



**LOS VAQUEROS RESERVOIR JOINT POWERS AUTHORITY
COMMUNICATIONS AND OUTREACH COMMITTEE**

AGENDA

Regular Meeting

June 28, 2023 – 10:00 a.m.

Directors participating telephonically:

Angela Ramirez Holmes – Hendersonville Public Library, 140 Saundersville Road,
Hendersonville, Tennessee 37075

Ernesto Avila – 1331 Concord Avenue, Concord, California 94520

Ricardo Ortega – 200 West Wilmott Avenue, Los Banos, California 93635

This meeting will be conducted remotely and any member of the public who desires to participate in the open session items of this meeting may do so by accessing the Zoom link below without otherwise complying with the Brown Act's teleconference requirements.

Please click the link below to join the webinar:

<https://lagerlof.zoom.us/j/87332472464?pwd=dm9DY3ZQRTJFbGkvUHdjUTdjMXdydz09>

or One tap mobile:

US: +16694449171,,83635171770#,,, *431112#

or by Telephone:

US: +1 669 444 9171

Webinar ID: 873 3247 2464; Passcode: 431112

Any member of the public wishing to make any comments to the Committee may do so by accessing the above-referenced link where they may select the option to join via webcam or teleconference. Members of the public may also submit written comments to the Clerk by 4:00 p.m. on the day prior to the meeting for the Clerk to read into the record (subject to three-minute limitation). The meeting Chair will acknowledge such individual(s) at the appropriate time in the meeting prior to making their comment. Members of the public will be disconnected from the meeting prior to any Closed Session, if applicable.

NOTE: To comply with the Americans with Disabilities Act, if you need special assistance to participate in this Committee meeting, please contact the Authority's Clerk at

rperea@lagerlof.com by 4:00 p.m. on June 27, 2023 to inform the Authority of your needs and to determine if accommodation is feasible. Each item on the Agenda shall be deemed to include any appropriate motion, resolution, or ordinance, to take action on any item. Materials related to items on this Agenda are available for public review at: www.losvaquerosjpa.com/board-meetings.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL OF COMMITTEE MEMBERS

Angela Ramirez Holmes – Chair, Zone 7 Water Agency

Ernesto Avila – Contra Costa Water District

Ricardo Ortega – Grassland Water District

PUBLIC COMMENT ON NON-AGENDA ITEMS

Any member of the public wishing to address the Communications and Outreach Committee regarding items not on the Agenda should do so at this time. The Committee welcomes your comments and requests that speakers present their remarks within established time limits and on issues that directly affect the Authority or are within the jurisdiction of the Authority.

DISCUSSION ITEMS (may include action to recommend forwarding items to Board of Directors for adoption or approval)

1.1 April 26, 2023 Communications and Outreach Committee Meeting Summary

1.2 Introduction of Communications Team

FUTURE AGENDA ITEMS

ADJOURNMENT

ITEM 1.1: **APRIL 26, 2023 COMMUNICATIONS AND OUTREACH COMMITTEE MEETING SUMMARY**

RESPONSIBLE/LEAD STAFF MEMBER:

Taryn Ravazzini, Executive Director

DISCUSSION:

Attached for the Committee's information is the summary prepared for the April 26, 2023 Communications and Outreach Committee meeting.

ALTERNATIVES:

Any suggested revisions to the attached summary will be considered.

FISCAL ANALYSIS:

Not applicable

ENVIRONMENTAL REQUIREMENTS:

Not applicable

EXHIBITS/ATTACHMENTS:

Summary from April 26, 2023 Communications and Outreach Committee meeting



SUMMARY OF REGULAR MEETING OF COMMUNICATIONS AND OUTREACH COMMITTEE

April 26, 2023 – 10:00 a.m.

Participating Telephonically: Chair Angela Ramirez Holmes and Committee Member Ricardo Ortega.

Absent: Committee Member Ernesto Avila.

Staff and 11 others attended the meeting.

1.1 January 25, 2023 Communications and Outreach Committee Meeting Summary.

The summary from the January 25, 2023 Communications and Outreach Committee Meeting was presented and accepted without change.

1.2 Federal Advocacy Contracting Approach. Taryn Ravazzini, Executive Director, advised the Authority has engaged Natural Resource Results, LLC and Water and Power Law Group (jointly, “NRR”) to assist with federal relations issues. However, the contract with NRR will be expiring in mid-May and it is necessary to either extend that engagement through Board action or to engage a different federal representation.

Executive Director Ravazzini reviewed the alternative approaches the Authority could follow in soliciting proposals from qualified firms to allow the Board of Directors to award the contract at the May 19 Board meeting.

Chair Angela Ramirez Holmes asked for the current status of federal relations activities. Executive Director Ravazzini advised that discussions with the U.S. Bureau of Reclamation are ongoing, and the Record of Decision remains an outstanding issue. Further, discussions on various issues with the Army Corps of Engineers, federal fishery agencies and congressional representatives will be needed in the coming months. Chair Ramirez Holmes further asked how the selection of a firm for federal representation would happen. Executive Director Ravazzini advised that she and legal counsel would review the proposals and also open that process to the Committee members. General Counsel James Ciampa added that a special meeting of the Committee could be set up to review proposals prior to the May 19 Board meeting.

Committee Member Ortega asked whether a bid document will be developed. Executive Director Ravazzini advised that a scope of work and summary of proposed tasks would be developed. Chair Ramirez Holmes then read Committee Member Avila’s comments to the

Committee, which had been submitted in writing in advance of the meeting: (1) the Board should be involved in the selection process, which should be a thoughtful and thorough process; (2) the Board should be provided a detailed scope of work that will be undertaken; and (3) monthly reports to the Board should be required on completed work and an outlook of planned activities for the following month.

Further discussion regarding the review process ensued. Executive Director Ravazzini stated she would have the Request for Proposals out by May 1, with responses due by May 8. The Committee reached consensus to proceed with an informal solicitation process in order to provide for Board action on this item at the May 19 Board meeting. The Committee directed the Executive Director to reach out to the member agencies' general managers for possible staff to be involved in the candidates' review with a specific date and time (likely, May 12) to be established for the review meeting. Then, that review would result in selecting one to three finalists that the Executive Director could interview in advance of the May 19 Board meeting. This will allow for a review prior to the May 19 Board meeting. The scope of work, proposals received and draft contract for those services will be provided in the May 19 Board meeting materials.

1.3 Open House at ACWA Spring Conference. Executive Director Ravazzini informed the Committee that the Authority will hold its first Open House event at 3:30 p.m. on Tuesday, May 9, 2023 at the ACWA Spring Conference in Monterey. The Open House will be held in the Santa Barbara Room at the Marriott Hotel. Soft drinks, coffee and desserts will be offered.

This educational event is designed to allow for Authority Board members and staff to share updated information on the project and the Authority, as well as network with government officials and water industry professionals from throughout California and beyond. This event is not part of the official ACWA Conference itinerary and does not require conference registration to attend.

Handouts and informational charts will be prepared. Chair Ramirez Holmes suggested having some Contra Costa Water District materials to show the history of the Project in light of the 25-year anniversary of the Los Vaqueros Reservoir. Jennifer Allen from Contra Costa Water District acknowledged the suggestions and advised she would assist in creating poster boards.

1.4 ACWA Membership. Executive Director Ravazzini noted that the Committee has previously discussed possibly joining the Association of California Water Agencies (ACWA). Staff has further investigated the costs of joining ACWA. ACWA dues are based on an agency's operating expenses and then a 50% discount is applied to the first year's dues and a 25% discount is applied to the second year's dues. At this point of the year, the dues are also subject to proration. ACWA does not invoice new members for full membership until the third year of membership.

Because the Authority does not have 2021 operating expenses, it falls at the bottom of the 2023 Dues Schedule. The dues would be \$795.00 and would be reduced by 50% (\$397.50) for the first-year discount and then the balance of \$397.50 would be prorated for the second half of 2023, to leave a dues amount of \$198.75. Membership would allow the Authority individualized representation. It was the consensus of the Committee to bring this matter to the full board for approval.

FUTURE AGENDA ITEMS

Chair Ramirez Holmes further read from Committee Member Avila's April 25 letter regarding an update on the development of goals and priorities to inform the Authority's annual Communications and Outreach Plan. Executive Director Ravazzini stated the incoming Program Manager will be charged with assisting in developing the strategic communications plan and that initial work should be ready to present to the Committee at its August 23 meeting. Chair Ramirez Holmes requested that item be added to the Master Policy Calendar to be included in the May 19 Board meeting materials. The following items were requested as ongoing agenda items for the Committee:

- State advocacy representation update.
- Federal advocacy representation update.

Next meeting: June 28, 2023 at 10:00 a.m.

The meeting adjourned at 11:12 a.m.

James D. Ciampa

James D. Ciampa
Interim General Counsel

ITEM 1.2: INTRODUCTION OF COMMUNICATIONS TEAM

RESPONSIBLE/LEAD STAFF MEMBER:

Taryn Ravazzini, Executive Director

DISCUSSION:

The Authority’s Program Management team led by Hallmark Group includes communications specialists Jennifer Persike & Company and Prosio Communications, Inc. As specified in the agreed upon Program Management scope of work, those services include:

- Develop Strategic Communications Plan
 - Develop key messaging
 - Determine JPA spokesperson
 - Recommend platforms for communications
 - Provide coordination, functions, and frequency for member agency communications
 - Develop monthly newsletter
- Social Media and Website Administration
 - Update and manage website
 - Manage social media channels
- Develop informational materials

Deliverables:

- Strategic Communications Plan
- Update Website
- Informational Materials

Jennifer Persike of Jennifer Persike & Company and Lindsay Pangburn of Prosio Communications will present an overview of the contemplated communications services they will provide to the Authority.

ALTERNATIVES:

Not applicable

FISCAL ANALYSIS:

Not applicable

ENVIRONMENTAL REQUIREMENTS:

Not applicable

EXHIBITS/ATTACHMENTS:

Slide deck introducing the Authority's Communications Team

Introductions



Jennifer Persike

Strategic Communications/Outreach

- *35 years experience in California water*
- *Organizational optimization & planning, coaching, training, DEI*
- *Public affairs/communication expert*



Lindsay Pangburn

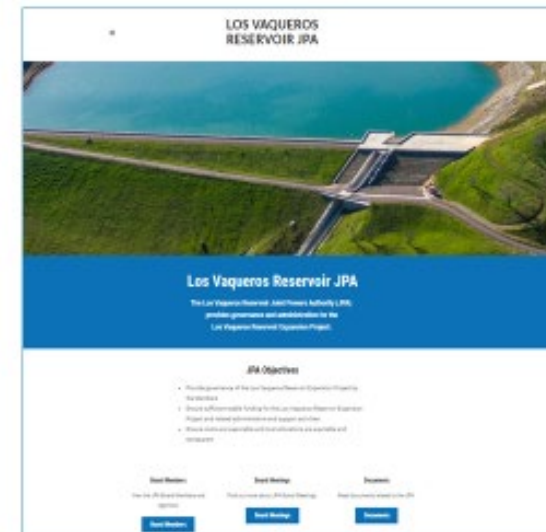
Public Outreach & Engagement

- *20+ years PR and community outreach experience*
- *Environmental sustainability programs*
- *Overall strategy/planning and management of client programs*



Communications Scope

- Communications Plan
 - Coordination with Communications & Outreach Committee Members/ Member Communications Leads
 - Communications audit – review existing materials
 - Process for input and collaboration
 - Build from JPA's approved communications goals and priorities
- Website
 - Assume website management
 - Post updates
- Monthly Newsletter
 - Develop/distribute monthly newsletter to JPA members



Communications Scope

- Informational Materials
 - Fact sheet development/updates
- Social Media
 - LinkedIn profile set-up and content
 - Cross-posting on Twitter
- Media Relations
 - Milestone announcements
 - Inquiry coordination

LOS VAQUEROS RESERVOIR JOINT POWERS AUTHORITY
LEARN MORE AT WWW.LOSVAQUEROSJPA.COM

The authority was established pursuant to a power agreement established by a local agency to provide for governance and administration of the Los Vaqueros Reservoir Expansion Program (Project).

The primary objectives of the Joint Powers Authority (JPA) are:

- 1 Provide governance of the Project by the Members.
- 2 Secure sufficient funding for the Project and coordinate administrative and support activities.
- 3 Secure cost and responsible and cost-effective and equitable financing.

ABOUT THE LOS VAQUEROS RESERVOIR JPA

The JPA will:

- Develop conceptual Project design, construction, operation, maintenance, repair and replacement of water control facilities.
- Enter into contracts and agreements for the Project.
- Issue bonds for the Local Agency's portion of the Project.
- Obtain services for the JPA Members and coordinate support from the JPA Members, including financial information for the Project.

LOS VAQUEROS RESERVOIR JPA MEMBERS

The following agencies have recently formed the JPA:

- Alameda County Water District
- Contra Costa Water District - Alameda
- City of Brentwood
- San Diego Municipal Utility District
- Contra Costa Water District
- San Joaquin County Water Agency
- San Francisco Public Utilities Commission
- City of Alameda
- City of Livermore
- City of Pittsburg
- City of Tracy
- Contra Costa Water District
- Alameda Water District
- Alameda County District
- Joint Water Agency of Alameda County (Joint Agency Water Control Water District - Joint)
- Department of Water Resources for Alameda County
- Department of Water Control for Contra Costa Water District

JPA BOARD MEMBERS

BOARD MEMBER	ALTERNATE	AGENCY
Paul Kelly, Treasurer	Jonathan Woodruff	Alameda County Water District
Edward A. Smith	Andrew Hartman	Contra Costa Water District
Michael Epstein	Leahy Smith	San Diego Municipal Utility District
Sharon Orsag		Contra Costa Water District
Shawn Kistner		San Francisco Public Utilities Commission
Jon Johnson		San Joaquin County Water Agency
Michael Smith		San Joaquin County Water District
Sammy Aguilar		Alameda Water Agency

BOARD MEETINGS

Information about the next meeting will be posted beginning in 2018. The JPA will be public in compliance with the laws. The JPA also will have Board meeting announcements, notices and governmental engineering for agencies and information about Board meetings and Board Committee meetings.

CONTACT INFORMATION

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