

**AGENDA
REGULAR MEETING
GROUNDWATER REPLENISHMENT SYSTEM STEERING COMMITTEE
(A Committee of Orange County Water District
and Orange County Sanitation District Directors*)
OCWD Boardroom 18700 Ward Street, Fountain Valley
Monday, October 9, 2017, 5:00 p.m.**

* Orange County Water District Notice: The GWRS Steering Committee (SC) meeting is being noticed as a joint meeting with the Orange County Water District (OCWD) Board of Directors and Orange County Sanitation District (OCSD) Board of Directors for the purpose of strict compliance with the Brown Act and it provides an opportunity for all Directors to hear presentations and participate in discussions. The SC has been delegated limited authority by the OCWD and OCSD Boards of Directors. Agenda items requiring Board approval will be placed on future OCWD and/or OCSD Board meeting Agendas. OCWD Directors receive no additional compensation or stipend as a result of simultaneously convening this meeting.

PLEDGE OF ALLEGIANCE

ROLL CALL

VISITOR PARTICIPATION

Time has been reserved at this point in the agenda for persons wishing to comment for up to three minutes to the Board of Directors on any item that is not listed on the agenda, but within the subject matter jurisdiction of the District. By law, the Board of Directors is prohibited from taking action on such public comments. As appropriate, matters raised in these public comments will be referred to District staff or placed on the agenda of an upcoming Board meeting.

At this time, members of the public may also offer public comment for up to three minutes on any item on the Consent Calendar. While members of the public may not remove an item from the Consent Calendar for separate discussion, a Director may do so at the request of a member of the public.

CONSENT CALENDAR (ITEM NO. 1)

All matters on the Consent Calendar are to be approved by one motion, without separate discussion on these items, unless a Board member or District staff request that specific items be removed from the Consent Calendar for separate consideration.

1. **MINUTES OF PREVIOUS MEETING**

RECOMMENDATION: Approve Minutes of the July 10, 2017 GWRS Steering Committee meeting as presented

END OF CONSENT CALENDAR

INFORMATIONAL ITEMS

2. GWRS OPERATIONS UPDATE
3. UPDATE ON GWRS FINAL EXPANSION
4. QUARTERLY OUTREACH REPORT [JULY-SEPTEMBER 2017]

5. 10TH ANNIVERSARY OF THE GWRS

RECOMMENDATION: Agendize for October 18 Board meeting: Staff seeks Committee direction on whether to host a GWRS 10th anniversary event in January or February of 2018 and if so, approve an event option and budget to support the selected event

DIRECTORS' ANNOUNCEMENTS/REPORTS

GENERAL MANAGERS' REPORT

- Next GWRS Steering Committee meeting – January 8, 2018

DETERMINATION OF ITEMS (IF ANY) TO BE AGENDIZED FOR FUTURE OCWD BOARD MEETING AND/OR OCSD BOARD MEETING

ADJOURNMENT

In accordance with the requirements of California Government Code Section 54954.2, this agenda has been posted for viewing at the guard shack entrance and in the main lobby of the Orange County Water District, 18700 Ward Street, Fountain Valley, CA not less than 72 hours prior to the meeting date and time above. All written materials relating to each agenda item are available for public inspection in the office of the District Secretary. Backup material for the Agenda is available at the District offices for public review and can be viewed online at the District's website: www.ocwd.com. Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such modification or accommodation from the District Secretary at (714) 378-3233, by email at jdurant@ocwd.com by fax at (714) 378-3373. Notification 24 hours prior to the meeting will enable District staff to make reasonable arrangements to assure accessibility to the meeting.

As a general rule, agenda reports or other written documentation has been prepared or organized with respect to each item of business listed on the agenda, and can be reviewed at www.ocwd.com. Copies of these materials and other disclosable public records distributed to all or a majority of the members of the Board of Directors in connection with an open session agenda item are also on file with and available for inspection at the Office of the District Secretary, 18700 Ward Street, Fountain Valley, California, during regular business hours, 8:00 a.m. to 5:00 p.m., Monday through Friday. If such writings are distributed to members of the Board of Directors on the day of a Board meeting, the writings will be available at the entrance to the Board of Directors meeting room at the Orange County Water District office.

**MINUTES OF THE MEETING
GROUNDWATER REPLENISHMENT SYSTEM STEERING COMMITTEE
Monday, July 10, 2017**

OCSD Director Sebourn called the Groundwater Replenishment System Steering Committee meeting to order in the Boardroom at the District office. Following the Pledge of Allegiance to the flag, the Secretary called the roll and reported a quorum.

Committee Members

Greg Sebourn - Chair
 Roger Yoh - Vice Chair
 James Ferryman
 Cathy Green
 Steve Jones (Absent)
 Phil Anthony

Alternates

Donald Wagner
 Phil Hawkins
 Tim Shaw
 Denis Bilodeau (Absent)
 James Vanderbilt (Absent)
 Dina Nguyen (Absent)

OCWD Staff	OCSD Staff
Mike Markus	Jim Herberg
Bill Dunivin, Mehul Patel	Rebecca Long
Christina Fuller, Assistant District Secretary	

CONSENT CALENDAR

The Consent Calendar was approved upon motion by Director Anthony, seconded by Director Green and carried [6-0] as follows.

[Yes – Sebourn, Yoh, Ferryman, Green, Anthony, Wagner/No - 0]

1. Minutes of Previous Meeting

The minutes of the GWRS Steering Committee meeting held April 10, 2017 are approved as presented.

INFORMATIONAL ITEMS

2. GWRS Operations Update

Executive Director of Operations/GWRS Bill Dunivin reported that the average daily average production for the quarter April through June 2017 was 88.58 mgd. He stated OCSD staff is working to optimize flow availability while OCWD staff is working on operational strategies to make as much water as possible. He reported that the GWRS treatment plant has been operating satisfactorily.

3. Update on GWRS Final Expansion

GWRS Program Manager Sandy Scott-Roberts stated staff is evaluating design firm consultants for the Final Expansion. She reported that OCWD is planning on recommending issuing an agreement to one of the two top ranked firms (Black & Veatch; Brown and Caldwell/CDM Smith) for the design of the GWRS Final Expansion Project at the July 19, 2017 Board of Directors meeting.

4. Quarterly Outreach Report [April – June 2017]

Director of Public Affairs Eleanor Torres stated the report and media clips are included in the packet.

5. Update on Outreach for GWRS Water Bottling and the 10 Year Anniversary of the GWRS

Ms. Torres reminded the Committee that in January 2017, OCWD and OCSD approved an outreach program related to the bottling of GWRS water and the commemoration of the 10th anniversary of the GWRS that would take place February 2017 through March 2018. She reviewed program objectives and recent activities. Ms. Torres reported that staff created an exhibit booth for statewide tabling events that mimic a traditional lemonade stand and created a media kit and box to ship to selected media. She updated the Committee on the next phase of outreach. Director Anthony requested staff return to the committee with ideas for non-traditional options for commemoration of the GWRS anniversary. Principal Communications Specialist Gina Ayala updated the Committee on recent GWRS media coverage.

6. Water Conservation Potential at Brea, Carbon Canyon and Fullerton Dams

Recharge Planning Manager Adam Hutchinson reported that staff conducted site visits of each dam to evaluate potential for storm water capture and recharge. Mr. Hutchinson reviewed the construction date along with the safety ratings and annual average outflow for each dam.

ADJOURNMENT

There being no further business to come before the Committee, the meeting was adjourned at 6:00 p.m.

OCSD Director Greg Sebourn, Chair

AGENDA ITEM SUBMITTAL

Meeting Date: October 9, 2017

To: GWRS Steering Committee

From: Mike Markus/Jim Herberg

Staff Contact: W. Dunivin/M. Patel

Budgeted: N/A

Budgeted Amount: N/A

Cost Estimate: N/A

Funding Source: N/A

Program/Line Item No.: N/A

General Counsel Approval: N/A

Project Report Approved: N/A

CEQA Compliance: N/A

Subject: GWRS OPERATIONS UPDATE

SUMMARY

Operation of the Groundwater Replenishment System (GWRS) commenced on January 10, 2008. The GWRS operations update will be discussed at Committee.

RECOMMENDATION

Informational

DISCUSSION/ANALYSIS

Since startup in 2008 GWRS continues to produce water that meets regulatory requirements. The quality of the secondary effluent received from the Orange County Sanitation District (OCSD) continues to meet all water quality requirements while operating in the nitrified/denitrified (NDN) mode. The GWRS Microfiltration (MF) and Reverse Osmosis (RO) treatment processes have benefited in overall operational improvements as a result of OCSD's efforts to successfully maintain stable operation in the NDN mode.

The average daily average production for the quarter July through September 2017 was 93.4 mgd. OCSD staff is working to optimize flow availability while OCWD staff works on operational strategies to make as much water as possible. The GWRS treatment plant has been operating satisfactorily.

OCWD completed the replacement of MF modules in 26 of the original MF treatment cells during the past 19 months. This included replacement of membrane modules in the current fiscal year in five cells containing membranes first installed in January 2011 and were near their end of life. To date installation has been completed in all treatment cells containing a total of 17,784 membranes.

The installation of these MF modules should improve MF water quality while also helping improve cleaning frequencies for the MF process. While staff were replacing the MF modules they were also replacing the stainless steel permeate header piping in each treatment cell to resolve an ongoing issue with welds failing. The new headers provided by Evoqua have been modified to hopefully resolve this issue.

The GWRS effluent production for the months of July through September 2017 is shown in the following tables:

**GWRS EFFLUENT PRODUCTION
(January – March 2017)**

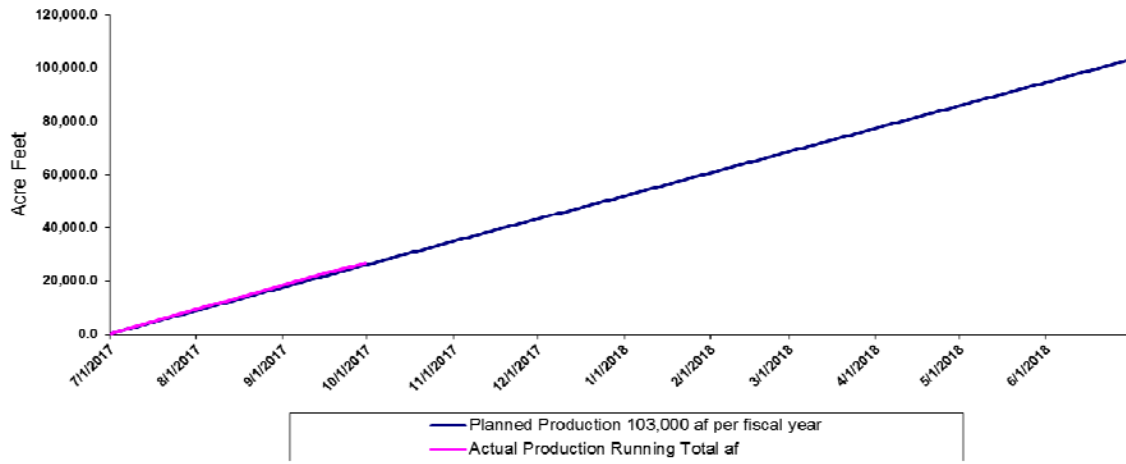
	July 2017 (million gallons)	July 2017 (acre feet)
Mira Loma, Kraemer/Miller Basin Recharge, Mid Basin Injection, Artic, and Canyon Power	2021.71	6,206.66
Seawater Intrusion Barrier	972.42	2,985.31
Total	2,994.13	9,191.97

	August 2017 (million gallons)	August 2017 (acre feet)
Mira Loma, Kraemer/Miller Basin, Recharge, Mid Basin Injection, Artic and Canyon Power	2,197.59	6,746.60
Seawater Intrusion Barrier	783.64	2,405.78
Total	2,981.23	9,152.38

	September 2017 (million gallons)	September 2017 (acre feet)
Mira Loma, Kraemer/Miller Basin Recharge, Mid Basin Injection, Artic and Canyon Power	2,114.81	6,492.47
Seawater Intrusion Barrier	579.14	1,777.97
Total	2,693.95	8,270.44

The following graph shows the 2017/2018 fiscal year production compared to the fiscal year production target of 103,000 acre feet (af). As of September 30, 2017 the GWRS Fiscal Year to Date production is 26,617.79 af which is 656.19 af above our target production of 25,961.6 af for the first quarter of the 17/18 fiscal year.

GWRS ACTUAL PRODUCTION TO TARGET PRODUCTION
Fiscal Year
July 1, 2017 to June 30, 2018
103,000 acre feet planned



AGENDA ITEM SUBMITTAL

Meeting Date: October 9, 2017

To: GWRS Steering Committee

From: Mike Markus/Jim Herberg

Staff Contact: S. Scott-Roberts

Budgeted: N/A

Budgeted Amount: N/A

Cost Estimate: N/A

Funding Source: N/A

Program/Line Item No.: N/A

General Counsel Approval: N/A

Project Report Approved: N/A

CEQA Compliance: N/A

Subject: UPDATE ON GWRS FINAL EXPANSION PROJECT

SUMMARY

Staff from the Orange County Sanitation District (OCSD) and Orange County Water District (OCWD) are completing the design phase of the GWRS Final Expansion Project. An update on the work progress will be provided.

RECOMMENDATION

Informational

DISCUSSION/ANALYSIS

The GWRS Final Expansion Project is the build-out capacity of the GWRS facility that treats secondary effluent from OCSD to drinking water standards for groundwater replenishment water. The current GWRS facility produces 100 MGD of purified water. The build-out treatment capacity increases the water production to a total of 130 MGD. OCSD/OCWD recently completed a joint effluent reuse study (SP-173) which analyzed the project components required to facilitate the GWRS Final Expansion Project. With the study complete, both agencies have issued Request for Proposals (RFP) for the design phase of the GWRS Final Expansion Project.

To increase the amount of water produced from the GWRS facility, additional secondary effluent from OCSD must be conveyed to GWRS. With an analysis of average raw wastewater inflows to OCSD's two treatment plants, both OCSD Plant No. 1 and Plant No. 2 secondary effluent is required to meet the 130 MGD GWRS production goal. Therefore, new secondary effluent conveyance facilities are required at OCSD Plant No. 2 to convey the secondary effluent to GWRS. These conveyance facilities include an effluent pump station, a flow equalization tank and a pipeline. In addition, recommendations from the SP-173 study showed that the segregation of the Santa Ana Regional Interceptor (SARI) trunk flows to OCSD Plant No. 2 is feasible as part of the GWRS Final Expansion Project. Currently SARI flows are not permitted to be recycled through GWRS due to the industrial and treatment facility discharges that currently flow in the SARI trunk sewer. Therefore, in addition to the conveyance facilities, the OCSD Plant No. 2 headworks facilities will segregate the SARI trunk flows and treat these flows separately for discharge to the ocean outfall. This project is referred to as the Headworks Modification Project.

The Advanced Water Treatment Facility is the GWRS facility made up of the microfiltration, reverse osmosis and UV treatment processes. The AWTF will need to be expanded to treat the additional 30 MGD of secondary effluent to meet the build-out water production goal of 130 MGD total. With all of the above considerations, the GWRS Final Expansion Project includes the following projects:

GWRS Final Expansion Project Description	Capital Cost
Advanced Water Treatment Facility Improvements	\$ 130,000,000
P2 Effluent Pump Station	\$ 17,700,000
Pipeline Rehabilitation Project	\$ 37,000,000
OCSD P2 Headworks Segregation Project	\$ 44,700,000
P2 Flow Equalization Tank Project	\$ 23,400,000
TOTAL GWRS FINAL EXPANSION PROJECT COST	\$ 252,800,000

OCWD is responsible for the costs of all the projects listed above for the GWRS Final Expansion Project. However, OCSD will manage the design and construction of the P2 Headworks Modification Project. OCSD has entered into an agreement with CDM Smith for the design of the Headworks Modification Project. OCWD has entered into an agreement with Black & Veatch for the design of the remaining four GWRS Final Expansion Projects.

OCSD applied for USBR Title XVI grant for P2-122, Headworks Separation Project. This project is being designed/constructed by OCSD, but will be reimbursed by OCWD.

OCSD/OCWD staff will be presenting the First Amendment to the OCSD/OCWD Joint Agreement for the GWRSFE Project to both agency's Board of Directors in October. The amendment adds language to the agreement that states OCSD shall deduct grant funds from invoices to OCWD for the Headworks Modification Project (P2-122). This clarifies the transfer of possible future grant funding for the OCSD P2-122 Project. This amendment will be brought to the OCWD October 11th Water Issues Committee meeting and subsequent OCWD October 18th Board of Directors meeting. This amendment will also be brought to the OCSD October 4th Ops Committee meeting and OCSD October 25th Board of Directors meeting.

In April 2017, staff submitted a Letter of Interest (LOI) for an EPA WIFIA loan in the amount of \$123.9 million or 49% of the estimated project cost. OCWD was selected to submit an application as a result of the LOI. Staff is currently preparing the application. This loan would recover approximately 49% of the projects design and construction cost, if it is eventually received.

PRIOR BOARD/COMMITTEE ACTIONS

AGENDA ITEM SUBMITTAL

Meeting Date: October 9, 2017

To: GWRS Steering Committee

From: Mike Markus

Staff Contact: E. Torres/G. Ayala

Budgeted: N/A

Budgeted Amount: N/A

Cost Estimate: N/A

Funding Source: N/A

Program/Line Item No.: N/A

General Counsel Approval: N/A

Engineers/Feasibility Report: N/A

CEQA Compliance: N/A

Subject: QUARTERLY OUTREACH REPORT [JULY-SEPTEMBER 2017]

SUMMARY

Outreach for OCWD and the GWRS continues with a major focus to build and maintain support, as well as field media interest and media coverage. The following is a report of activities from July through September 2017.

Attachment(s): 2017 GWRS third quarter news clip report

RECOMMENDATION

Informational

DISCUSSION/ANALYSIS

Tour Update

From July through September 2017, OCWD conducted 38 tours for nearly 545 guests. Below is a monthly breakdown that shows the number of tours and guests:

Month	# of Tours	# of Guests
July	15	262
August	11	169
September	12	114

Following is a list of groups that toured the GWRS during this quarter:

- Public tour groups (3)
- IDE Technologies
- Orange County Health Care Agency
- Stepping Up College Awareness Program
- European Commission's Joint Research Center
- Calvary Chapel, Fullerton
- U.S. Environmental Protection Agency
- Classed from California State University, Fullerton (CSUF) nursing program

- St. Paul's Lutheran School
- American Chemistry Council/Water Quality & Health Council
- Chapman University
- Viet Ecology Foundation
- International Water Association
- Orange Coast College
- Azusa Pacific University nursing program
- STEM Quest PBL Institute
- West Coast University nursing program
- The Lincoln Club of Orange County
- University of Arizona
- UCI Exchange Student Program
- Staff member from Congressman Royce's office
- Republic of Korea National Human Resources Development & Ministry of Personnel Management
- Chinese delegation
- Silicon Valley Water District
- Vanguard University Nursing Program
- Inside the Outdoors
- Beijing Drainage Group Co., China
- The Coasters Community Group
- The Groundwater Resources Association of California's Southern California Branch
- Hydranautics
- Korean delegation
- Cal State Long Beach (CSULB) Nursing Program
- Guizhou Provincial Water Resources Department, China
- East Orange County Water District
- LG Chem
- CSUF Engineering Class

Upcoming Tours:

- Eleanor Roosevelt High School, October 13
- Redondo Union High School, October 16 & 23
- Golden West College, October 17
- CSUF, October 18
- Assemblymember Sharon Quirk-Silva, October 19
- Leadership Tomorrow, October 19
- Los Angeles Trade & Tech School, October 23
- Chinese delegation, October 25
- Groundwater Adventure Tour, October 26
- American Institute of Chemical Engineers at UCI, October 27
- Beijing Water Science & Technology Institute, October 31 & November 14
- CSULB, November 2, 7 & 13
- Public tour, November 3
- Citrus College, November 10

Speakers Bureau:

As part of OCWD's standard to forge and maintain long-term, positive and proactive relationships with members of the community and be transparent about its operations and programs, OCWD board members and staff participate, regularly, at community events and speak before civic groups. Below is a listing of speakers bureau engagements. (Note: The GWRS is mentioned in the majority of OCWD speakers bureau presentations.)

- Cypress Chamber of Commerce, July 11
- California State University, San Marcos, July 13
- Chapman University (SURFEES), August 2
- City Engineers Association of Orange County, August 7
- William C. Velasquez Institute's Academy on Southern California Water Policy, August 11
- Santa Ana Community Back to School Fair, August 19
- Placentia Rotary, August 23
- 5th Busan Global Water Forum (South Korean), September 7
- American Membrane Technology Assoc. Congressional Briefing, September 7
- National Weather Association Conference, September 17 (#GetOverIt video was launched at the conference <https://www.youtube.com/watch?v=tOX3Z-YmdCY>)
- TEDX Conference, September 21 (Here is a link to the presentation <https://www.youtube.com/watch?v=iCwGtWZmDc8>)
- Mesa Water District event (GWRS brochures only), September 23
- Casa Agria Brewery Event, September 26
- AWWA Webinar, September 27

Upcoming Speakers Bureau:

- Central Coast Sustainability Summit, October 11
- AAEEES SoCal Conference, October 12
- 2017 Groundwater Foundation National Conference, October 24
- Southern California Spain Investment Summit, October 24
- 5th Annual Summit World Water – Tech North America, November 3
- USC vs. UCLA Fan Fest, November 18

Media:

- There were 160 global news hits for the GWRS. This number includes same source stories that ran in multiple media outlets. The potential viewership for the combined articles is more than 41 million. The news clip report for this quarter is attached.

Awards:

- Orange County Water District was chosen as one of two recipients for the 2017 WaterReuse Public Education Program of the Year Award. The award recognizes education programs whose outreach enhances a better appreciation of water resources, management and conservation. You may view the video for the award submission here <https://www.youtube.com/watch?v=92xDDQ9uLEo>.

Press Releases, Notices and Publications:

- The following press releases were issued for this quarter and mentioned or featured the GWRS:
 - [OCWD Helps Guide State Effort to Improve Operation of Wastewater Treatment Plants](#)
 - [Public Agencies Work to Get Federal Funding for Critical Water Supply Project that Brings New Water to Orange County](#)
 - [OCWD Receives Federal Funding For Water Reuse Research on Concentrate Treatment and NDMA](#)
 - [OCWD Leads NSF Funded Study of the Metagenomics of Water Quality](#)
(Released jointly with CosmosID)
- Staff issued weekly editions of OCWD'S Water Lines, which frequently contained articles that mentioned or featured the GWRS <https://www.ocwd.com/news-events/ocwd-in-the-news/>
- The July issue of OCWD's e-newsletter, Hydrospectives, featured a story about the GWRS. <https://www.ocwd.com/news-events/newsletter/2017/july-2017/>
- The August issue of OCWD's e-newsletter, Hydrospectives, included mention of the GWRS. <https://www.ocwd.com/news-events/newsletter/2017/august-2017/>
- The September issue of OCWD's e-newsletter, Hydrospectives, featured a story about the GWRS.

Construction Notices:

In August, OCWD distributed construction notices to impacted stakeholders for the following project that is related to the GWRS:

- Mid Basin Injection Project
 - [Heritage Museum monitoring well 1 neighbor letter \(August 2, 2017\)](#)
 - [Locations of monitoring wells at Heritage Museum \(August 2, 2017\)](#)

Stat Name
Number of hits

Groundwater Replenishment System
160

Outlet/Publication	Circulation: Potential Viewership	Date	Headline
Orange Juice Blog	6452	09/28/17	Meet Poseidon Resources – Video!
Stockwatch	83016	09/28/17	H2O Innovation signs \$9.1M contract with San Diego
Los Angeles Times	14924745	09/25/17	There is no need for a desalination plant in Huntington Beach
[your]NEWS		09/08/17	Poseidon's Carlsbad Desalination Plant Plagued by Problems
Informed Infrastructure		09/07/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
DMN Newswire!	14571	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Grading and Excavation Contractor	2332	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Security @ ITBusinessNet.com	12631	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Business Issues - ITBusinessNet.com		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
ITBusinessNet.com	28059	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Video Based Tutorials	273	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
HydroWorld - FinancialContent		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Santa Cruz Sentinel - Financial Content		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
TulsaCW.com	5091	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
AM950 1007 FM		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
NBC Right Now - KNDO/KNDU	14286	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Tucson News Now	265049	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KITV 4 News	51093	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WVAlways.com	100533	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WSFA 12 News	157534	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
FOX19-WXIX TV	259486	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
SNJ Today		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KLKN-TV ABC-8	15058	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Magic 106.5		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
The Valley's CW		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Morningstar	2153933	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Telemundo Amarillo		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
FOX29 Lake Charles		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Double T 97.3		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WNKY.com		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Trade Show Marketing - Mediawebsite.net	1758	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KHQ Right Now	149273	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
SWX Right Now		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
14 News	150371	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KMIR News		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Telemundo Midland/Odessa		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WDAM - Channel 7	108520	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WTVM.com	77030	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Cleveland 19 News	145258	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Mississippi News Now	187664	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
FOX 8 WVUE	190339	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
ABC FOX Montana		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KTRE ABC-9	38429	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Hawaii News Now	396940	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WSIL-TV	37019	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KTEN.com	36786	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
NewsChannel 10	31031	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
The CW Lubbock		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality

WRCB-TV 3	176806	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KPTV FOX 12	346272	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WandTV.com	20815	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WALB.com	199788	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
ABC-7.com	31165	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Kuam News	17721	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Denton Record-Chronicle - Mediawebsite.net	1758	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KSLA News 12	230145	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Oklahoma's Own	290130	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
NBC12 - WWBT	238906	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WMC Action News 5	282014	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WECT TV6	184911	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KEYC News 12	30388	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Fox 21 Delmarva	572	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KFVS 12	162546	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KFVE The Home Team	38908	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
FOX5Vegas.com	287779	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KMOV.com	423579	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WOWK-TV	128511	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WAVE 3 News	326531	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KTVN Channel 2	179809	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Fox 34		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WBRC FOX6 News	68763	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
NBC-2.com	360099	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Live5News.com	237970	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Northwest Cable News - Mediawebsite.net	1758	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WLOX-TV	154677	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Homestownstations.com	24589	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KULR-8	70269	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KAIT ABC-8	111095	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
RFD-TV	24678	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WMBF News	103048	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KSWO-TV 7	58579	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
NewsWest 9	92403	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Kake	112562	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WFMJ TV-21	123948	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
PR Newswire	2472065	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WBTV 3 News	315850	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WAFF 48 News	219349	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
NewsOn6.com	278775	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
93.7 The Eagle		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
FOX 14 TV	39966	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WTOL.com	284743	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Apparel Search - Mediawebsite.net	1758	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
PublicityInsider.com - Mediawebsite.net	1758	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KFBB.com		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KPLC 7 News	75336	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KCBD NewsChannel 11	79253	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KXXV-TV News Channel 25	32826	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
My Lubbock TV		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WBOC Tv 16	136166	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WTOC.com	118183	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KUSI News	69504	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Erie News Now		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality

KOAM-TV	42753	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KAUZ-TV: NewsChannel 6 Now	23706	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
NoticiasETX.com		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Ticker Technologies	57893	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KRGV.com	49642	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Oldies 97.7		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KCTV 5	326811	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Dallas Morning News - Mediawebsite.net	1758	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WeAreWVProud.com	34198	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
NBC29 WVIR	25768	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WV Illustrated		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
YourOhioValley.com	115199	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Company Spotlight		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WFXG FOX 54	21295	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
KFMB-TV CBS-8	294647	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Crossroads Today	60737	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
WIS News 10	282108	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
ABC6 News	18299	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
The CW Providence - WLWC		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
News Center 1		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
StreetInsider.com	469105	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Sacbee - FinancialContent		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Ledger Enquirer - Financial Content		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Centre Daily Times - FinancialContent		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Farmington Daily Times - FinancialContent		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Daily Breeze - FinancialContent		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
InvestorPoint.com	82876	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Redlands Daily Facts - Financial Content		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Inside Bay Area - FinancialContent		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Contra Costa Times - FinancialContent		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
San Luis Obispo - FinancialContent		09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality
Water Online	169704	09/06/17	Orange County Water District Leads National Science Foundation Funded Study Of The Metagenomics Of Water Quality
Spoke	121691	09/06/17	Orange County Water District Leads National Science Foundation Funded Study of the Metagenomics of Water Quality Spoke
WFLX Fox 29-TV	19684	09/06/17	Orange County Water District Leads National Science Foundation F - Fox29 WFLX TV, West Palm Beach, FL-news & weather
KASA	40504	09/06/17	Orange County Water District Leads National Science Foundation F
760 KFMB AM	3717	09/06/17	AM 760 KFMB - Talk Radio Station - San Diego, CA - Orange County Water District Leads National Science Foundation F
AP (Hosted)	141358	09/06/17	In Partnership with 2010 Stockholm Water Prize Recipient Dr. Rita Colwell and CosmosID, Inc.
Reeves Journal	513	08/23/17	EPA Selects Orange County Project To Apply For Water Infrastructure Loan
Turnto23.com	195110	08/21/17	TEDx Conference Coming to Bakersfield
Natural Resources Defense Council	157371	08/11/17	MWD's WaterFix Cost Assessment is Inaccurate and Inadequate
The Hill - Blogs	7138883	08/02/17	Recycled water: Better for business, better for the long haul
TheHollywoodTimes.net		07/31/17	It's a Wrap! KCET Inaugural Earth Focus Environmental Film Festival – TheHollywoodTimes.net
Publicnow		07/31/17	Refilling the Orange County Groundwater Basin – Inch by Inch
Water & Wastes Digest	3792	07/25/17	EPA Selects 12 Projects to Apply for WIFIA loans
More on C+S Engineer		07/19/17	EPA selects 12 projects to apply for WIFIA loans
Sustainable City Network		07/23/17	12 Projects Selected to Apply for Water Infrastructure Loans
Oak Ridge Today		07/23/17	EPA picks Oak Ridge to apply for new loan program for new water plant
California Water News Daily		07/23/17	Tyson Neely appointed to Water Board's committee on Wastewater Operator Certification Program
Orange County Register	771681	07/19/17	Water district receives \$124 million to expand water replenishment system
WebWire	24016	07/19/17	EPA Selects 12 Projects to Apply for Water Infrastructure Loans
Benzinga	679224	07/19/17	EPA Selects 12 Projects to Apply for Water Infrastructure Loans
Water Online	169704	07/19/17	EPA Selects 12 Projects To Apply For Water Infrastructure Loans
WebWire	24016	07/19/17	EPA Selects Miami-Dade County, Florida Project to Apply for Water Infrastructure Finance and Innovation Act (WIFIA) Loans
Benzinga	679224	07/19/17	EPA Selects Miami-Dade County, Florida Project to Apply for Water Infrastructure Finance and Innovation Act (WIFIA) Loans

NewsroomAmerica	6086	07/18/17	EPA Selects Orange County Project to Apply for Water Infrastructure Loan
Press Release Point	21514	07/18/17	EPA Selects the City of Oak Ridge, Tennessee Project to Apply for Water Infrastructure Finance and Innovation Act (WIFIA) Loans
Engineering News-Record	126425	07/05/17	Virginia Water Plant To Be a Multipurpose Unit
News Deeply		07/03/17	Magic in a Bottle: Orange County Launches Recycled Water Giveaway

AGENDA ITEM SUBMITTAL

Meeting Date: October 9, 2017

To: GWRS Steering Committee

From: Mike Markus

Staff Contact: E. Torres/J. Cabral

Budgeted: Partial

Budgeted Amount: \$30,000 to \$35,000

Cost Estimate: \$25,000 to \$135,000
(cost shared between OCWD and OCSD)

Funding Source: General Fund

Program/Line Item No.:

1012.56012.9900

General Counsel Approval: N/A

Engineers Report Approved: N/A

CEQA Compliance: N/A

Subject: **10TH ANNIVERSARY OF THE GWRS**

SUMMARY

The Groundwater Replenishment System (GWRS) is a historic water infrastructure project that has had a significant impact globally on the public acceptance of water reuse for drinking water purposes. The 10th anniversary of the project will occur in January 2018. Staff and Dick Jones Communications will present event options to commemorate this GWRS milestone.

Attachment(s):

- Dick Jones Communications September 2017 Update

RECOMMENDATION

Agendize for the October 18 OCWD Board meeting: Staff seeks Committee direction on whether to host a GWRS 10th anniversary event in January or February of 2018 and if so, approve an event option and budget to support the selected event.

GWRS OUTREACH PROGRAM AND 10TH ANNIVERSARY

In January 2017, the GWRS Joint Steering Committee (the Committee) and boards of the Orange County Water District (OCWD) and Orange County Sanitation District (OCSD) approved an outreach program related to the bottling of GWRS water and the commemoration of the 10th anniversary of the GWRS. The outreach program began in February 2017 and will run through March 2018. The program includes tabling at multiple community events throughout California, social media engagement and sharing GWRS water with media, policy makers, and agencies and associations exploring water reuse projects. The districts contracted with Dick Jones Communications to assist with these outreach efforts.

The Committee also decided that rather than hosting a traditional ceremony to commemorate the GWRS 10th anniversary that the districts should focus more on outreach and social media exposure. However, at its July 2017 meeting, the Committee expressed interest in possibly hosting an event in 2018.

Below are five event options staff will discuss with the Committee:

Event	Description	Estimated Cost	Duration
<p>“Blue” Tie or “Blue” Carpet Gala/Dinner</p>	<ul style="list-style-type: none"> • Dinner @ GWRS; blue carpet is rolled out at entrance • Program includes a ceremony (speeches and presentations) • 200 to 250 guests: invite environmental/water social media influencers; electeds; OC and So. Cal water and wastewater agencies, and cities; chambers • Reach out to an astronaut or weathercaster to emcee event • Recognize people who have helped make advancements in the water industry and/or policy makers 	<p>\$25,000 to \$35,000</p>	<p>2 ½ - 3-hour weeknight event; 6:00 pm 9:00 pm</p>
<p>Water Winterfest V.1.</p>	<ul style="list-style-type: none"> • Ice skating rink made w/ GWRS water; on GAP lot • Food trucks • Tours of GWRS • Music (local HS bands; guest DJs) • Program includes a ceremony (speeches and presentations) • 2,500 to 5,000 guests over the course of 5 days • Each day/evening would host a different group. For example: <ul style="list-style-type: none"> ○ Suits on Skates/Ice: chambers, producers and electeds ○ College night – universities we partner with for tours and Festival ○ Water and wastewater industry vendors and engineers; trade unions; other agencies outside service areas ○ Moms clubs; families; nearby FV residents; local Kiwanis and Rotary; City of Fountain Valley; Community Based Organizations (CBOs) ○ OCWD and OCSD employees and families 	<p>\$125,000 to \$135,000</p>	<p>5 days and/or evenings; Wed.-Sun. 3-5 hours per day/evening</p>

Water Winterfest V.2	<ul style="list-style-type: none"> • Ice slide made from GWRS water; on GWRS campus • Snow made from GWRS water • Artist creates ice sculpture with frozen GWRS water • Snow cones made with GWRS water • 2,000 to 2,500 guests; invite electeds; OC and So. Cal water and wastewater agencies and cities, OCWD & OCS D employees, and FV/area residents; Moms clubs; families; CBOs • Tours of GWRS • Food trucks • Music (local HS bands; guest DJ) • Program includes a brief ceremony (speeches and presentations) 	\$25,000 to \$35,000	4 to 4 ½ hours; Saturday event; 9:30 am to 2:00 pm
Breakfast/Luncheon with Guinness Book of World Records	<ul style="list-style-type: none"> • We set a Guinness record TBD at GWRS • 300 to 700 guests; invite electeds; OC and So. Cal water and wastewater agencies and cities, OCWD & OCS D employees, and FV residents • Program would include a brief ceremony (speeches and presentations) • Breakfast or lunch will be served • Reach out to an astronaut or weathercaster to emcee the event 	\$25,000 to \$35,000	2 to 2 ½ hour weekday event
Winterfest V.2 combined with Guinness Book of World Records	<ul style="list-style-type: none"> • Ice slide made from GWRS water; on GWRS campus • Snow made from GWRS water • Artist creates an ice sculpture using frozen GWRS water • Snow cones made with GWRS water • We set a Guinness record TBD at GWRS • 2,000 to 2,500 guests; invite electeds; OC and So. Cal water and wastewater agencies and cities, OCWD & OCS D employees, and FV/area residents; Moms clubs; families; CBOs • Tours of GWRS • Food trucks • Music (local HS bands; guest DJ) • Program would include a brief ceremony (speeches and presentations) • Reach out to an astronaut or weathercaster to emcee the event 	\$35,000 to \$50,000	4 to 4 ½ hours; Saturday event; 9:30 am to 2:00 pm

Below is a list of objectives each proposed event would meet:

	“Blue” Tie or “Blue” Carpet Gala/Dinner	Water Winterfest V.1.	Water Winterfest V.2	Guinness Book of World Records	Winterfest V.2. w/ Guinness Book
Local Media Coverage	X	X	X	X	X
National Media Coverage	Minimal	X	Some	X	X
International Media Coverage		Some	Minimal	X	X
Social Media Engagement	Minimal	X	X	X	X
Millennial Engagement		X	Some	X	X
Trades Publications Coverage	X	X	X	X	X
Attendance	200-250	2,500 to 5,000	2,000 to 2,500	300 to 700	2,000 to 2,500
Electeds Participation	X	X	X	X	X
Industry Participation	X	X	X	X	X
Community Engagement	Minimal	X	X	Some	X
Employee Engagement		X	X	X	X
Increase Awareness of Water Reuse	Minimal	X	X	X	X

BUDGET

Though considerable outreach has been done since February 2017 and will continue through March 2018, \$30,000 to \$35,000 of the GWRS outreach budget is currently not committed to specific related activities. If there is a desire to host an event, these funds could be allocated for an event. In addition, OCSD has budgeted \$7,500 for a GWRS

employee event/barbeque. If employees are to be invited to an anniversary event, these funds could be allocated to the event.

Water Winterfest V.1. and the Winterfest V.2 combined with the Guinness Book of World Records event options exceed the amount available in the GWRS outreach budget. If the Committee wishes to host the Water Winterfest V.1. event, it would require authorizing an additional budget of \$90,000 to \$105,000. Staff could solicit sponsorships to help offset costs.

If the Committee wishes to host the Winterfest V.2 combined with Guinness Book of World Records event, it would require authorizing an additional budget of \$15,000 to \$20,000. Staff could solicit sponsorships to help offset costs.

TIMING CONCERNS

- The 10th Anniversary of the GWRS takes place in January 2018 – leaving three to four months to plan and execute an event in January or February of 2018.
- Rentals of ice rinks and equipment used to make snow and ice are popular during January and February.

ALTERNATIVES TO NOT HOSTING AN EVENT

- Regardless if an event is held or not, staff will continue to proceed with issuing a press release, creating a video to commemorate the milestone, write a feature story for Source Magazine's spring issue, and continue to do extensive outreach related to the GWRS bottled water campaign.
- Staff inquired about participation with the 2017 Rose Parade. Float concepts are selected one year prior to each parade. Staff has reached out to the Cal Poly Pomona and is permitted to submit concept ideas in January 2018 for consideration for the January 2019 Rose Parade.

PRIOR RELEVANT ACTION (S)

12/7/2016, M16-00- Authorize \$15,000 in the Public Affairs Department budget for the initial testing and bottling of GWRS water, with the cost of the bottling and testing to be shared between OCWD and OCSD; and Authorize the General Managers of OCWD and OCSD to approve the label for the first-run GWRS water bottles.

02/15/2017, R17-2-23 - Authorize a budget of \$126,000, to be cost shared with the Orange County Sanitation District, for outreach related to the bottling of GWRS water and the commemoration of the 10th anniversary of the GWRS; and Authorize Agreement with Dick Jones Communications for an amount not to exceed \$4,350 per month for 13 months, plus approved reimbursements and expenses, to execute the outreach plan for bottled GWRS water and the GWRS 10th anniversary.

To: GWRS
From: Dick Jones Communications
Date: September 1, 2017
Subject: September Work Plan

RECENT CLIPS

- ❖ ["From toilet water to drinking water,"](#) Capitol Weekly, August 7
- ❖ [Op-Ed, "Recycled water: Better for business, better for the long haul,"](#) The Hill, August 2
- ❖ ["Toilet to tap? Some in drought-prone California say it's time,"](#) The Mercury News, July 5
- ❖ [On-air water tasting,](#) San Antonio News

JULY/AUGUST RECAP

Media Outreach & Coverage

- Created and designed **#GetOverIt social media campaign** (to be launched in September), including: designing taste test collateral and execution; identifying/contacting influencers; scripting promotional video
- Brainstormed, presented and drafted proposals and master budget document for **10th Anniversary Celebration** (including Blue Tie gala; GWRS ice rink; GWRS installation; and mobile showroom)
- Secured placement for **opi ed in The Hill**; coordinated publication of piece including second round of edits
- Coordinated **reprint of media kits** with printer, including price/unit estimates and dye transfer

Event Coordination & Roadshow

- Secured sponsorship and coordinated client presence for roadshow events, including:
 - **Casa Agria Brewing Competition** (9/26) – collaborated on press; designed bottle giveaways for attendees; pitched potential guest judges; provided input on event collateral
 - **National Weather Association conference** (9/17), including negotiated rate for one-day participation; designed strategy for maximum audience engagement at event (see #CYTTW campaign)
 - **Central Coast Sustainability Summit** (10/11) – extended deadline; edited and submitted proposal; coordinated speaker selection
 - **USC v. UCLA Football Game** (11/18) – drafted and priced out **booth design** for maximum audience engagement
- Corresponded **Monterey water districts** regarding future MRY Aquarium event (ongoing)
- Contacted, drafted proposals and estimates for sponsorship for the following, which did not proceed: **CyclAvia; Brunchcon; 626 Night Market; California Museum, Sacramento; Central Coast Wine Classic, San Luis Obispo**

Account Management

- Held half-day, **in-person strategy meeting** to discuss account flow and priorities
- Created **event template and checklist** document tracking tasks, supplies and timeline for roadshow events; completed tracking documents for all upcoming, confirmed events
- Created, tracked and updated **master calendar for GWRS roadshow**, sent out each week, including regular addition and research for internal and client-suggested events

SEPTEMBER TASKS & TACTICS—Issues Management & Planning

- Execute September roadshow events, including: National Weather Association (9/17); TEDX Bakersfield (9/21); and Casa Agria Brewing Competition (9/26). Prepare for execution of October events.
- Continue expanding GWRS roadshow calendar for November and December, with priority on events in Northern CA that reach target demographics (millennials; sustainability influencers)
- Finalize idea and continue strategic planning for GWRS 10th Anniversary Celebration (Jan. 2018)

SEPTEMBER TASKS & TACTICS—Earned Media

- Execute #CYTTW social media campaign including direct outreach to influencers and anchors; secured placement in social media; material development for kits and video; and expanded activity on owned social media accounts