"x5"	4"x12" gloss 100# cover, three folds, single-sided, full color, full bleed, two 4"x1"+A1 feet with adhesive or other closure mechanism	500/5,000	/	/

**ATTACHMENT 2 - GRAPHIC DESIGN SERVICES QUOTE TABLE**

**Please read the following information carefully before filling out Attachment 2:** Please fill out Attachment 2 in its entirety, including all requested estimates and rates. If you do not wish to be considered for a particular item, simply write "n/a." For each item, please give an estimate of the number of hours required to complete the design and production work, as well as the hourly rate at which the design and production work will be billed. These estimates will be used as the basis for calculating payment for services rendered, with reasonable adjustments made for layout and typeset changes requested by MWDOC staff. Please note that for most items, most or all text will be provided to the designer. For additional information regarding the specifics of each item, please see the descriptions in Attachment 1.

<b>Item</b>	<b>Item Description</b>	<b>Finished Size (wxh)</b>	<b># of Graphic Design Hours</b>	<b>Graphic Design Hourly Rate</b>	<b># of Production Hours (layout/typeset)</b>	<b>Production Hourly Rate</b>	<b>Total Cost</b>
<b>A2</b>	<b>Bill Inserts (medium)</b>	Water bill stuffer designed to promote water issues to residents.	8.5"x3.5"				
<b>C2</b>	<b>Brochures (standard)</b>	Brochure distributed to residents to promote water issues.	3.67"x8.5"				
<b>D</b>	<b>Calendars</b>	Water education calendar for elementary students.	12"x9"				
<b>E2</b>	<b>Cards (note or greeting)</b>	Greeting card for business correspondence.	5.5"x4.25"				
<b>F</b>	<b>CD/DVD Labels</b>	Labels for CDs and DVDs promoting water issues.	4.5" diameter				
<b>G</b>	<b>Door hangers</b>	Door hangers to engage residents in water issues.	4.25"x11"				
<b>I</b>	<b>Flyers</b>	Single-sided flyers for residents to promote water issues.	8.5"x11"				
<b>M1</b>	<b>Postcards (large)</b>	Double-sided postcards to engage residents in water use efficiency.	8.5"x5.5"				
<b>N</b>	<b>Posters</b>	Single-sided posters to promote water issues.	24"x36"				
<b>P</b>	<b>Rack Cards</b>	Rack cards to be displayed in water agency offices to promote water issues.	3.67"x8.5"				
<b>S</b>	<b>Table Tents</b>	Table tents for restaurants to promote water conservation.	4"x5"				

## ATTACHMENT 3 – SHORT ANSWER QUESTIONS

(Please use this form; do not make up your own form.)

### **SECTION A** – *This section should be completed by Respondents that wish to be considered for printing services only.*

1. If your company was selected to provide print services for MWDOC, who specifically would MWDOC staff be working with? Please provide the name and title of the primary contact person(s), as well as the number of years this person has worked in the print industry.

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2. Please provide three references of organizations/companies (at least one government agency reference is preferred) that you have provided print services for within the past two years. Please include the organization/company name, and the email address, phone number, and contact name of the employee best able to answer questions regarding their experience with your company. Please briefly summarize the work you completed for each of the references.

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3. What is your average turn-around time for small to medium size print projects? (for example, printing 5,000 two-fold brochures) Please describe your company's ability to print projects on a short turn-around time (i.e., 3-4 days).

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4. What is your company's policy on press-proof revisions? What is your policy on overs and unders? What is your policy regarding the storage of printed materials? Please explain any associated costs, if applicable.

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5. What is one example of a printed piece your company developed that you believe was a success? Please provide a sample, if possible.

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6. Which stock would your company recommend for common projects like brochures and postcards? What are the benefits of this stock? (for example, cost savings, durability, look)

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7. How many years has your company been in business? Would you be willing to provide audited financial statements for your business to demonstrate its financial strength?

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8. MWDOC typically processes payment within thirty days of completion of the services rendered by vendor ("net 30"). As a government agency, we cannot pay upfront or before services have been rendered. Please describe your company's ability to follow this payment policy.

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9. Why do you believe your company would be best suited to provide print services to MWDOC?

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**SECTION B – This section should be completed by Respondents that wish to be considered for graphic design services only.**

1. If your company was selected to provide graphic services for MWDOC, who specifically would MWDOC staff be working with? Please provide the name and title of the primary contact person(s), as well as the number of years this person has worked in the graphic design industry.

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2. Please provide three references of organizations/companies (at least one government agency reference is preferred) that you have provided graphic design services for within the past two years. Please include the organization/company name, and the email address, phone number, and contact name of the employee best able to answer questions regarding their experience with your company. Please briefly summarize the work you completed for each of the references.

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3. What is your average turn-around time for small design projects? (for example, designing a postcard or logo) Please describe your company's ability to design pieces on a short turn-around time (i.e., 2-3 days). What is your typical turn-around time for minor artwork changes (i.e, requiring less than 1 hour of time)?

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4. Which image libraries do you have access to? What is the charge to MWDOC, if any, to use images from those libraries?

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5. What is one example of a piece your company designed that you believe was a success? Please provide a sample, if possible.

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6. What strategies do you employ to design eye-catching pieces that people will pick up and read?

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7. How many years has your company been in business? Would you be willing to provide audited financial statements for your business to demonstrate its financial strength?

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8. MWDOC typically processes payment within thirty days of completion of the services rendered by vendor ("net 30"). As a government agency, we cannot pay upfront or before services have been rendered. Please describe your company's ability to follow this payment policy.

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9. Why do you believe your company would be best suited to provide graphic design services to MWDOC?

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10. *\*\*Please note that this question will be evaluated separately from the other nine questions, and inability to meet the requirements of this project does not exclude a graphic designer from consideration for other projects.*

One of MWDOC's larger design projects will have some special requirements that not all designers will be able to accommodate. Special requirements of this job include: availability to provide approximately 75-100 hours of graphic design work between February and June; ability to work directly with MWDOC staff and staff of up to 28 local agencies; ability to attend one or more meetings at the MWDOC offices. Please discuss your ability to meet these requirements. If you do not wish to be considered for this project, you may leave this section blank.

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**SECTION C – This section should be completed by Respondents that wish to be considered for both graphic design and printing services.**

1. If your company was selected to provide printing and/or graphic services for MWDOC, who specifically would MWDOC staff be working with? Please provide the name and title of the primary contact person(s), as well as the number of years this person has worked in the graphic design industry/print industry.

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2. Please provide three references of organizations/companies (at least one government agency reference is preferred) that you have provided print and/or graphic design services for within the past two years. Please include the organization/company name, and the email address, phone number, and contact name of the employee best able to answer questions regarding their experience with your company. Please briefly summarize the work you completed for each of the references.

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3. What is your average turn-around time for small to medium size print projects? (for example, printing 5,000 two-fold brochures) Please describe your company's ability to print projects on a short turn-around time (i.e., 3-4 days).

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4. What is your company's policy on press-proof revisions? What is your policy on overs and unders? What is your policy regarding the storage of printed materials? Please explain any associated costs, if applicable.

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5. Which stock would your company recommend for common projects like brochures and postcards? What are the benefits of this stock? (for example, cost savings, durability, look)

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6. What is your average turn-around time for small design projects? (for example, designing a postcard or logo) Please describe your company's ability to design pieces on a short turn-around time (i.e., 2-3 days). What is your typical turn-around time for minor artwork changes (i.e, requiring less than 1 hour of time)?

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7. Which image libraries do you have access to? What is the charge to MWDOC, if any, to use images from those libraries?

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8. What is one example of a piece your company produced that you believe was a success? Please provide a sample, if possible.

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9. What strategies do you employ to design eye-catching pieces that people will pick up and read?

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10. How many years has your company been in business? Would you be willing to provide audited financial statements for your business to demonstrate its financial strength?

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11. MWDOC typically processes payment within thirty days of completion of the services rendered by vendor ("net 30"). As a government agency, we cannot pay upfront or before services have been rendered. Please describe your company's ability to follow this payment policy.

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12. Why do you believe your company would be best suited to provide printing and graphic design services to MWDOC?

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13. \*\*Please note that this question will be evaluated separately from the other twelve questions, and inability to meet the requirements of this project does not exclude a graphic designer from consideration for other projects.

One of MWDOC's larger design projects will have some special requirements that not all designers will be able to accommodate. Special requirements of this job include: availability to provide approximately 75-100 hours of graphic design work between February and June; ability to work directly with MWDOC staff and staff of up to 28 local agencies; ability to attend one or more meetings at the MWDOC offices. Please discuss your ability to meet these requirements. If you do not wish to be considered for this project, you may leave this section blank.

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## Printing and Graphic Design Services RFP Distribution List

### Key:

*Companies denoted with a (P) responded to the print portion of the RFP*  
*Companies denoted with a (G) responded to the graphic design portion of the RFP*  
*Companies denoted with an (I) responded late or incompletely to the RFP*

### Print and Graphic Design

#### Companies:

Ad Pro	Orange County Graphics and Printing (P) (G)	Birmingham Press
AdvancedLitho	Pacific Graphics Inc.	Brooks Printing (I)
AJ Graphics	Pacific Litho Inc.	Bryton Printing (P)
Allegra Print & Imaging	Prepress Supply Inc	Bullfrog Printing
Alliance Printing	Print 5K (P)	Business Image Printing Corporation
Alpha Graphics	Printing O.C.	C & H Letterpress Inc
American Commercial Printing & Graphics	Printmaster Co.	California Print 2 Copy
Avanti Printing Inc	Rebus Digital	Charter Printing
A-West Print	SABP Reprographics-Imaging	Cher's Creative Printing
Bentley Printing & Graphics, Inc	Seaside Graphics & Printing (P) (G)	Clines Printing
BizUSA	Sir Speedy Printing	Coastal Press
Blacksauce Printing	Staples Copy & Print Centers	CODRA ENTERPRISES, INC
Copy Shoppe Printing, Inc	Stratocom (P) (G)	Copy 4 Less
Corporate Color Printing Inc (P)	Tarman Designs	Creative Forms Designs Inc.
Creative Copying	The Printery, Inc	Creel Printing of California
Design Dynamics (P) (G)	Thomas Printers	Delta Printing Solutions
DLS (P) (G)	Tim Hogan Graphics (P) (G)	Digi Color
Easy Enterprises Printing (P) (G)	Ultimate Image Printing	Digiphoto
Excell Printing	Universalink	Discount Printing
Graphic Industries LLC	Western Printing & Graphics	Douglas Printing
Group One Graphics (P) (G)	World Trade Printing Company	Eco Imaging
Hoover Printing (P) (G)		Edinger Printing Center
House of Printing & Copying (P)	<b>Print-Only Companies:</b>	Europrint (P)
Image Printing Solutions (P) (G)	A H Graphics Ltd	Eyecatcher's Printing
Irvine Printing & Graphics	A Laser Printer Services	Farheap Solutions
Kalenspress	A Printing Press	Faust Printing (P)
Karcher Digital & Printing	A1H & S Printing Services	FedEx Office Print & Ship Center
LA Design Group (P) (G)	ABC Printing & Business Services	Fountain Printing
Laguna Graphic Arts	Advanced Business Copiers	Fountain Valley Printing
Lazerquick Printing	All Forms Express	H B Fast Print
Lighthouse Printing & Design (I)	All Star Copy & Bindery	HDI Via Fill Services
Metropolitan Printing	Allpro Forms Inc.	Infinity Design
Myriad Designs	American Speedy Printing	InfoSend (P)
Nationwide Printing Services, Inc.	ASAP Business Forms	Insta Print
OC Multimedia	Autumn Print Group (P)	IRG Plotters & Printers
OC Printing (P) (G)	B & Z Printing	Jenson Printing
OCB Reprographics	Baird Printing	Kenny the Printer
Orange County Designers	Ben Franklin Press	Kinkos Inc.
Orange County Fast Print (P) (G)	Bentley Printing (P)	Kwik Kolor Printing
	Bieber Communications	Lighthouse Printing and Design
		Logic Companies
		Main Graphics (P)
		Mayer Litho Inc. (P)

Monaco Group (The)  
Morningrise Printing  
National Media Marketing  
Newport Printing  
Newport Printing Systems  
Orange Coast Printer  
Parallel Printing  
Parker Printing (P)  
Peterson Printing  
Print Techniques  
Printing Island  
Printing Network (P)  
Q & H Printing  
Quo Edward  
Randol & Sons  
Ryan Press  
Smith Printing Corp (P)  
Spee-Dee Printing  
State Printing  
The Printing Company Inc.  
Toppan Printing Co  
Total Image Printing  
Tri Print, LLC  
UPS Store  
West America Graphics  
Western & Diversfied Printing  
Xpress Print  
X-Press Printing (I)

**Graphic Design-Only Companies:**

AdImagination (G)  
Aegis Productions  
Alain Jamar Studio (G)  
Akins Parker Creative  
Angle Scott Illustration  
Arnold Ontes Design  
Axcelerant  
Beach Graphics  
Birdsall Scott Design  
Bjelland Design  
Boss Printing  
BTW Designs (G)

Capstone Studios, Inc.  
Clayton& Woods Design  
Conroy Consults  
Copi Rite Graphics  
CreativeCrate  
Design Driven  
Design Pros  
Dharne & Co  
Digital Color Graphics Inc  
Douglas Henry Design  
D-Power & Co  
Dujanovic Robin  
Eight Horses (G)  
Gearbox Advertising & Design  
Grafico  
Graphic Placement Inc  
Graphics International Inc  
Gravis & Associates  
Hancock Rinek Design  
Identity Design  
Immix  
International Design & Marketing, Inc.  
Intersect Blue  
Island Color Inc.  
James Klein & Associates (G)  
JW Creative Group  
Kroko Design  
LC Design  
Liberty Graphics  
LSP Engineering &n Graphics Art  
Luis Alvarado Design  
Managerie Creative (G)  
Mariner Art & Design  
Mediapainter (G)  
Michelle Clark Studios  
MindlinQ (G)  
My Print Corporation  
Negaresh Business Services Inc.  
Nld Graphics and Printing  
Orange County Graphics Plus  
Paradigm Imaging Group  
Raymond Ari Design (G)  
Reliable Graphics

Sanford Associates, Inc  
Siegan Design  
Sonnyside Up!  
Standard Graphics  
Stoyan Advertising & Design  
SunBurst Graphics Design  
Websonic  
Williams Graphics



Item No.

**ACTION ITEM**  
February 17, 2010

**TO:** Board of Directors

**FROM:** **Public Affairs & Legislation Committee**  
(Directors Dick, Clark, Finnegan)

Kevin Hunt  
General Manager

Staff Contact: David Cordero

**SUBJECT:** **Resolution in Support of the "Local Taxpayer, Public Safety, and Transportation Act of 2010"**

**STAFF RECOMMENDATION**

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Staff recommends the Board of Directors take a position in support of the proposed act.

**COMMITTEE RECOMMENDATION**

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Committee recommends (to be determined at Committee Meeting)

**DETAILED REPORT**

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Historically, in times of fiscal distress, the State of California has taken, in various forms, billions of dollars of revenue raised to support cities, counties, and special districts. Although legislation to control this has been passed, the process continues. This year, the State of California's budget includes \$5 billion dollars in city, county, transit, redevelopment, and special district funds. On October 20, 2009, a coalition led by the League of Cities, local government, transportation and public transit leaders filed a ballot measure called the Local Taxpayer, Public Safety and Transportation Protection Act with the California Attorney General's office. The coalition is working to have the measure placed on the ballot for 2010. If passed by the voters, the measure would close loopholes and prevent the State from borrowing, raiding, or otherwise redirecting local government, transportation, and transit funds.

<b>Budgeted (Y/N):</b>	Budgeted amount:
<b>Action item amount:</b>	Line item:
<b>Fiscal Impact (explain if unbudgeted):</b> none	

Summary

Two alternative versions of the ballot measure were actually filed. Both the versions are similar and their content is virtually identical. The major difference is formatting.

The ballot language is intended to protect local revenues by doing the following:

- Prohibit the state from taking, borrowing, or redirecting local taxpayer funds dedicated to public safety, emergency response and other vital local government services, including redevelopment.
- Close loopholes to prevent the taking of local taxpayer funds currently dedicated to cities, counties, and special districts.
- Revoke the state's authority to borrow local government property tax funds or divert local redevelopment funds.
- Protect vital, dedicated transportation and public transit funds from state raids.
- Prevent state borrowing, taking or redirecting of the state sales tax on gasoline (Prop 42 funds) and Highway User Tax on gasoline (HUTA) funds that are dedicated to transportation maintenance and improvements.
- Prevent the state from redirecting or taking public transit funds.

Filing the measure with the Attorney General's office is just the first step in a long and expensive process of qualifying a measure for the November 2010 ballot and securing voter approval. The coalition received the official Title and Summary in late December 2009. The coalition is proceeding with collecting the approximately 1 million signatures needed to qualify for the November 2010 ballot.

Although MWDOC is not directly affected, the majority of our client agencies are.

**RESOLUTION IN SUPPORT OF THE LOCAL TAXPAYER, PUBLIC SAFETY, AND  
TRANSPORTATION PROTECTION ACT OF 2010**

WHEREAS, California voters have repeatedly and overwhelmingly passed separate ballot measures to stop State raids of local government funds, and to dedicate the taxes on gasoline to fund transportation improvement projects; and

WHEREAS, these local government funds are critical to provide the police and fire, emergency response, parks, libraries, and other vital local services that residents rely upon every day, and gas tax funds are vital to maintain and improve local streets and roads, to make road safety improvements, relieve traffic congestion, and provide mass transit; and

WHEREAS, despite the fact that voters have repeatedly passed measures to prevent the State from taking these revenues dedicated to funding local government services and transportation improvement projects, the State Legislature has seized and borrowed billions of dollars in local government and transportation funds in the past few years; and

WHEREAS, this year's borrowing and raids of local government, redevelopment and transit funds, as well as previous, ongoing raids of local government and transportation funds, have lead to severe consequences, such as layoffs of police, fire and paramedic first responders, fire station closures, stalled economic development, healthcare cutbacks, delays in road safety improvements, public transit fare increases and cutbacks in public transit services; and

WHEREAS, State politicians in Sacramento have continued to ignore the will of the voters, and current law provides no penalties when state politicians take or borrow these dedicated funds; and

WHEREAS, a coalition of local government, transportation and transit advocates recently filed a constitutional amendment with the California Attorney General, called the Local Taxpayer, Public Safety, and Transportation Protection Act of 2010, for potential placement on California's November 2010 statewide ballot; and

WHEREAS, approval of this ballot initiative would close loopholes and change the Constitution to further prevent State politicians in Sacramento from seizing, diverting, shifting, borrowing, transferring, suspending or otherwise taking or interfering with tax revenues dedicated to funding local government services, including redevelopment, or dedicated to transportation improvement projects and mass transit.

THEREFORE, BE IT RESOLVED that Municipal Water District of Orange County formally endorses the Local Taxpayer, Public Safety, and Transportation Protection Act of 2010, a proposed constitutional amendment.

BE IT FURTHER RESOLVED that we hereby authorize the listing of <LOCAL GOVERNMENT> in support of the Local Taxpayer, Public Safety, and Transportation Protection Act of 2010 and instruct staff to fax a copy of this resolution to campaign offices at 916.442.3510.

**PASSED AND ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2010 by the following vote:



## DETAILED REPORT

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One of MWDOC's functions under the Proceeds Agreement for the Sale of the AMP to Metropolitan is to monitor the peak usage of the AMP by the Participants to verify that they are remaining within their capacity allocations as of the date of the sale. If the capacity allocations are exceeded, MWDOC is required to assess the agency for the amount of capacity used in excess of the allocated capacity.

The AMP Proceeds Agreement includes the following provision:

*For purposes of determining whether a Participant or Leasing Agency has exceeded its capacity, MWDOC shall not consider peak flows resulting from emergency situations, inadvertent flow changes or operational adjustments required by Metropolitan or other agencies.*

Previous waivers of the subject assessment were granted for the following:

Agency	AMP Capacity (cfs)	Exceeding Flow (cfs)	Period of Exceedance	Explanation for Exceedance
San Juan Capistrano	4.91	5.5	Feb-Mar '97	Tri-Cities main down for repairs
East Orange CWD	9.57	15.0	May-Sep '96	CalTrans construction cut E Orange's line off OC-48
Irvine Ranch WD	29.68	n/a	[Fall '95]	Permission requested in advance by IRWD to exceed due to Zone 1 reservoir recoating; no exceedance occurred
EI Toro WD	26.33	28.0	Mar '97	Repairs at R-6 Resv.
EI Toro WD	26.33	up to 49.0 when re-filling	Nov. '01 – Sep '02	Permission requested in advance by ETWD to exceed due to enlargement and re-covering of R-6 Res.
South Coast WD / JRWSS	10.77	n/a	Nov. '02	Permission requested in advance by South Coast WD to exceed due to Aufdenkamp TM leak; no exceedance occurred
South Coast WD / JRWSS	10.77	up to 18.2	May 2005 thru present	Permission requested by South Coast WD to exceed due to break in the Joint Regional Transmission Main in May 2005
Yorba Linda WD (and others)	30.04	up to 40.0	FY 05-06 and FY 06-06	Permission requested by Yorba Linda WD to exceed due to taking In-Lieu flows. Permission extended to other pumpers.
San Juan	4.91	Up to 8	Jul-09	Permission requested in advance

Agency	AMP Capacity (cfs)	Exceeding Flow (cfs)	Period of Exceedance	Explanation for Exceedance
Capistrano		cfs		by SJC to exceed due to Eastern TM down for repairs. No exceedance occurred- flow was taken from MNWD via emergency interconnection.

### Variance Requested due to Key Facility Work

#### a) East Orange CWD

East Orange CWD (EOCWD) will be taking its largest reservoir, the 11 MG Andres Reservoir, out of service for repairs in the Mar.-Jun. 2010 period. EOCWD will be drilling a replacement well and will need to take its well out of service at times in this same period. While these key facilities are down, EOCWD will need to take the maximum flow that it can from the AMP at service connection OC-70. The two existing pumps at OC-70 can put out about 11 cfs when AMP flows are low; that is about 1.5 cfs above EOCWD's AMP capacity of 9.57 cfs.

#### b) San Juan Capistrano and South Coast WD

The Joint Regional Transmission Main (JTM) is owned jointly several South OC area agencies, and is operated by South Coast WD (SCWD). The JTM is San Juan Capistrano's (SJC's) principal imported water supply line; the city owns 9.0 cfs of capacity in this line. The AMP is the city's secondary supply line; the city's AMP capacity is 4.91 cfs, although the city's service connection (SC-04) is sized to flow up to 10 cfs. SJC has a groundwater recovery plant that is presently running at under half capacity due to MTBE contamination of the groundwater. SCWD will shut down the JTM for 21 days from Feb. 18 through Mar. 11 2010 for inspection of pre-stressed pipe and to construct improvements and install replacements. SJC notified MWDOC in advance that it will need to take up to 11 cfs through the AMP during this shutdown, and requested a variance. SCWD and San Clemente jointly have 10.77 cfs capacity in the AMP, and normally obtain the majority of their water via the JTM. SCWD, on behalf of themselves and San Clemente, requested a variance to allow them to take up to 27 cfs. In both of these cases, the actual need will probably be less than the high-end estimate.

Staff will seek ratification of a variance for these three cases from the AMP participants.



Item No.

## DISCUSSION ITEM

February 16, 2010

**TO:** Board of Directors

**FROM:** **Public Affairs & Legislation Committee**  
(Directors Hinman, Dick, Finnegan)

Kevin Hunt  
General Manager

Staff Contact: David Cordero

**SUBJECT: WATER POLICY FORUM & DINNER**

### **STAFF RECOMMENDATION**

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Staff recommends the Board of Directors receive and file the report.

### **COMMITTEE RECOMMENDATION**

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Committee recommends (To be determined at Committee Meeting):

### **SUMMARY**

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The next MWDOC Water Policy Forum & Dinner will be on Wednesday, March 10, 2010 from 6:00 – 8:30 p.m. at the Fairmont Hotel in Newport Beach. The confirmed keynote speaker is Mark Cowin, who was appointed last month as Director of the Department of Water Resources following Lester Snow's appointment as Secretary of the California Natural Resources Agency.

Any additional details or other information will be provided to the board as it becomes available.

<b>Budgeted (Y/N): N/A</b>	Budgeted amount:
<b>Action item amount:</b>	Line item:
<b>Fiscal Impact (explain if unbudgeted):</b>	



Item No.

**DISCUSSION ITEM**

February 16, 2010

**TO:** Public Affairs and Legislation Committee

**FROM:** Kevin Hunt  
General Manager

Staff Contact: Darcy M. Burke

**SUBJECT:** Orange County Water Summit III

**STAFF RECOMMENDATION**

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Staff recommends that the PAL Committee discuss the Orange County Water Summit III and direct staff to continue orchestrating and coordinating the event in conjunction with Orange County Water District and Disneyland Resorts.

**COMMITTEE RECOMMENDATION**

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To be determined at PAL Committee Meeting

**SUMMARY**

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MWDOC is the lead agency for OC Water Summit III and will be joined by Orange County Water District and the Disneyland Resorts as presenting agencies. MWDOC Director Jeff Thomas was selected as the Board appointed liaison to the Planning Committee. OCWD has appointed Director Steve Sheldon as Co-Chair. The Orange County Business Council, the Southern California Water Committee and the League of Cities have been contacted in being co-hosting agencies. The Orange County Water Summit III is planned for Friday, May 14th, at the Grand Californian Hotel at the Disneyland Resort.

**DETAILED REPORT**

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The last meeting focused on graphic images ad program content. On-line registration, updated website information and sponsorship outreach materials are all in process. The speakers are in the process of being invited and confirmed. The latest draft of the program is as follows:

**7:30 a.m. – 8:00 a.m. Registration**

<b>Budgeted (Y/N): Yes</b>	Budgeted amount: \$10,000.00
<b>Action item amount:</b>	Line item:
<b>Fiscal Impact (explain if unbudgeted):</b>	

8:00 a.m. – 8:10 a.m.

**Pledge of Allegiance**

Colonel Magness, Army Corp of Engineers

**Welcome and Introduction of Summit Emcee**

**Summit Co-Chairs:**

Jeff Thomas, Director, Municipal Water District of Orange County

Steve Sheldon, Director, Orange County Water District

TBD, Disneyland Resorts

**Opening Emcee:** Paul Rodriguez, Actor & Comedian  
Chair of the California Latino Water Coalition

8:10 a.m. – 9:00 a.m.

**Western Water; Where are we and how did we get there?**

**Moderator:**

Joel Bourne, Contributing Writer, “National Geographic”

**Speakers:**

- Curt Schmute –Metropolitan Water District of Southern California - CONFIRMED
- Steve Solomon – Author of “Water: The Epic Struggle for Wealth, Power, and Civilization”
- TBD - Reservoirs

9:00 a.m. – 9:45 a.m.

**Water grows food and clothes, but not in California.**

• **Moderator:**

- Paul Rodriguez

• **Speakers:**

- Mario Santoyo – CONFIRMED, Friant Water Authority
- Brian Brady, Imperial Irrigation District – Invited – working to adjust schedule to participate
- Dairy Council of California
- Congressman Cardoza

9:45 a.m. - 10:00 a.m.

**Break**

**NEW EMCEE TO TAKE OVER FOR REST OF THE PROGRAM**

10:00 a.m. – 10:45 a.m.

**The Global Perspective to the Water Crisis; what are they doing around the world? Panel**

**Moderator:**  
TBD

**Speakers:**

- TBD, MWDOC, Focusing on SOCOD
- Poseidon – Huntington Beach project and Carlsbad
- Australia –

10:45 a.m. – 11:25 a.m.

**Water Supply's impact on the Economy and Emerging Trends**

**Speakers:**

- Stratfor
- Joel Kotkin – INVITED – AVAILABLE

11:25 a.m. – 11:55 a.m.

**Innovation – the key to solutions**

**Moderator**

Susan Leal - INVITED

**Speakers:**

- Kendall Jackson Winery – Robert Boller CONFIRMED
- Re-engineering Turf Grass– Jim Baird, PhD – CONFIRMED
- TBD Disneyland Resorts – Recycling with GWRS - INVITED

11:55 a.m. – 12:15 p.m.

**Break –**

12:15 p.m. – 1:25 p.m.

**Lunch**

**Water Bond Town Hall ... Gubernatorial Candidates**

**Moderator**

Reporter – Stan Chambers - INVITED

**Speakers:**

- Meg Whitman - INVITED
- Steve Poizner- INVITED
- Jerry Brown- INVITED

1:30 p.m.

**Closing Remarks**

**Co-Chair:** Director Jeff Thomas – Co Chair O C Water Summit

As the program and speakers become finalized, information will be provided to the Committee.

***Municipal Water District of Orange County, California***  
***Washington Update***  
*February 10, 2010*

**LEGISLATIVE REQUESTS FOR 2010**

<i>Potential Source of Funding</i>	<i>Description</i>	<i>Amount Requested</i>	<i>Status</i>
<b>Natural Resources Conservation Service – NRCS-- US Dept of Agriculture</b>	SmarTimer Irrigation Controller Installations	\$0.5M	MWDOC Staff is in the process of submitting the appropriations requests for this project to the various Members of the California Congressional Delegation. \$150,000 was received this past year for this project. Once this program is fully implemented, there will be a significant annual reoccurring savings of 30,000 acre feet of water.
<b>South Orange Coastal Ocean Water Desalination Project</b>	Federal Appropriations and an Authorization for Federal Funds for the Desalination Project	\$1.2 M	<p><b><i>Appropriations:</i></b>            Within the past month, Director Barbre and MWDOC Staff have met with California Congressional Delegation senior staff regarding this project and have had very positive meetings. \$875,000 in federal funds was appropriated for a State and Tribal Assistance Grant (STAG Grant) for the Municipal Water District of Orange County for water infrastructure for the current fiscal year and this funding is planned for the South Orange Coastal Ocean Water Desalination Project.</p> <p><b><i>Authorizations:</i></b>            Again, key congressional staff members are recommending that MWDOC maximize the State and Tribal Assistance Grant program.</p> <p><b><i>Background -</i></b> Discussions have been held with both Senate offices and each has encouraged us to seek STAG Grant funding again this year.</p>

		<p>MWDOC is also continuing to explore funding through a pre-existing WRDA Authorization for California water infrastructure. A third strategy is to also work with the two Senate offices on seeking a separate MWDOC specific authorization in a “new” Water Resources Development Act that is likely to be drafted sometime in the future. Note that Senator Boxer is Chairwoman of the relevant Senate Committee for this legislation and Senator Feinstein is Chairwoman of the relevant Appropriations Committee for STAG Grants. Senator Boxer’s office in particular has suggested that the preexisting WRDA Account for California infrastructure may be the preferred course for MWDOC. Each of the Senate offices has been very supportive of our efforts and MWDOC is working very closely with each of the offices. The House offices have continued to be updated on events as well.</p>
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**GENERAL CONGRESSIONAL UPDATES**

<p><b>Congressional Session Status</b></p>	<p>With the new election of a Republican Senator from Mass., the entire Washington Establishment has been jolted with his surprise win. Significantly, the Democratic Leadership of both Houses of Congress and the Obama Administration has recalculating their political strategies for the 2010 election year. This process is still being sorted out at printing time.</p> <p>A Stimulus II Bill passed the House of Representatives shortly before the Christmas Break and the Senate side is likely to break up the larger bill into smaller pieces and describe the various bills as “Jobs Bills”. The Senate is likely to consider this legislation in late February or March. Unlike the House where a mere majority is needed to pass legislation, Senate rules frequently require a 60 vote majority on controversial pieces of legislation when a filibuster is threatened. Now that the Republicans hold 41 votes (with the recent Mass. Victory) it will be harder to ramrod legislation through the Senate Floor.</p>
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	<p>Meanwhile, the Health Care Reform Bill will be “conferenced” either formally or informally in the coming months in an effort to try and pass a bill this year. The Health Care Reform Bill was the legislation with the highest priority of the White House and the House and Senate Leadership during 2009. The outcome the Health Care Reform Bill is now unclear because of the 41 votes in the Senate.</p>
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*JCB 1-12-2010*



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## MEMORANDUM

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**To:** MWDOC Public Affairs and Legislative Committee

**From:** Christopher Townsend, President  
Heather Dion, Senior Director  
Casey Elliott, Senior Legislative Associate

**Date:** February 16, 2010

**Subject:** Activity Report

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### **State Political Highlights:**

There has been a slow trickle of bill introductions over the last six weeks since the Legislature reconvened in early January. SB 918 (Pavley), dealing with direct reuse of recycled water, AB 1594 (Huber) focused on an alternative conveyance system, and SB 991 (Wolk) which would appropriate \$570 million from Prop 1E and Prop 84 are the only substantive water bills to date. The bulk of the bill introductions will occur over the next two weeks, with the bill introduction deadline on February 19th.

The Senate and Assembly Budget Committees have met every day for the past two weeks. It is expected that the Legislature will try and vote on a mid-year budget package by mid-February. Most of the proposed budget cuts solutions will be focused on health and human services, education, some fund shifts, and likely the gas tax and redevelopment agencies. Prop 1A was invoked in 2009 and is not an option for this year's budget.

Assembly Member Huffman, who has indicated he will be introducing legislation focused on a water fee to help subsidize the water bond, has not done so as of this writing. And generally, water bond activity is focused at the local and regional level. Various interest groups, such as the Southern California Water Coalition and the Latino Water Coalition have begun to host forums to provide background and information on the water bond. The Latino Water Coalition is hosting regional forums across the state to inform elected officials about what is included in the bond. The Orange County forum, hosted by the Coalition, is scheduled for March 12, and will be held at the Bowers Museum in Santa Ana.

### **Specific Activities for the Month:**

- TPA has been monitoring and analyzing legislation that has been either amended or newly introduced on behalf of MWDOC and its member agencies since before the beginning of the 2009-2010 legislative session on January 4<sup>th</sup>. We are providing recommendations to staff and have created a tracking matrix to help monitor the process of legislation.

- TPA provided the legislative updated and report at the February WACO meeting.
- TPA is providing a comprehensive strategy with recommendations on pursuing trailer bill legislation to carve out a piece of the \$1 BILLION in the water bond under Chapter 11 for the Dana Point Desalination Facility.
- TPA is providing ongoing support and assistance to MWDOC's member agencies related to water bond inquiries.
- TPA is participated in the North County IRWMP meeting on behalf of MWDOC and its member agencies.

## Public Affairs Activities Report January 18 – February 12, 2010

<p><b>Client Agency Relations</b></p>	<p>Ms. Darcy Burke assisted El Toro Water District with obtaining copies of Metropolitan Commercials and MWDOC's PSA for use on their local cable channel.</p> <p>Ms. Jessica Hanley and public affairs intern Diana Herrick developed a flyer promoting the 2010 Water Education Poster and Slogan Contest. Jessica provided customized flyers for the City of La Habra, Moulton Niguel Water District, and Golden State Water Company.</p> <p>Staff distributed "water served upon request" restaurant conservation materials to the City of Newport Beach. Newport Beach will be sending these materials out to their local restaurants.</p> <p>Staff distributed Ricki Raindrop pencils and activity booklets to Moulton Niguel Water District.</p> <p>Jessica and Darcy worked with Richard Bell, Karl Seckel, and South Coast Water District staff to develop outreach materials for the South Orange Coastal Ocean Desalination Project. A letter was sent to residents and businesses within 500 feet of the construction site; a press release was developed and distributed to local media; and onsite construction signage was developed. Jessica also developed custom letterhead for the project.</p> <p>Per the request of Mesa Consolidated Water District, Jessica developed a large presentation check for their agency to use at an upcoming event.</p> <p>El Toro Water District requested 12,000 copies of Metropolitan's "Cut Your Use" rack cards for distribution to their customers. Jessica is working with El Toro and Metropolitan staff to coordinate this effort.</p> <p>Jessica is serving on OCWD's Children's Water Education Festival planning committee. She is working with the client agencies and school program teachers to promote the festival to local schools. To date, approximately 4,000 students and 40 presenters are registered for the event. MWDOC will have a booth at the festival, and we will be supporting the event with \$3,000 in budgeted funds.</p>
<p><b>Community Relations</b></p>	<p>Darcy and Tiffany coordinated an inspection trip for Director Foley to Edmonston Pumping Plant and Jensen Treatment Plant on Friday, January 29, 2010.</p> <p>Darcy and Tiffany coordinated an inspection trip for Director Ackerman to Lake Matthews, Diamond Valley Lake and Skinner Treatment Plant on Friday February 5, 2010.</p>

	<p>The Cypress Chamber of Commerce requested a speaker on all of the ocean desalination projects currently being considered in Orange County. Kevin Hunt will present at their breakfast meeting on February 9, 2010.</p> <p>Darcy has been requested to speak to Mesa Consolidated Water District's Water Studies Group on February 17, 2010.</p> <p>Darcy and Tiffany met with Directors Dick and Ackerman for a debriefing of a recent Colorado River trip and began planning for a new Water Resources inspection trip.</p> <p>Hurley Sportswear and Project Save Our Surf are filming six public service announcements for Water: Do More with Less on February 17<sup>th</sup>. Action sports figures, actors and surfers are expected to participate.</p> <p>Jessica attended Metropolitan's Education Coordinators meeting on January 28.</p> <p>Jessica and Tiffany coordinated an OC Water Hero kit distribution in late January. More than 300 kits were distributed to local students.</p>
<p><b>School Program</b></p>	<p>To date, Discovery Science Center has booked 71,088 students for the 2009-10 water education assembly program; 41,374 students have been served thus far. Discovery Science Center has fully booked the water quality program, and nearly all 1,800 students have been served.</p> <p>School program teach Tish Daly and intern Chase Griswold attended Discovery Science Center's Educators Evening of Science on January 27. Staff worked the MWDOC booth at this event and promoted the school program to Orange County teachers.</p>
<p><b>Media Relations</b></p>	<p><b><u>The Orange County Register</u></b>, January 21, 2010, reporter Jessica Terrell called and inquired if the drought was over due to the recent rains.</p> <p><b><u>The Orange County Register</u></b>, January 21, 2010, reporter Teri Sforza ran an article in regards to the possible split. A copy of the article is attached for your review.</p> <p><b><u>The Daily Pilot</u></b>, January 21, 2010, reporter Tom Ragan, called and inquired if the drought was over due to the recent rains. Mr. Ragan, new to water, was encouraged to contact Mesa Consolidated as well. His article ran on January 25, 2010 and is attached for your review.</p> <p><b><u>CBS News</u></b>, January 28, 2010, reporter Michele Gile, interviewed Karl Seckel about the recent rains and water supply. Here is the link to the video clip:</p>

	<p><a href="http://cbs2.com/video/?id=125916@kcbs.dayport.com">http://cbs2.com/video/?id=125916@kcbs.dayport.com</a></p> <p><b>LIVE OC</b>, February 2010 issue, an article by President Finnegan highlighting Orange County Water, where it comes from and the continued need to be water efficient in spite of the rains was published. A copy of the article is attached for your review.</p> <p><b>The Huntington Beach Independent</b>, February 4, 2010, reporter Britney Barnes visited a school assembly conducted by Magaly Hayes and featured the program in her article. A copy of the article is attached for your review.</p>
<p><b>Special Projects</b></p>	<p>Darcy, Orange County Water District and Townsend Public Affairs met with Mario Santoyo and Brenda Quintana of the Latino Water Coalition in regards to a Water Forum planned for Orange County. These forums are in cooperation with ACWA and the Southern California Water Committee and will be held throughout the state. Ocean Desalination as well as advanced recycling will be part of the Orange County program. A date has not been determined.</p> <p>Staff began working on the budget for 2010-2011 and submitted a first draft for consideration.</p> <p>Staff is working on the next OC Water Summit, which is scheduled for May 14, 2010. The Planning Committee is working on refining the program content, finalizing a theme, developing outreach materials, and developing sponsorship materials. Three speakers have been confirmed. Staff is planning to use an online registration site to register guests for this event.</p> <p>Jessica is finalizing the new eCurrents newsletter template. The new template will include the water glass image that is featured in other MWDOC-branded items.</p> <p>Jessica is compiling the results of the eCurrents newsletter survey and will develop a presentation summarizing the survey findings. Survey results will be presented at the March Public Affairs and Legislation Committee meeting. The goal of the survey was to gain feedback from subscribers and improve the newsletter to further benefit readers. More than three hundred eCurrents subscribers participated in the survey.</p> <p>Staff developed a presentation abstract for the WaterSmart Innovations conference, to be held this fall. The abstract described the Water: Do More with Less campaign and related achievements.</p> <p>David and Tiffany met with Nira Yamachika and Michelle Boyd (OCWD) and technical consultant Ken Reich (Stetson Engineers) to discuss the production of the 2009 Consumer Confidence Reports. This production team organizing meeting occurs in advance of the formal kickoff meeting with the participating client agencies which will occur this year on Thursday, February 25<sup>th</sup> at 9:00 a.m. in the</p>

	<p>MWDOC/OCWD Board Room.</p> <p>David, Tiffany, and Jessica met with OC Printing to discuss the graphic design work associated with the Consumer Confidence Reports (water quality reports) project. OC Printing will provide the graphic design services for the project this year.</p> <p>Darcy was invited to attend and participate at Central Basin's Metropolitan Caucus on February 3, 2010. She has been asked to attend regularly.</p>
<p><b>Water Use Efficiency Marketing</b></p>	<p>A Printing and Graphic Design Services Request for Proposals was developed and distributed by staff. The RFP solicits pricing and related information for graphic design and printing services. The RFP was distributed to more than 200 local vendors. Staff evaluated the responses and rated them based on their pricing, samples, customer service policies, and responses to short answer questions. Three graphic design companies and four printers were selected to provide services to the District's water use efficiency, public affairs, and government affairs departments for the remainder of this fiscal year. A detailed report will be given to the PAL committee this February.</p> <p>Jessica had a conference call with Jenna Voss, who runs the Orange County Stormwater Program and Project Pollution Prevention Group. The County is interested in partnering with MWDOC on some conservation outreach materials. Preliminary partnership activities may include a bill insert and overwatering brochure for residents.</p> <p>Jessica is working with Joe Berg and water use efficiency intern Rajan Brown to develop a brochure summarizing the water efficient landscape ordinance. Staff is also working collaboratively with the League of Cities – Orange County chapter and Orange County Stormwater Program on this project to ensure consistent messaging.</p> <p>Jessica and the water use efficiency department staff attended the February 4 water use efficiency coordinators meeting.</p>
<p><b>Legislative Affairs</b></p>	<p>David has been preparing MWDOC's federal appropriation request forms for FY2011 for submission to Senators Boxer and Feinstein and each member of the Orange County Congressional Delegation. MWDOC will be requesting a \$1.3 million STAG Grant for the South Orange Coastal Ocean Desalination Project and a \$500,000 EPA appropriation for the Smart Irrigation Controller Program.</p> <p>David has been making preparations for the Orange County Water Issues Congressional Briefing &amp; Luncheon in Washington, D.C. on Wednesday, February 24<sup>th</sup>. The event is being held in Cannon 121 (House Office Building) and attendance confirmations have been received from the offices of each delegation member. He continues</p>

to check on the availability of Senators Boxer and Feinstein. Also participating in the luncheon with MWDOC and contributing to the briefing book being compiled by David are the following agencies: Irvine Ranch Water District, Mesa Consolidated Water District, San Juan Capistrano, and the County of Orange.

David attended the January meeting of Moulton Niguel Water District's Legislative and Legal Committee. They discussed the District's past and potential future engagement in legislative issues. MNWD Director Larry McKenney, who is leading this effort on his board, extended an invitation to David to attend the meeting.

David continues his participation on the conference calls of the Metropolitan Water District of Southern California and its member agency legislative coordinators, as well as the Southern California Water Committee's Legislative Taskforce. Both groups have been discussing the status of two-year state legislative bills, Delta issues, and the status of some ongoing federal policy issues.

David attended the February meeting of the California Special Districts Association (CSDA) Legislative Committee in Sacramento. The committee reviewed and discussed the status of two-year bills; new bill introductions; the state budget situation; initiatives for the primary and general election ballots; and the CSDA Legislative Conference May 11-12<sup>th</sup> in Sacramento. Also introduced at the meeting was the new CSDA Legislative Director, Kyle Packham, who most recently worked in the Capitol for former Senator John Benoit.

David accompanied Kevin Hunt to a meeting with Lacy Kelly and Tony Cardenas from the OC Division of the League of California Cities to discuss potential opportunities for collaboration between the Division and MWDOC. David has recently been working with Mr. Cardenas to raise the awareness with the water and special district communities about the Local Taxpayer, Public Safety and Transportation Protection Act for which signatures are currently being gathered to place the initiative on the November ballot.

David attended the Association of California Water Agencies (ACWA) regional implementation workshop on the California Legislative Water Package. The workshop for ACWA Regions 8-10 was held at Irvine Ranch Water District and it provided ACWA and its members an opportunity to discuss key components of the legislation including: Conservation Compliance Options; Water Rights Protection; Delta Governance Structures; In-stream Flow Criteria; Fund Allocations; Public Outreach & Education; and also potential issues that may arise during 2010 including fee proposals.

# Orange County Water

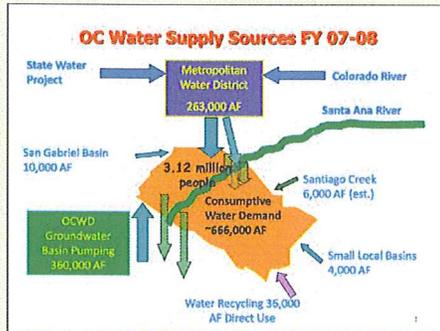
WRITER>>JOAN C. FINNEGAN

The recent string of heavy rainstorms has flooded roads, toppled trees, and caused numerous mudslides, but it will not fix our long-term water shortage.

Despite news reports that claim the drought is over, southern California's water supply situation is a complex issue that will take much more than rain to fix.

Fifty percent of Orange County's water supply comes from other parts of the region. Our two primary imported water sources are the Colorado River and the Sacramento-San Joaquin Bay Delta (Delta). In late 2007, a federal court ruling placed restrictions on the amount of water that can be pumped from the Delta to southern California. These restrictions were put in place to help protect a small endangered fish, the Delta Smelt. While the pumping restrictions may help protect the Delta Smelt, they are putting millions of southern and central California residents at risk. Until we address and fix the Delta conveyance issues, our water supply is in jeopardy.

As an economic epicenter and home to more than 3 million residents, water is critical to Orange County. Water providers have worked hard over the past year to ensure a reliable water supply in spite of the regulatory restrictions limiting the amount of water we receive from the Delta. A critical component of these efforts has been a call for increased levels of water-use efficiency by Orange County customers. In response to the call, local residents and businesses have done an exceptional job of stepping up their conservation efforts and reducing water waste. We applaud our customer's efforts and thank them for helping us get through this water shortage. For more information on how you can reduce your water use, please visit [www.mwdoc.com](http://www.mwdoc.com) or [www.bewaterwise.com](http://www.bewaterwise.com), or call (714) 593-5029.



# Zero Trash Coalition

**Can you imagine a world with NO TRASH!!! ZEROTRASH!** Earth Resource Foundation and Surfrider- Newport Beach, believe it is a possibility and have made it their goal for 2010. By partnering with local businesses and organizations, the Zero Trash Coalition is taking it to the streets and to the source of pollution (i.e., OUR LITTER). Through education, enforcement and a collaborative effort of businesses, government and citizens, we can turn off the faucet of pollution that is harming our health, economies and the environment.

Join the ZeroTrash Coalition on Saturday, February 6th at 10 AM for our kickoff cleanup, environmental fair and press conference. There will be lots of educational booths, children's activities, prizes, and food.

**When:** Saturday February 6, 2010

**Where:** Avila's El Ranchito restaurant, 2800 Newport Blvd., Newport Beach, CA 92663

**Time:** 10AM cleanup with press conference and rally at 12:30

There will be a get together of all who want to be a part of the coalition to stop the flow of trash to our local beaches! The campaign is known as the Zero Trash Coalition, with the goal of Newport Beach becoming a ZeroTrash city as of 2011.

Street and Beach Cleanups will be held at 10am with ZeroTrash Newport Beach. Volunteers are to meet at El Ranchito and Earth Resource Foundation will have a tent up at 10 AM at the Newport Beach Pier and at 3-5 PM with Surfrider Foundation at 52nd St and Seashore.

These supportive companies are joining forces to work for a great cause—improving the welfare of our coasts! These forces of luminosity include:

- Earth Resource Foundation
- The Surfrider Foundation - Newport Beach Chapter
- ZeroTrash - Newport Beach Chapter
- Avila's El Ranchito Restaurant (on Newport Peninsula)
- The City of Newport Beach
- Surterre Properties
- Keep California Beautiful
- Volcom with L.E.A.F.

For more information visit [zerotrash.org](http://zerotrash.org), [earthresource.org](http://earthresource.org), [surfridernb.com](http://surfridernb.com) or call 949-645-5163.



## **'Just a drop in the bucket'**

**Officials urge residents to not be fooled into thinking the recent downpour means they can stop worrying about conserving water.**

By Tom Ragan

Despite the recent series of downpours that soaked Newport-Mesa and the rest of Southern California, the region is still in a drought, and Orange County residents who rely on imported water and groundwater should still do their best to conserve, officials said.

"I know people think this is a lot of rain, but it's really just a drop in the bucket," said Amanda Gavin, a spokeswoman for the Mesa Consolidated Water District, which serves 113,000 customers in Costa Mesa and parts of Newport Beach.

"It may have helped us a little," she added, "but it hasn't solved the problem."

The average rainfall for the region is only 12 inches a year, which Northern California can get in a matter of a months. Orange County occasionally receives a little more rain than the average — in 2005, 18 inches fell — but that's rare.

For the most part, rainfall comes in at 12 inches or less, according to water records between 1953 and 2009 provided by the Orange Coast Watershed and Environmental Center.

The problem is that the levels in the groundwater basin — which supplies nearly half of Orange County residents with their water — have seen better days.

Making matters even more dire is the fact that South County relies on imported water from either the Colorado River or the Delta in Northern California.

And the water from the Delta has been indefinitely cut off from Southern California to protect the Delta smelt, an endangered species, the result of a federal court order in December 2008.

"Times are tough. We've been living off reserves for over a year," said Darcy Burke, director of public affairs for the Municipal Water District of Orange County, whose business is to buy water and import it to the county.

And it doesn't look like the order will be lifted any time soon, water experts said.

Although several inches of rain fell in the past few days, the past three years have been very dry, Gavin said.

"We're in natural drought and a regulatory drought as well," Gavin said.

And when it does rain, capturing the water before it heads down the storm drains and into the ocean isn't exactly easy.

The good news is Costa Mesa's Colored Treatment Water Facility, which removes the color of the murky water retrieved from the deep aquifers, Gavin said. It went online in 2001.

"When the water comes out it looks like a weak tea and smells like sulfur, but we change all that," she said. "When we're through with it, it looks great, and it's ready to drink."

**February 4, 2010**

## **Same water the dinosaurs used**

**Water assemblies are grade-specific and build on each other, but are also loads of fun for the students.**

By Britney Barnes

Per-co-la-tion



Second-graders clapped along as they sounded out the new word phonetically, sitting cross-legged on the floor of the multipurpose room while a map, a jug of water and different containers filled with sand, rocks and clay sat mysteriously on the table in front of them.

The students were the first group of the day at Robert Gisler Elementary School in Fountain Valley to see a special assembly on water.

The presentation was put on for free by the Municipal Water District of Orange County and the Discovery Science Center to teach students in kindergarten through fifth grade about water and conserving it.

Each assembly is grade-level specific and meets state standards, said Principal Jennifer Perkins. Through the years, the assemblies build on each other, but they are also fun and a favorite of both teachers and students, said Susan Davis, the vice president of the Parent Teacher Organization.

Magaly Hayes, an educational representative for the water district, stood in front of the students in a red button-up shirt and a hands-free microphone and explained the ways of water.

"It's the same water the dinosaurs used," Hayes said.

Learning about how the earth filters water, the students tested clean and unclean water with pH strips and then ran undrinkable water through a sand filter.

As a student pulled the filter strip out of the container and it turned yellow, which indicates clean water, the students cheered.

After students learned where water comes from and how it is naturally cleaned, Hayes taught them how to conserve it.

“We cannot live here with just our ground water because we don’t get a lot of precipitation and we have a lot of people [living here],” Hayes said.

Turning off the tap when brushing, taking five-minute showers and using a spray nozzle when watering plants or washing a car are easy ways to conserve water, Hayes said.

“We should never, ever waste water. You can do more with less,” she said. “I want you to think of all the ways you can save water at home, at school and everywhere you use it.”

By the end of the assembly, 7-year-old Rosalyn Smith said she wanted to become a Water Hero, a program through the water district where students pledge to conserve 20 gallons of water a day.

### **You Drink It, But Do You Know Anything About It?**

**Percolation:** The movement of water in the soil or rocks

**Evaporation:** When water changes into vapor

**Transpiration:** When water leaves a plant

**Aquifer:** A natural water container in the earth

**Precipitation:** Water falling from the sky



**Item No.**

**INFORMATION ITEM**

February 16, 2010

**TO:** Public Affairs and Legislation Committee

**FROM:** Kevin Hunt  
General Manager

Staff Contact: Darcy M. Burke

**SUBJECT: PUBLIC SERVICE ANNOUNCEMENTS**

**SUMMARY**

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Last year, Hurley Sportswear (Hurley) filmed, edited, provided graphic services and assisted in the distribution of a Public Service Announcement (PSA) featuring their H2O spokesman Rob Machado. Hurley and their parent company Nike are very pleased with partnering on the Water: Do More With Less campaign. They are continuing their H2O campaign for another year and are incorporating water-use efficiency and water quality messages within their campaign. As a result, Hurley has graciously offered to film six more PSAs featuring their surf and skateboard champions.

**DETAILED REPORT**

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Hurley has offered to film, edit, provide graphic services and assist in the distribution of six PSAs featuring surf and skateboard champions asking their audiences to be water efficient. The filming is tentatively scheduled for Wednesday, February 17<sup>th</sup>.

The scripts have been developed by MWDOC staff and include the "Water: Do More with Less" message provide by the family of Orange County Water Agencies. In addition to the Hurley action sports champions, Tanna Frederick, actress and president of Project Save Our Surf will also be filming a PSA for the campaign and tentatively one regarding the South Orange Coastal Ocean Desalination project.

Hurley has also extended an opportunity for MWDOC to participate in the U.S. Surf Open again this summer in Huntington Beach and repeat the successful press event as part of the activities. More information will be provided as the details are developed.

<b>Budgeted (Y/N): No</b>	Budgeted amount:
<b>Action item amount:</b>	Line item:
<b>Fiscal Impact (explain if unbudgeted):</b>	



Item No.

**INFORMATION ITEM**

February 16, 2010

**TO:** Public Affairs and Legislation Committee

**FROM:** Kevin Hunt  
General Manager

Staff Contact: Darcy M. Burke

**SUBJECT: LATINO WATER COALITION WATER FORUM – MARCH 12, 2010**

**STAFF RECOMMENDATION**

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Staff recommends that the PAL Committee discuss the Latino Water Coalition Water Forum scheduled for March 12, 2010 and direct staff to assist in the coordination of the event along with the Latino Water Coalition, ACWA, Metropolitan Water District of Orange County, and Orange County Water District.

**COMMITTEE RECOMMENDATION**

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To be determined at PAL Committee Meeting

**SUMMARY**

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Over the past two years, the Latino Water Coalition has worked closely with MWDOC and Orange County to raise awareness of the water supply situation. They have provided materials for our outreach efforts as well as participated in the last two OC Water Summits. Mario Santoyo, who leads the organization, has asked MWDOC and OCWD to participate in lead roles for the Water Forum they have planned for March 12, 2010. The forum’s focus is to raise awareness about the water bond and the types of local projects the bond might fund.

**DETAILED REPORT**

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Mario Santoyo from the Latino Water Coalition (Coalition) contacted MWDOC staff, OCWD staff and Townsend Public Affairs to assist with the development of the program and coordination of the Coalition’s Orange County Water Forum. Metropolitan Water District and ACWA are also participating in the development of all of the forums throughout the state and are featured sponsors of the events.

<b>Budgeted (Y/N): No</b>	Budgeted amount:
<b>Action item amount:</b>	Line item:
<b>Fiscal Impact (explain if unbudgeted):</b>	

The date for the Orange County Forum has recently been confirmed for March 12, 1010. The event will be held at the Bowers Museum in Santa Ana from 7:30 a.m. to 9:30 a.m.

The tentative program is as follows:

1. Welcome and Introductions
2. Comments from state legislators on the bi-partisan effort of the Water Bond.
3. Overview of Bay Delta Governance – Metropolitan Water District
4. Ocean Desalination efforts in Orange County – MWDOC
5. Advance Recycling efforts in Orange County – OCWD
6. Questions and Comments
7. Concluding remarks

Speakers are in the process of being identified and confirmed. Sponsorships are also being recruited to off-set the expense of the breakfast and audio visual costs.

**Table 1**  
**Number of Students Taught about Water in the MWDOC School Program**

Year	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	Total
2004-2005		2,731	4,387	3,137	2,768	9,709	6,601	9,562	11,799	8,031	4,227	62,952
2005-2006		3199	4854	4068	3265	12796	12347	11613	10107	4540	6552	73,341
2006-2007		3,749	7,112	5,512	3,100	12,184	9,431	12,704	11,201	8,476	5,733	79,202
2007-2008		3,942	9,506	7,934	3,130	10,265	10,600	11,125	12,407	7,206	5,878	81,993
2008-2009	633	6,737	7,163	6,454	5,318	12,124	12,180	12,395	11,313	10,060	4,608	88,847
2009-2010	0	6,261	10,056	7,618	4,626	12,813						41,374

