

CRESCENTA VALLEY WATER DISTRICT

2700 FOOTHILL BOULEVARD
LA CRESCENTA, CALIFORNIA

To be held on
February 24, 2023 at 1:30 PM

Agenda for the Meeting of the Community Relations Committee
of the Crescenta Valley Water District

Posted February 23, 2023 at 1:30 PM

TELECONFERENCING NOTICE

This meeting will be conducted in person at the address listed above. Members of the public may also participate virtually by using a touchtone phone. You may select any of the following phone numbers (there are more than one for increased reliability during this time of increase phone traffic).

(669) 900-6833

(346) 248-7799

(929) 205-6099

(253) 215-8782

(301) 715-8592

(312) 626-6799

Then, enter Access Code: 844 6552 2810

[Pursuant to the above Executive Order, the public may not attend the meeting in person]

Those members of the public who are able to and would like to additionally participate with a computer through videoconference may access the Zoom videoconferencing tool available at the following link:

<https://us02web.zoom.us/j/84465522810>

If there is a disruption of service, this meeting will continue without remote participation. The remote participation option is provided a convenience to the public and is not required.

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 contacting the District by phone or in writing at customerservice@cvwd.com. 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.

Call to Order

Adoption of Agenda

Public Comment:

At this time, members of the public shall have an opportunity to address the Committee on items of interest that are within the subject matter jurisdiction of this Committee. This opportunity is non-transferable, and speakers are limited to three (3) minutes each. Under the provisions of the Brown Act,

the Board is prohibited from taking action on items not listed on the agenda, except under certain circumstances.

Action Item(s)

The public shall have an opportunity to comment on any action item as each item is considered by the Committee. This opportunity is non-transferrable and speakers are limited to one two-minute (2) comment each.

1. High School Career Development Program
2. Public Outreach Plan to Support Funding for Long-Term Reliability

Committee Members' Request for Future Agenda Items

Adjournment

Crescenta Valley Water District

Community Relations Committee

February 24, 2023

Agenda Item #1 – High School Career Development Program

In 2021, the District hosted its inaugural High School Student Career Development and Leadership Program. The program supported two goals of the 2020 Strategic Plan, including:

- Develop and implement an outreach plan to increase water awareness;
- Develop and implement community stewardship programs to improve community relations.

Through the program, six high school students completed a number of program requirements through which they were introduced to a variety of professional disciplines. They were also able to gain an understanding of what it takes to manage and operate a water and wastewater district through the program itinerary, which included hands-on instruction, facility tours, independent study assignments, and a group project on the topic of water conservation.

The 2022 Strategic Plan update states a renewed commitment to community stewardship programs and community relations. Additionally, former and prospective students for the program have recently contacted the District regarding their interest. Based on this, staff is considering a renewed program. Also for consideration is an abridged program that captures most of the benefit for students and the community while ensuring the most efficient use of staff time and District resources.

Staff is weighing these considerations and sharing with the Committee ahead of further planning for the program.

Agenda Item #2 – Public Outreach Plan to Support Funding for Long-Term Infrastructure Reliability

Based on discussion through recent committee and Board meetings, most recently the February 14, 2023 Board meeting, staff is continuing with respect to a plan to support funding for long-term infrastructure reliability. The considered funding mechanism would be a capital charge on the property roll, which would support collecting a portion of funding necessary to meet the District's pipeline replacement needs.

The cost of this program is offset by a number of benefits to properties, their owners, the community, and the District. And while most property owners are likely aware of the various charges on their property tax bill – e.g., schools; libraries; vector control, etc. – a charge to fund reliable water conveyance would be new. Thus, it is appropriate to discuss a public outreach plan. Below, are various considerations for such a plan –

1. Path to Success:

- a. Awareness / Education
- b. Input and Participation in Decision-Making
- c. Open and Public Process

2. Public Outreach Mediums

- a. Newspaper (CV Weekly)
 - i. Advertisements taken out by the District
 - ii. Press releases and articles from the District
 - iii. Articles from CV Weekly staff
- b. Social Media (Facebook)
- c. Factsheets
 - i. Direct mailers
 - ii. Email blasts
 - iii. Website
 - iv. Physical display at District locations
- d. Virtual meetings (webinar-based town halls)
- e. In-person meetings
 - i. Town halls
 - ii. Association meetings – e.g. Town Council, Women’s Club, Historical Society
 - iii. Targeted audiences – e.g. HOAs, governmental organizations

3. Considerations and Preliminary Proposed Outreach Plan

- a. Targeted audiences
 - i. Residential customers – Residential accounts comprise the bulk of impacted customers.
 - ii. HOAs – Based on learning lessons from other agencies, it is advisable to meet with HOAs so they understand how the charge works and can prepare how the charge impacts the property units in their associations.
 - iii. Governmental organizations – Public and related agencies may be exempted from property tax, and a separate charge will need to be developed for them.
- b. Timing
 - i. Pre-218 Notice: awareness, education, and request for public input (notices would be mailed in April)
 - ii. 45-day noticing period: continued education of general population and targeted audiences (April through June)
- c. Facilitate the process
 - i. Pre-218 Notice
 - 1. Develop and send “1-pager” mailers
 - a. Direct mail
 - b. Email blast
 - c. Website
 - d. Social media
 - 2. Develop and publish two (2) newspaper ads for two (2) virtual town hall meetings
 - 3. Develop and publish article for CV Weekly
 - 4. Virtual town halls
 - a. Develop presentation
 - b. Hold two (2) meetings: one during the day and one afterhours or over a weekend

5. Schedule and meet with CV Town Council – additional local groups as needed
6. Prop 218 Notice
 - a. Develop notice, inclusive of public input
 - b. Mail
- ii. 45-day noticing period
 1. Article by CV Weekly staff
 2. Schedule and meet with HOAs and governmental organizations
 3. Develop and post website bill calculator
 4. Periodic updates to the Board regarding customer responses and comments

4. Next Steps

- a. Determine messaging regarding program
- b. Implement plan