



**AGENDA
COMMUNITY AND LEGISLATIVE AFFAIRS
COMMITTEE MEETING
OF THE BOARD OF DIRECTORS
INLAND EMPIRE UTILITIES AGENCY***

**WEDNESDAY, NOVEMBER 9, 2022
9:00 A.M.**

**AGENCY HEADQUARTERS
BOARD ROOM
6075 KIMBALL AVENUE, BUILDING A
CHINO, CALIFORNIA 91708
VIEW THE MEETING LIVE ONLINE AT IEUA.ORG
TELEPHONE ACCESS: (415) 856-9169 / Conf Code: 358 623 957#**

PURSUANT TO AB361 AND RESOLUTION NO. 2022-10-1, ADOPTED BY THE IEUA BOARD OF DIRECTORS ON OCTOBER 19, 2022, IEUA BOARD AND COMMITTEE MEETINGS WILL CONTINUE TO BE CONDUCTED THROUGH TELECONFERENCE. IN AN EFFORT TO PROTECT PUBLIC HEALTH AND PREVENT THE SPREAD OF COVID-19, THERE WILL BE NO PUBLIC LOCATION AVAILABLE FOR ATTENDING THE MEETING IN PERSON.

The public may participate and provide public comment during the meeting by dialing the number provided above. Comments may also be submitted by email to the Board Secretary/Office Manager Denise Garzaro at dgarzaro@ieua.org prior to the completion of the Public Comment section of the meeting. Comments will be distributed to the Board of Directors.

CALL TO ORDER

PUBLIC COMMENT

Members of the public may address the Board on any item that is within the jurisdiction of the Board; however, no action may be taken on any item not appearing on the agenda unless the action is otherwise authorized by Subdivision (b) of Section 54954.2 of the Government Code. Those persons wishing to address the Board on any matter, whether or not it appears on the agenda, are requested to email the Board Secretary/Office Manager no later than 24 hours prior to the scheduled meeting time or address the Board during the public comments section of the meeting. Comments will be limited to three minutes per speaker. Thank you.

ADDITIONS TO THE AGENDA

In accordance with Section 54954.2 of the Government Code (Brown Act), additions to the agenda require two-thirds vote of the legislative body, or, if less than two-thirds of the members are present, a unanimous vote of those members present, that there is a need to take immediate action and that the need for action came to the attention of the local agency subsequent to the agenda being posted.

1. ACTION ITEM

A. MINUTES

Approve Minutes of the September 14, 2022 Community and Legislative Affairs Committee meeting.

2. INFORMATION ITEMS

A. FEDERAL LEGISLATIVE REPORT – CARPI AND CLAY (WRITTEN)

B. STATE LEGISLATIVE REPORT – WEST COAST ADVISORS (WRITTEN)

C. PUBLIC OUTREACH AND COMMUNICATION (WRITTEN)

3. GENERAL MANAGER’S COMMENTS

4. COMMITTEE MEMBER COMMENTS

5. COMMITTEE MEMBER REQUESTED FUTURE AGENDA ITEMS

ADJOURN

DECLARATION OF POSTING

I, Denise Garzaro, CMC, Board Secretary/Office Manager of the Inland Empire Utilities Agency*, a Municipal Water District, hereby certify that, per Government Code Section 54954.2, a copy of this agenda has been posted at the Agency’s main office, 6075 Kimball Avenue, Building A, Chino, CA and on the Agency’s website at www.ieua.org at least seventy-two (72) hours prior to the meeting date and time above.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Board Secretary at (909) 993-1736 or dgarzaro@ieua.org, 48 hours prior to the scheduled meeting so that IEUA can make reasonable arrangements to ensure accessibility.

**ACTION
ITEM
1A**



**MINUTES
COMMUNITY AND LEGISLATIVE AFFAIRS
COMMITTEE MEETING
INLAND EMPIRE UTILITIES AGENCY*
AGENCY HEADQUARTERS, CHINO, CA**

**WEDNESDAY, SEPTEMBER 14, 2022
9:00 A.M.**

COMMITTEE MEMBERS PRESENT

Steven J. Elie, Chair

COMMITTEE MEMBERS PRESENT via Video/Teleconference

Michael Camacho, Director

STAFF PRESENT

Shivaji Deshmukh, P.E., General Manager
Christiana Daisy, P.E., Deputy General Manager
Kristine Day, Assistant General Manager
Denise Garzaro, Board Secretary/Office Manager
Michael Larios, Technology Specialist I
Randy Lee, Director of Operations & Maintenance
Lisa Mejri, Government Affairs Intern
Alyson Piguee, Director of External & Government Affairs
Wilson To, Technology Specialist II

STAFF PRESENT via Video/Teleconference

Tony Arellano, Safety Officer
Javier Chagoyen-Lazaro, Director of Finance
Stephanie Chancellor, Acting Communications Officer
Lisa Dye, Director of Human Resources
Don Hamlett, Director of Information Technology
Jennifer Hy-Luk, Acting Executive Assistant
Nolan King, Manager of Information Technology
Yvonne Lam, External Affairs Specialist II
Cathleen Pieroni, Senior Policy Advisor
Jeanina Romero, Executive Assistant
Teresa Velarde, Manager of Internal Audit

OTHERS PRESENT via Video/Teleconference

Michael Boccadoro, West Coast Advisors
Laura Morgan-Kessler, Carpi and Clay
Beth Olhasso, West Coast Advisors

CALL TO ORDER

Committee Chair Steven J. Elie called the meeting to order at 9:00 a.m. He gave the public the

opportunity to comment and provided instructions for unmuting the conference line. There were no public comments received or additions to the agenda.

1A – 1B. ACTION ITEMS

The Committee:

- ◆ Approved Minutes of the August 10, 2022 Community and Legislative Affairs Committee meeting.
- ◆ Recommended that the Board ratify the Contract Amendment for Contract No. 460002123 to West Coast Advisors to provide State Legislative Services in the amount of \$114,000 through June 30, 2023; as a Consent Calendar item on the September 21, 2022 Board Meeting agenda.

2A – 2C. INFORMATION ITEMS

The following information items were presented or received and filed by the Committee:

- ◆ Federal Legislative Report – Carpi and Clay
- ◆ State Legislative Report – West Coast Advisors
- ◆ Public Outreach and Communication

3. GENERAL MANAGER'S COMMENTS

General Manager Shivaji Deshmukh stated that as we near the end of the 2021-22 Water Year (WY), the Metropolitan Water District (MWD) has informed the Agency that they expect the Department of Water Resources to start the new WY with a very low Table A Allocation (possibly 5%). As such, IEUA staff is working closely with MWD and our customer agencies to request Human Health and Safety supplies again in 2023. Staff has also submitted to MWD a request for co-funding of 12 local supply projects that could be brought online by 2026 that, in total, could help reduce regional demands for imported water by as much as 52 thousand acre-feet per year. These projects mostly bring online new wells or add well-head treatment to allow local agencies to take extraordinary actions to tap into the safe yield of local groundwater basins. Staff plans to provide the Board of Directors with a comprehensive drought status update in October 2022.

General Manager Deshmukh added that the IERCF staff hosted a tour with the City of Ontario staff and representatives from Senator Portantino's office on September 13, 2022. The purpose of the meeting and tour was to explore ways to collaborate to meet the requirements of SB1383 which requires cities to divert organics away from landfills and to procure and use compost products produced from the diverted organics. The IERCF has made compost available to member cities at a discount to help them meet the requirements of SB1383.

General Manager Deshmukh also added that the Agency was invited to the 2022 Mayors Water Council Meeting, which will be held on October 13 and 14. The meeting will be Co-Chaired by Mayor Deborah Robertson of Rialto (CA) and Mayor Daniel Horrigan of Akron (OH) and will address the major water and wastewater policies and issues facing U.S. cities, including drought and water supplies in Western Cities; Inflation Reduction Act's \$369 Billion Climate and Energy Provisions; Bipartisan Infrastructure Law (BIL); American Rescue Plan Act (ARPA); and Regulatory Review of Pending EPA Standards.

4. COMMITTEE MEMBER COMMENTS

There were no Committee member comments.

5. COMMITTEE MEMBER REQUESTED FUTURE AGENDA ITEMS

There were no Committee member requests for future agenda items.

ADJOURNMENT

With no further business, Committee Chair Elie adjourned the meeting at 9:32 a.m.

Respectfully submitted,

Denise Garzaro
Board Secretary/Office Manager

*A Municipal Water District

APPROVED: NOVEMBER 9, 2022

INFORMATION
ITEM
2A

Inland Empire Utilities Agency, a Municipal Water District Federal Update

October 27, 2022

HHS Secretary Signs COVID-19 PHE Designation Extension

On October 13th, Secretary Xavier Becerra of the Department of Health and Human Services (HHS) signed an additional extension of the COVID-19 Public Health Emergency (PHE) designation. This latest extension is valid for an additional 90 days and is set to expire on January 11, 2023.

Senators Send Letter to EPA on PFAS Pollution Guidance

A group of Democratic Senators, including Senators Dianne Feinstein (D-CA) and Alex Padilla (D-CA), sent a letter to Environmental Protection Agency (EPA) Administrator Michael Regan to discuss per- and polyfluoroalkyl substances (PFAS) pollution. The letter urges EPA to address PFAS in National Pollutant Discharge Elimination System (NPDES) permits under the Clean Water Act (CWA) and to take steps to limit industrial PFAS discharges. The letter follows an April EPA guidance for federally issued CWA NPDES permits that recognizes the need to identify and control PFAS pollution sources and EPA's October 2021 PFAS Strategic Roadmap. The letter can be found [HERE](#).

White House Held Virtual Summit on Accelerating Infrastructure

On October 13th, the White House held a virtual summit on Accelerating Infrastructure. The overarching theme of the summit was "On Time. On Task. On Budget." The event, which occurred just a few weeks before the one-year anniversary of signing the Bipartisan Infrastructure Bill into law, highlighted many of the projects that have received funding from the legislation this past year, as well as share best practices for accelerating large-scale infrastructure projects. The White House Action Plan to accelerate infrastructure can be found [HERE](#) and the White House fact sheet can be found [HERE](#).

Treasury Department Seeks Input on IRA Tax Provisions

The Department of Treasury and the Internal Revenue Service issued six [Notices](#) requesting public input on several climate and clean energy tax incentives in the Inflation Reduction Act (IRA). The Notices seek initial input from the public on specific questions, as well as requests for general comments. While the public will have further opportunities to provide input as the implementation process unfolds, the Notices provide an early way for stakeholders to submit information that can help inform Treasury and the IRS's work. Comments are due November 4th.

A Look Ahead: What to Expect When Congress Returns after the Election

In mid-November, Congress will return to Washington, D.C. for the first time since the November election. Depending on the results of the election, Members may be returning to a great deal of change should the House and/or the Senate majorities change. Upon their return, Congress will begin working through organizing activities ahead of the new Congress (leadership elections, office selections, committee assignment and leadership). In addition to these organizing activities, there are also a few legislative items Congress will likely be focused on during the lame duck session:

- Fiscal Year 2023 Appropriations bills
- Water Resources Development Act
- National Defense Authorization Act
- National Flood Insurance Act Authorization Extension
- Temporary Assistance to Needy Families Authorization Extension

Federal Funding Opportunities/Announcements

EPA Awards \$6.4 Million in Research Grants for National Water Reuse Efforts. EPA announced two awards totaling \$6.4 million to support national efforts for expanded water reuse. The awardees are Iowa State University and the Water Research Foundation, and the funding will support water reuse innovation, information availability, and community engagement. More information can be found [HERE](#).

EPA Announces \$30 Million in WIIN Act Grants. EPA awarded \$30 million in funding for six projects under the Water Infrastructure Improvements for the Nation (WIIN) Act Grant program to address lead in water supplies and the removal of lead pipes. The list of projects can be found [HERE](#).

EPA Announces WIFIA Office Hours. EPA is hosting an office hours session for its Water Infrastructure Finance and Innovation Act (WIFIA) program on November 9th at 3:00 pm ET. Prospective program participants can ask EPA staff questions about the program and requirements for submitting Letters of Interest. The registration form for the session can be found [HERE](#).

EPA Awards \$9 Million in P2 Grants. EPA awarded \$9 million in Pollution Prevention (P2) Grants to 32 recipients. The grants provide states and tribes with funding to offer businesses technical assistance to prevent or reduce pollution. More information can be found [HERE](#).

EPA Awards \$913 Million for Clean School Bus Program. EPA awarded \$913 million for the Clean School Bus Program to 389 school districts in all 50 states, D.C., and several tribes and territories. The grant funding will assist school districts in purchasing zero or low-emission school buses and related infrastructure. EPA plans to award an additional \$52 million for the program in the coming weeks. The list of award recipients and more information can be found [HERE](#).

Reclamation Announces \$6.6 Million for Science and Technology Program. The Bureau of Reclamation (Reclamation) awarded \$6.6 million to 21 new research projects and 120 continuing, multi-year projects focused on new solutions to water and power challenges in western states. Project partners are expected to provide \$13.43 million in cost-sharing funds. More information can be found [HERE](#).

Reclamation Announces Veg Out Challenge. Reclamation announced the Veg Out Challenge, a new prize challenge aimed at managing aquatic vegetation in canals. \$345,000 in prizes are available for project solutions that reduce cost and labor requirements for vegetation management. Applications are due by January 11th, and more information can be found [HERE](#).

Reclamation Awards \$210 Million in BIL Drought Resilience Funding. Reclamation announced \$210 million in BIL funding for drought resilience projects in western states. The funding will develop 1.7 million acre-feet of additional water storage capacity and feasibility studies for additional water storage capacity. The full list of projects and more information can be found [HERE](#).

USDA Releases Application for \$1 Million in Water and Waste Disposal Technical Assistance and Training Grants. USDA announced it is accepting applications for \$1 million in funding through its Water and Waste Disposal Technical Assistance and Training Grants program. The program provides qualified nonprofit organizations with technical assistance and training to benefit homeowners and communities seeking water and waste disposal grants and loans. Applications are due by November 13th, and more information can be found [HERE](#).

Federal Agency Personnel/Regulatory Announcements

Federal Agencies Release Climate Adaptation and Resilience Progress Reports. In October, all federal agencies released their inaugural Climate Adaptation and Resilience Progress Reports. The reports are required by Executive Order 14057, “Catalyzing Clean Energy Industries and Jobs Through Federal Sustainability,” which created the Federal Sustainability Plan to strengthen climate resilience across the federal government. The reports for all agencies can be found [HERE](#), and a fact sheet on the reports can be found [HERE](#).

CDC Releases Report on PFAS EA Sites. The Centers for Disease Control released a final report titled “Findings Across Ten Exposure Assessment (EA) Sites.” The report documents exposure to seven different PFAS chemicals in drinking water in ten communities near military sites. The report summary can be found [HERE](#).

EPA Releases 20 Climate Adaptation Implementation Plans. EPA released 20 Climate Adaptation and Implementation Plans developed by its major offices, including national program offices and all ten regional offices. The plans follow EPA’s 2021 Climate Adaptation Action Plan that details the agency’s plan to address climate change and advance environmental justice (EJ). The reports released detail specific actions that each office will

take to address public health and climate resilience. The EPA major office reports can be found [HERE](#).

EPA Launches Off-site Stormwater Management Webpage. EPA launched its new Off-site Stormwater Management webpage to provide background information the issue and to be a repository for future updates regarding off-site stormwater management. The webpage can be found [HERE](#).

EPA Solicits Feedback on EJ Considerations for Development of Proposed LCRI. EPA announced it is holding a public meeting on November 1st at 5:00 pm ET to discuss and solicit input on environmental justice considerations related to the development of the proposed Lead and Copper Rule Improvements (LCRI) national primary drinking water regulation under the Safe Drinking Water Act. EPA is also accepting written comments on the proposal until November 15th. The public meeting registration form can be found [HERE](#), and more information can be found [HERE](#).

EPA Launches EJScreen Updates. EPA launched new updates to its EJ screening and mapping tool EJScreen. The updates include the addition of new data on U.S. territories, threshold maps which provides a cumulative outlook, and supplemental indexes providing socioeconomic information. The EJScreen tool can be found [HERE](#).

EPA Releases Two Online Tools for Environmental Enforcement and Compliance. EPA released two new online tools that provide additional information on environmental enforcement and compliance. EPA's [Enforcement and Compliance History Online](#) tool now incorporates EJ metrics for facilities, and the public can now access benzene concentrations from petroleum refineries on its [Benzene Fenceline Monitoring Dashboard](#).

##

INFORMATION
ITEM
2B



October 28, 2022

To: Inland Empire Utilities Agency

From: Michael Boccadoro
Beth Olhasso

RE: October Report

Overview:

Affirming all of the other reports coming from climatologists, the National Oceanic Atmospheric Association (NOAA) has indicated in their 2022-23 Winter Outlook that below-average rainfall and snowpack are expected in a wide stretch of the United States including Southern California, the Southwest, the southern Rockies, the southern Plains, the Gulf Coast and much of the South.

The third consecutive year of drought, the driest on record persists in California. Reservoir levels continue to decline as the state remains at higher-than-normal temperatures for the fall. Lake Oroville is sitting at 62 percent of historical average and 32 percent capacity. San Luis Reservoir, the main south-of-Delta storage facility for the State Water Project, is at just 56 percent of average for this time of the year and 25 percent capacity.

Legislators will return to Sacramento in December to swear in new members and “organize” the session, but will return in earnest to start the legislative deliberations in January. With about one-third of the legislature retiring this year, there will be a lot of new members roaming the halls of the Capitol soon.

As the drought’s effects become more prevalent in the Delta, calls for increased environmental flows are getting louder amongst environmental groups. The Federal Government has started a process to determine if the longfin smelt should be listed as an endangered species. Finally, a member of Congress in a tight race in the San Joaquin Valley has introduced a bill to bar the Federal Government from issuing the necessary permits for Delta Conveyance.

DWR has initiated the every five-year update of The California Water Plan. The CA Water Plan is the State’s strategic plan for sustainably and equitably managing and developing resources for current and future generations. Update 2023 will include updated resources management strategies, regional planning and performance tools, water balances, future scenarios, and other technical and policy-related activities related to water resilience and sustainability.

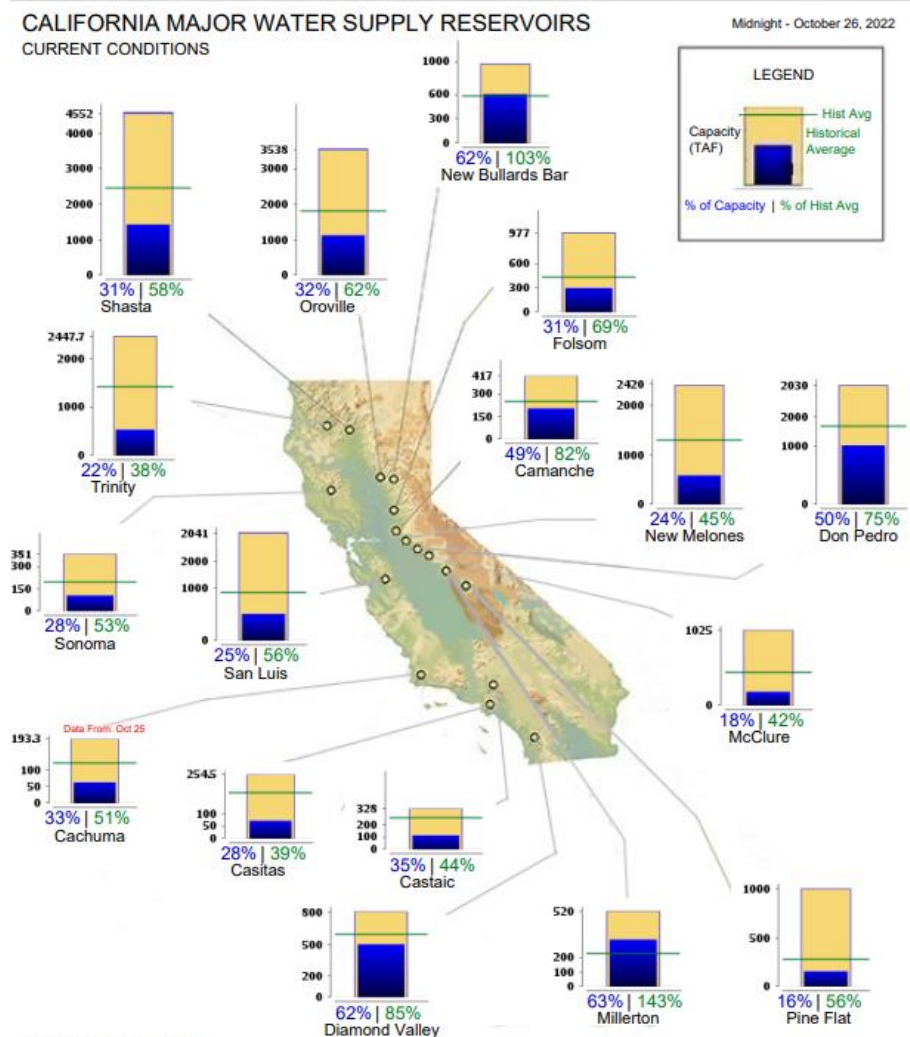
The leaders of California, Oregon, Washington and British Columbia have recommitted their Pacific Coast partnerships in the advancement of climate change policies and support an “equitable low-carbon future.” None of their actions are particularly surprising. They look to collaborate on vehicle emissions, greenhouse gas emissions and regional electric grid reliability. These actions came ahead of the UN Global Climate Conference happening in Egypt at the beginning of November.

Legislators remained in their districts in October as they campaign for re-election. Discussions over possible bill ideas are still in their infant stages. Things will pick up when members come to Sacramento to “organize” ahead of the January start of the 2023-24 legislative session. With over 30 new members coming to the Legislature in 2023, there will be a lot of change to digest in the coming months.

Inland Empire Utilities Agency Status Report – October 2022

Water Supply Conditions

After the three driest water years on record, 2022 water year came to a close on September 30 with water managers not optimistic the pattern will break this winter. Scientists predict a La Nina, dry-condition pattern, to remain in the state through the winter. Lake Oroville is sitting at 64 percent of historical average and 35 percent capacity. San Luis Reservoir, the main south-of-Delta storage facility for the State Water Project, is at just 67 percent of average for this time of the year and 29 percent capacity. Drought conditions continue to worsen with 17 percent of the state in exceptional drought and 41 percent in extreme drought. According to the NOAA 2022-23 Winter Outlook, below-average rainfall and snowpack are expected in a wide stretch of the United States including Southern California, the Southwest, the southern Rockies, the southern Plains, the Gulf Coast and much of the South.



Delta Updates

Environmental Groups Call for Increased Flows Through the Delta

The destructive algal bloom that struck San Francisco Bay this summer has researchers looking at both causes and solutions. But now, several environmental groups are demanding action on a similar challenge miles upstream from the Bay. They're focused on a toxic bloom that's become almost a yearly occurrence in and around the Delta.

While the exact causes of the bloom are still being studied, the San Francisco Baykeeper and other groups have filed an emergency petition with the State Water Resources Control Board. They are asking the board to increase the seasonal flow of water into the Delta from the San Joaquin River to a 40% level they say was laid out in an amended Bay-Delta plan. It's a move that some researchers believe could help fish and wildlife and potentially flush out the organisms causing the bloom.

The petition comes as the state of California wrestles with the future of water allocations divided between residential, agricultural and other users. Groups like Restore the Delta are helping to conduct a pilot survey to monitor and better understand the bloom cycles, and fill in gaps in the data. But they believe the flow issue is critical to any overall solution.

Baykeeper has also filed a lawsuit questioning whether the 40% flow standard is even enough. In the meantime, they're hoping the petition process will spark movement towards increasing flows to that level.

Longfin Smelt Proposed for ESA

The U.S. Fish and Wildlife Service said recently it is [proposing](#) to list the species as endangered under the Endangered Species Act because scientific analysis shows it is in danger of extinction throughout its range. A final decision will come after the agency has considered public comment on the proposal.

Federal Bill Introduced to Stop Tunnel

Representative Josh Harder (D CA-10) introduced a bill in Congress to prohibit the Army Corps of Engineers from issuing a federal permit necessary for the State of California to build the Delta Conveyance Project, also known as the Delta Tunnel.

Harder's bill, the Stop the Delta Tunnels Act, is co-sponsored by Representative John Garamendi (D CA-3).

CA Water Plan Update 2023 Initiated

The California Water Plan, which is updated every five years, is the State's strategic plan for sustainably and equitably managing and developing resources for current and future generations. Update 2023 will include updated resources management strategies, regional planning and performance tools, water balances, future scenarios, and other technical and policy-related activities related to water resilience and sustainability.

DWR has indicated key elements to shaping the process include:



The 2023 update will be informed by a diverse group of stakeholders through “Engagement Venues” including:

- Core State Agency Team
- Policy Advisory Team
- Tribal Advisory Team
- Regional Forums
- Topic and/or place-based workshops

A workshop on the “Draft Assumptions and Estimates Report” was held on October 18, and comments are due November 18. A recording of the webinar can be watched [here](#).

West Coast States & Province Recommit to Climate Policy Collaboration

The leaders of California, Oregon, Washington and British Columbia have recommitted their Pacific Coast partnerships in the advancement of climate change policies and support an “equitable low-carbon future.”

Collaborative work will include areas of:

- Medium and heavy-duty emissions charging and fueling
- Port decarbonization collaboration
- Heat event response
- Regional grid collaboration
- Investment in clean energy infrastructure
- Forest health and wildfires
- Equity and inclusion

This updated agreement comes as negotiators are preparing for the COP27 UN Global Climate conference in Egypt in early November.

Legislative Update

Members have been in their districts campaigning ahead of the November election. There will be at least 30 new members of the Legislature when members return to Sacramento briefly to “organize” in December and will return in earnest in January to begin the 2023-24 legislative session. The Assembly Speakership is likely to be contested again in December, making the first act of new members a contentious one.

New committee chairmanships are expected on both Senate and Assembly Resources Budget Sub Committees. In the Assembly there will be a new chair of Environmental Safety and Toxic Materials Committee, where all water recycling and PFAS legislation starts. As always, there could be some shuffling of chairs, but the rest of the water committee chairs in the Senate and Assembly are returning, and we might not know the final committee chairs and makeups until well into the new year.

INFORMATION
ITEM
2C

Date: November 16, 2022

To: The Honorable Board of Directors

ADD
From: Shivaji Deshmukh, General Manager

Committee: Community & Legislative Affairs

11/09/22

Staff Contact: Shivaji Deshmukh, General Manager

Subject: Public Outreach and Communication

Executive Summary:

Staff recognized Water Professionals Appreciation Week by highlighting three of IEUA's water professionals on social media.

Staff released another episode of Coffee with the General Manager to highlight the Agency's accolades, new programs, what to expect during the new fiscal year, and the State's current drought condition.

Water Discovery Field Trips have officially returned to the Chino Creek Wetlands and Educational Park. Three field trips were scheduled throughout the month of October and staff continue to promote the Agency's free educational resources.

Staff is continuing to coordinate with the production company representing the documentary series, "Viewpoint with Dennis Quaid," which will be filmed on December 20. The documentary will focus on IEUA's mission of providing a high quality, reliable water source to the region by securing and increasing local supplies through investments in infrastructure projects, conservation, and education.

Staff's Recommendation:

This is an informational item for the Board of Directors to receive and file.

Budget Impact *Budgeted (Y/N): Y Amendment (Y/N): Y Amount for Requested Approval:*

Account/Project Name:

Fiscal Impact (explain if not budgeted):

Prior Board Action:

N/A

Environmental Determination:

Not Applicable

Business Goal:

IEUA is committed to providing a reliable and cost-effective water supply and promoting sustainable water use throughout the region.

IEUA is committed to enhancing and promoting environmental sustainability and the preservation of the region's heritage.

Attachments:

Attachment 1 - Background

Background

Subject: Public Outreach and Communication

November

- November 8, National STEM/STEAM Day
- November 10, International Accounting Day
- November 11, Veterans Day
- November 13-19, American Education Week
- November 15, America Recycles Day
- November 16, GIS Day
- November 19, National Camp Day & World Toilet Day
- November 24, Thanksgiving

Media and Outreach

General

- IEUA recognized October as National Energy Awareness Month on social media through a series of posts with information on IEUA's renewable energy initiatives.
- Staff continues to work with the Chino Basin Program (CBP) team leads and partners to develop an outreach strategy for additional program communication, including developing a communication workgroup, identifying collaboration and partnership opportunities on shared media, and more.
- Staff recognized Water Professionals Appreciation Week by highlighting three of IEUA's water professionals on social media.
- Water Discovery Field Trips have officially returned to the Chino Creek Wetlands and Educational Park with three field trips scheduled throughout the month of October. Staff continue to promote the Agency's free educational resources.
- Staff released another episode of Coffee with the General Manager to highlight the Agency's accolades, new programs, what to expect during the new fiscal year, and the State's current drought condition. This special edition featured interviews with program partners Cucamonga Valley Water District and Jurupa Community Services District as General Manager Deshmukh provided an update on the Chino Basin Program. Across all platforms, the video has received 1,500 views.
- Staff highlighted Imagine a Day Without Water and participated in the Great Shakeout on October 20th by sharing information on daily water consumption facts and earthquake safety protocol, respectively.
- Staff highlighted the DEA's Prescription Drug Take Back Day on social media and through a Press Release sent to IEUA Stakeholders and the general public.
- Staff recognized the Water-Use Efficiency team's award from the Irrigation Association for the Agency's Residential Small Site Controller Upgrade Program.
- Staff released a Press Release on the Agency's collaboration with the City of Rialto to purchase recycled water.

- Staff is continuing to coordinate with the production company representing the documentary series, “Viewpoint with Dennis Quaid,” which will be filmed on December 20. The documentary will focus on IEUA’s mission of providing a high quality, reliable water source to the region by securing and increasing local supplies through investments in infrastructure projects, conservation, and education.
- Staff shared a series of “spooky” posts leading up to Halloween on social media with water-saving tips branded to the holiday.

Drought Awareness Efforts

- Staff is coordinating with Customer Agencies on messaging geared towards conservation and the irrigation of trees.
- Staff is continuing to work closely with the Water-Use Efficiency team on promoting the turf replacement program.
- Staff is continuing to work with Customer Agencies on drought messaging and outreach. Staff is drafting message points and creative for outreach and will be adding these assets to the drought communication toolkit for customer agencies.

Advertising/Marketing

- A “Time is Now”/Education ad ran on October 8 in the Chino Champion.
- A “Time is Now” ran on October 29 in the Chino Champion.
- A “Time is Now” ad ran on October 16 in the Daily Bulletin.
- An Education ad ran on October 30 in the Daily Bulletin.

Social Outreach and Analytics

- The Agency continues to publish content on LinkedIn and has gained 53 followers since September, with 811 page views in the last 30 days.
- October: 29 posts were published to the IEUA Facebook page, 29 tweets were sent on the @IEUAWater Twitter handle, 29 posts were published to IEUA’s Instagram grid, and 14 posts were published to the IEUA LinkedIn page.
 - The top three Facebook posts, based on reach and engagement, in the month of October were:
 - 10/4 Intern (External Affairs), Human Resources Officer, and Senior Compost Operations & Maintenance Technician Hiring
 - 10/11 Grants Administrator, Human Resources Analyst, and External Affairs Specialist I (2 Year-Limited Term) Hiring
 - 10/10 Water Discovery Field Trip Promo
 - The top three Twitter tweets, based on reach and engagement, in the month of October were:
 - 10/3 WPAW Feature- Bill Tomlinson
 - 10/17 No Wipes in the Pipes / FOG Reminder
 - 10/4 WPAW Feature- Elizabeth Barajas
 - The top three Instagram posts, based on reach and engagement, in the month of October were:
 - 10/3 WPAW Feature- Bill Tomlinson
 - 10/4 WPAW Feature- Elizabeth Barajas
 - 10/6 WPAW Feature- Victoria Salazar

- The top three LinkedIn posts, based on impressions and reactions, in the month of October were:
 - 10/6 WPAW Feature- Victoria Salazar
 - 10/3 WPAW Feature- Bill Tomlinson
 - 10/4 WPAW Feature- Elizabeth Barajas
- For the month of October, there were 7,959 searches for a park in IEUA's service area on Yelp and the Chino Creek Wetlands and Educational Park was viewed 666 times.

Education and Outreach Updates

- Staff has begun scheduling and facilitating in-person and virtual K-12 field trips for Fall.
- Staff is working with Civic Publication on putting out an email blast focused on educators.
- Staff has developed an educational program outreach plan and is beginning the process of scheduling another road show for school districts to learn about Agency programs.
- Staff is continuing to work on closing out the last year of the Garden in Every School® program.
 - Randall Pepper Elementary in Fontana is finishing up the final electrical work in preparation for construction to begin on their garden. Chino Basin Water Conservation District (CBWCD) will be completing the construction.
 - Our Loving Savior's gardens construction is completed. Staff has followed up with the school's administration on the fencing progress. Planting will be completed following the installation of bunny fencing.
 - Staff is working with teachers on finalizing approximately nine mini grant approvals. All approvals have been sent out and the schools are working on purchasing their supplies.

Agency-Wide Membership Updates

- Shivaji Deshmukh, General Manager; Alyson Piguee, Director of External & Government Affairs; Scott Lening, Manager of Operations; Christopher Waggner, Deputy Manager of Operations; and Adham Almasri, Principal Engineer, attended the 2022 WateReuse California Annual Conference on September 10-13.
- Pietro Cambiaso, Acting Director of Planning and Resources, attended the Association of California Water Agencies (ACWA) PFAS Workgroup Meeting on September 22.
- Richard Lao, Senior Environmental Resources Planner, attended the California Association of Sanitation Agencies (CASA) Air Quality, Climate Change and Energy Workgroup Meeting on September 22.
- Richard Lao, Senior Environmental Resources Planner, attended the California Association of Sanitation Agencies (CASA) Regulatory Working Group Water Meeting on September 22.
- Richard Lao, Senior Environmental Resources Planner, attended the California Association of Sanitation Agencies (CASA) Advanced Clean Fleets Subgroup Meeting on September 28.
- Pietro Cambiaso, Acting Director of Planning and Resources, and Richard Lao, Senior Environmental Resources Planner, attended the California Association of Sanitation Agencies (CASA) Regulatory Working Group Biosolids Meeting on September 29.