

MINUTES OF THE
PUBLIC AWARENESS/PERSONNEL/POLICY COMMITTEE
OF THE VALLECITOS WATER DISTRICT
MONDAY, MARCH 9, 2009 @ 2:30 P.M.
AT THE DISTRICT OFFICE, 201 VALLECITOS DE ORO,
SAN MARCOS, CALIFORNIA

Committee Chair Poltl called the meeting to order at the hour of 2:30 p.m.

Present: Director Hannan
 Director Poltl
 General Manager Rucker
 Deputy General Manager Lamb
 Director of Human Resources Caudle
 Director of Finance Scaglione
 Public Information/Conservation Supervisor Urabe
 Executive Secretary Lewis
 Administrative Secretary Posvar

PUBLIC INFORMATION AND CONSERVATION ACTIVITY REPORT

Public Information/Conservation Supervisor Urabe presented the Activity Report for February 2009. Brief discussion took place.

Education:

- CSDA Scholarship Contest information distributed (via meeting with San Marcos Unified School District)
- Poster contest information distributed (via meeting with SMUSD)

Meetings:

02/03/09: L&L Printers
02/11/09: RWCQB Desalination Plant
02/12/09: City of San Marcos
02/18/09: SDCWA JPIC/Conservation Coordinator Meeting
02/18/09: SDCWA Resources Management Staff
02/19/09: San Marcos Unified School District (Maintenance)
02/24/09: San Marcos Unified School District (Administration)
02/26/09: City of San Marcos Jack's Pond Park regarding Open House

Training:

02/10/09: Intermediate Excel
02/19/09: VWD external web site (new content and edits)

External Communications:

- Q&A with San Diego Union Tribune
- "Splash!" Spring 09 (in review)
- Updated bill statement
- Graphics of drought levels for posting to www.vwd.org

Drought Preparation:

- Water waste call-in complaint spreadsheet

Articles:

SM Chamber Newsletter:

- Business Buzz:
 - The Drought is Here to Stay Despite Heavy Rains (sent for March issue)
 - Save Money and Fines by Avoiding Irrigation Runoff (sent for Feb issue)
- San Marcos 360 (produced by City):
 - VWD and City of San Marcos assist the community during drought by using alternate water sources

Ads:

- Business Buzz Chamber Ad: "Save Water Now" (received from SDCWA)
 - (sent for Feb issue)
- San Marcos Magazine: The Cost of Tap Water
- Scholastic Sports Poster Ads: San Marcos High & Mission High
- Scholastic Sports Program Guide
- Lake San Marcos Directory

Press Release

- **02/25/09** – Twin Oaks Receives "Project of the Year" Honors

Landscape Surveys: (Year-to-Date)

- 01/06/09:** 1255 Discovery St., San Marcos (residential)
- 01/08/09:** 903 Lantan Ct., San Marcos (residential)
- 01/13/09:** 1941 Sanbar Lane, San Marcos (residential)
- 01/28/09:** 1160 Vidas Ct., San Marcos (residential)
- 02/03/09:** 1611 Via Cancion, San Marcos (residential)
- 02/04/09:** 1210 Corte Bello, San Marcos (residential)
- 02/04/09:** 1102 San Pablo Dr., Lake San Marcos (residential)
- 02/04/09:** 1720 Azul Vista, Lake San Marcos (residential)
- 02/05/09:** 1538 Hermosita Dr., Lake San Marcos (residential)
- 02/06/09:** 548 Chesterfield Circle, San Marcos (residential)
- 02/06/09:** 1567 Eden Ct., San Marcos (residential)
- 02/06/09:** 1547 Black Walnut, San Marcos (residential)
- 02/17/09:** 1428 La Plaza Dr., Lake San Marcos (residential)
- 02/19/09:** 691 Shenandoah Ave., San Marcos (residential)
- 02/20/09:** 908 Russet Ct., San Marcos (residential)
- 02/20/09:** 621 Washingtonia, San Marcos (residential)
- 02/23/09:** Sunrise Point (HOA)

Public Information/Conservation Supervisor Urabe also provided the following information:

- Joined staff on a landscape survey to observe how the survey is conducted
- The Spring Festival will take place on April 5, 2009

This item was for information only. No action was required.

PROGRAM REPORTS

A. JACKS POND PARK OPEN HOUSE

Public Information/Conservation Supervisor Urabe reported that the Open House for Jacks Pond Park will be held on March 19th. She presented the flier which will be distributed.

B. CINEMEDIA UPDATE

Public Information/Conservation Supervisor Urabe stated that other agencies have been contacted and are interested in a partnership. This will cause somewhat of a delay in the time schedule.

C. NATIONAL GEOGRAPHIC OPPORTUNITY

Public Information/Conservation Supervisor Urabe stated that National Geographic is developing a 20-page, 4-color publication on California's water situation in conjunction with ACWA providing a significant cost savings. This will be published twice a year; the cost per copy will be \$.35 and could be mailed to the District's 30,000 customers. This would amount to \$10,500 + mailing expenses. Staff is considering options to offset this additional budget cost, such as not publishing the spring SPLASH newsletter either once or twice during the year, if ACWA is successful in securing 100,000+ commitments, possibly obtaining a smaller amount for handouts and/or specific targeted groups, etc. The deadline to confirm participation in this opportunity is currently March 20, 2009.

D. MISCELLANEOUS OUTREACH

Public Information/Conservation Supervisor Urabe stated that staff has developed a Public Information Request Form as a means to streamline the internal process for public information needs such as press releases, etc.

Public Information/Conservation Supervisor Urabe stated that she is still waiting to hear from the San Diego County Water Authority on the District's grant application for the use of biodegradable cups in restaurants.

Public Information/Conservation Supervisor Urabe stated that the San Diego County Water Authority distributed "Neighbors Helping Neighbors" door hangers in this past Sunday's newspaper for individual use. The door hanger has generated a very negative response from the public.

Public Information/Conservation Supervisor Urabe stated that staff has been implementing changes/updates to the District's website. The State Water Resources Control Board (SWRCB) has approved pharmaceuticals disposal in trash cans and has developed a fact sheet listing steps for safe disposal. A link has been added to the District's website for direct connection to the SWRCB. Links have also been added to the website for direct access to Encina Wastewater Authority and Jack's Pond Park.

This item was for information only. No action was necessary.

OTHER BUSINESS

Director of Finance Scaglione presented a rate calculator which calculates fees based on the proposed drought rate structure. The District's current 3-tiered rate structure is based on average use by customer type (residential, commercial, irrigation, and agricultural). Institutional customers (governments, schools, and churches) are not subjected to tiers. Also presented were example comparisons, by category and by meter size, of current rates and proposed drought rates for residential, commercial, and institutional customers.

Director of Finance Scaglione stated that a drought rate structure categorized by customer type would require less resources to implement, but a rate structure based on meter size is more equitable by recognizing customers who pay for additional capacity, pay higher monthly ready-to-serve charges, and have higher than average demands as determined by the District. The Committee members agreed that a structure based on meter size is more equitable than by category. The revised structure by category and the alternative meter size based structure eliminate Level 4 drought rates to avoid undue scrutiny. The drought rate structures subject institutional customers to tiers.

Director of Finance Scaglione reviewed the proposed timeline for Proposition 218 notification that assumes a June 17 public hearing date which would require a draft public hearing notice be completed for General Manager Rucker's review by March 31, 2009.

A Board Workshop will be scheduled at which this item can be presented for discussion.

This item was for information only. No action was necessary.

There being no further business to discuss, the meeting was adjourned at the hour of 3:53 p.m.