

LEGISLATIVE AND OUTREACH COMMITTEE NOTES

June 20, 2018

Attendees:

Committee members: Oscar Gonzalez (Chair) and Kathy Tieg

Staff members: Carrie Corder, Kristeen Farlow, Eric Grubb, Erin Morales, and Katie Heer

Members of the Public: Erin Gilhuly and Tara Bravo, CV Strategies

Call to Order: 5:00 p.m.

Public Comment: None

Additions/Deletions to the Agenda: None

1. Legislative Conference Call (Verbal)

- Beth Olhasso from West Coast Advisors provided an update on state legislation and policy. Policy Committee deadlines are approaching; therefore, active bills are going through the committee process. The House of Origin deadline is July 6, 2018. The new State budget passed without the Governor's budget trailer bill on the water tax as there were not enough votes. The water tax issue will be brought back up in August through SB 623 (Monning).
- AB 2050, the water system consolidation bill is moving through the committee process. SB 998, the water shutoff bill will be in committee next week and the water community is fully opposed to the bill. SB 831, accessory dwelling unit bill has been amended to accept the water community concerns (amendments not in print yet).
- Election Re-cap: Josh Newman (D) from Orange County was recalled because of his support for the gas tax and replaced with Ling-Ling Chen (R). The voters approved Proposition 68. The contest for Marc Steinorth's seat will be very close and is between a Democrat (James Ramos) and Republican (Henry Nickel).

2. Value of Water Campaign

- Staff presented the Committee with an update on the Value of Water campaign. The goals of the campaign include exposing customers to the behind-the-scenes efforts of the District, garnering support for future projects, and connecting customers to CVWD's ongoing planning.
- The campaign revolves around three key concepts: *Prepare. Provide. Prosper.* These concepts will engage customers, help craft the marketing content and be the foundation for educational material and collateral.

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- The presentation also included examples of proposed content that will be used to market the campaign to customers, including key messages, target-marketing strategies such as a microsite (dedicated website), videos, and other creative collateral ideas such as an interactive lobby display.
- Staff, along with CV Strategies, plans to conduct focus groups this summer in order to gauge customer baseline education and test proposed messaging. The Committee provided recommendations of who they would like to see invited to participate in the focus groups.
- This item will be brought to the full board at a later date. It is planned that this campaign will launch in September 2018 and is anticipated to last 12-18 months.

Meeting Adjourned at 6:30 p.m.