



Community Engagement Committee Meeting
Tuesday, July 19, 2022 at 1:00 PM
Valley Sanitary District Board Room
45-500 Van Buren Street, Indio, CA 92201

Valley Sanitary District is open to the public and board meetings will be conducted in person. In addition to attending in person, members of the public may view and participate in meeting via the following

Zoom link: <https://us06web.zoom.us/j/87494638696>

Meeting ID: 874 9463 8696

To address the Board of Directors during the virtual live session via zoom, please email the Clerk of the Board at hgould@valley-sanitary.org or, alternatively, during the specific agenda item or general comment period (i.e. non-agenda items), please use the "raise your hand" function in zoom in order to be recognized by the Clerk of the Board in order to provide comments in real time.

The Clerk of the Board will facilitate to the extent possible any email requests to provide oral testimony that are sent during the live meeting. Members of the public may provide Oral testimony in person or during the virtual live session and are limited to three minutes each. To address the Board in person please complete speaker request card located at in the Board Room and give it to the Clerk of the Board.

If you are unable to provide comments during the meeting, written public comments on agenda or non-agenda items may be submitted by email to the Clerk of the Board at hgould@valley-sanitary.org. Written comments must be received by the Clerk of the Board no later than 11:00 a.m. on the day of the meeting.

Page

1. CALL TO ORDER

- 1.1. Roll Call
- 1.2. Pledge of Allegiance

2. PUBLIC COMMENT

This is the time set aside for public comment on any item not appearing on the agenda. Please notify the Secretary in advance of the meeting if you wish to speak on a non-hearing item.

3. DISCUSSION / ACTION ITEMS

- | | | |
|------|--|---------|
| 3.1. | Approve Minutes for June 9, 2022, Special Committee Meeting
3.1 Community Engagement Minutes 9 Jun 2022.pdf  | 3 - 5 |
| 3.2. | Meet Representative from Townsend Public Affairs and Discuss State Legislative Advocacy Plan
3.2 Staff Report Townsend Discussion.pdf 
3.2 Attachment A Townsend Public Affairs Proposal.pdf  | 6 - 30 |
| 3.3. | Discuss the Communications Plan Progress Report and Related Tasks
3.3 Staff Report Communications Plan Report June.pdf 
3.3 Attachment A Social Media Posts July.pdf 
3.3 Attachment B Comm Plan MAY 2022 FINAL.pdf 
3.3 Attachment C Comm Plan JUNE 2022 FINAL.pdf 
3.3 Attachment D VSD_Key Messages 2022.pdf  | 31 - 47 |

4. ADJOURNMENT

Pursuant to the Brown Act, items may not be added to this agenda unless the Secretary to the Board has at least 72 hours advance notice prior to the time and date posted on this notice.

**VALLEY SANITARY DISTRICT
COMMUNITY ENGAGEMENT COMMITTEE
SPECIAL MEETING MINUTES**

June 9, 2022

A meeting of the Valley Sanitary District (VSD) Community Engagement Committee was held at 45-500 Van Buren Street in Indio, California, on Thursday, June 9, 2022.

1. CALL TO ORDER

Chairman Scott Sear called the meeting to order at 1:00 p.m.

1.1 Roll Call

Directors Present:
Chairperson Scott Sear
Committee Member Debra Canero

Staff Present:
Beverli Marshall, General Manager, and Holly Gould

1.2 Pledge of Allegiance

2. PUBLIC COMMENT

This is the time set aside for public comment on any item not appearing on the agenda. Please notify the Secretary in advance of the meeting if you wish to speak on a non-hearing item.

None.

3. DISCUSSION / ACTION ITEMS

3.1 Discuss Proposals Submitted in Response to the District's Request for Proposals for Legislative Advocacy Services

On February 8, 2022, staff published the Request for Proposals for State Legislative Advocacy Services on its website. In addition, the RFP was emailed to 10 consulting firms identified through industry organizations like CSDA, CASA, CWEA, ICMA, etc. Three proposals were received, and one firm responded that they did not provide the identified services. The Board of Directors directed staff to evaluate the proposals and make a recommendation for discussion with the Committee. Staff has completed the evaluation and recommends Townsend Public Affairs. The committee stated they support staff's recommendation. They feel most comfortable with a one (1) year contract and would request regular updates to stay informed as to what the firm is doing. Staff will bring this item before the full Board on June 28, 2022.

3.2 Discuss the Communications Plan Progress Report and Related Tasks

Beverli Marshall, General Manager presented a Communications Plan progress update from CV Strategies for the months of March and April 2022. She also presented the social media posts scheduled for June. The committee recommended staying away from giving advice on subjects other than our area of expertise. They also don't want the posts to feel like the District is lecturing the public. They would like more personable posts. Ms. Marshall thanked the committee for their feedback and clarification and stated she would relay the information to CV Strategies.

3.3 Discuss Requested Communications and Outreach Services and Related Quotes from CV Strategies

In October 2021, the District approved a contract with CV Strategies to develop a communications and outreach plan that informs the rate payers of the services and benefits provided by the District as well as educating the public on a variety of water quality topics required by the NPDES permit and the District's adopted Sewer System Management Plan. Beverli Marshall, General Manager, presented to the committee four (4) contract amendments for additional projects. The telenovela style informational videos to educate Indio residents on important issues like what not to flush and fats, oils, and grease (FOG) has already been completed. The committee also discussed the development of the Water Bear. The water bear mascot costume has already been purchased, the artwork has been completed, and the District's new SUV will be getting a water bear wrap. The committee recommended that all other proposed work for the Water Bear launch be placed on hold. The committee also recommended not moving forward with the amendment to create a video about VSD, its services, and employees that work here. The cost of scripting, producing, and editing the video, which was not included in the previous discussion, is \$12,000. The last proposal discussed was the Outhouse Project with Coachella Valley History Museum. The committee recommended moving forward with this project, making it a top priority. They suggested the General Manager complete some of the tasks outlined in the proposal such as securing an architect for the design documents. The committee also requested to preview any major press releases or newsletters before they are released to the public.

The Community Engagement Committee paused for a break at 3:05 p.m. and resumed at 3:09 p.m.

3.4 Discuss Request from City of Indio for Regular Updates at City Council Meetings

It was the recommendation of the committee to not participate in regular updates at City of Indio Council Meetings.

3.5 Discuss Letter from Coachella Valley History Museum Asking VSD to be a Sponsor at the Dia de los Muertos Event Scheduled for November 5, 2022

After discussion the committee recommended purchasing the Silver Level sponsorship for \$2,500 for the Dia delos Muertos Event for the Coachella Valley History Museum. The sponsorship includes a table for 8 at the benefit dinner, recognition in all printed materials, a half page ad in the program, promotion on the Coachella Valley History Museum website and social media sites along with a corporate membership.

4. ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 3:57 p.m. The next regular committee meeting will be on July 19, 2022.

Respectfully submitted,
Holly Gould, Clerk of the Board
Valley Sanitary District



**Valley Sanitary District
Board of Directors Meeting
July 19, 2022**

TO: Community Engagement Committee

FROM: Beverli A. Marshall, General Manager

SUBJECT: Meet Representative from Townsend Public Affairs and Discuss State Legislative Advocacy Plan

Executive Summary

The purpose of this report is for the Committee to meet Eric O'Donnell from Townsend Public Affairs and discuss their approach to legislative advocacy.

Strategic Plan Compliance

This item complies with VSD Strategic Plan Objective 6.5: Improve State Legislative Advocacy.

Fiscal Impact

There is no cost from this discussion.

Background

At its meeting on June 28, 2022, the Board of Directors approved a contract with Townsend Public Affairs to provide stage legislative advocacy services (Attachment A). The Committee requested an opportunity to meet with the representative from Townsend to discuss next steps and develop a plan to address VSD's needs and key issues.

Following this discussion, Townsend will make a presentation to the Board of Directors at its meeting on July 26, 2022.

Recommendation

Staff recommends that the Committee discuss Townsend Public Affairs' proposals and start developing a plan to address key issues.

Attachments

Attachment A: Proposal – Townsend Public Affairs

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NORTHERN CALIFORNIA • CENTRAL CALIFORNIA
SOUTHERN CALIFORNIA



**Proposal for
Legislative Advocacy Services**

March 4, 2022

March 4, 2022

Beverli A. Marshall, General Manager
Valley Sanitary District
45-500 Van Buren
Indio, CA 92201

Dear Ms. Marshall:

Thank you for the opportunity for Townsend Public Affairs, Inc. ("TPA") to submit our proposal for Legislative Advocacy Services to the Valley Sanitary District ("District").

Since its inception in 1998, TPA has earned the reputation as **Champions for Better Communities** by providing the experience, resources, and relationships expected from a premier legislative advocacy and grant writing firm while also giving clients the unique brand of customer service they deserve: personal attention, maximum accessibility, and passion for their mission. TPA maintains five offices located in Newport Beach, Sacramento, Washington DC, Oakland, and Fresno.

Our strategic approach to advocacy and funding is tailored to meet the individual needs of each client by leveraging the breadth and depth of our team as well as our vast network of relationships with key stakeholders and decision makers.

Utilizing this method on behalf of our clients, TPA has shepherded over 100 legislative and regulatory proposals into law, and secured over \$2.2 billion in grants from state, federal, and local government agencies as well as nonprofit foundations and private companies.

Thank you again for your interest in our firm and your consideration of this proposal. If selected, TPA will provide the insurance and indemnification required per the Professional service agreement attached to this RFP. This proposal is firm for 90 days after March 4, 2022. Please contact us if you have any questions or need additional information. We would be honored to serve the Valley Sanitary District.



TOWNSEND
PUBLIC AFFAIRS
EST **TPA** 1998

For any questions or follow up regarding this proposal please contact:

Cori Takkinen, Vice President
1401 Dove Street, Suite 330,
Newport Beach, CA 92660
(949) 623-2565
ctakkinen@townsendpa.com

Yours truly,



Christopher Townsend
President
1401 Dove Street, Suite 330,
Newport Beach, CA 92660
(949) 399-9050
christophertownsend@townsendpa.com

ABOUT TPA

TPA is a state legislative advocacy and grant writing firm that provides lobbying and funding services to public agencies and nonprofit organizations throughout California.

- Founder/Owner/President: Christopher Townsend
- Advocacy Success: Shepherded **over 100** client-sponsored legislative proposals into law
- Funding Success: Over **\$2.2 billion** in state, federal, and local government grants as well as grants from nonprofit organizations and private companies
- Longevity: 24 years (founded in 1998)
- Number of Employees: 17
- Number of Registered State and Federal Lobbyists and Grant Writers: 14
- Number of Offices: Five
 - TPA State Capitol Office, Sacramento
 - TPA Federal Office, Washington, DC
 - TPA Northern California Office, Oakland
 - TPA Central California Office, Fresno
 - TPA Southern California Office, Newport Beach
- Types of Clients:
 - Water and Sanitation Districts
 - City Governments
 - County Governments
 - Transportation Districts
 - K-12 School Districts
 - Community College Districts
 - Parks and Recreation Districts
 - Fire Protection Districts
 - Museums, Science Centers, and Cultural Facilities
- Areas of Specialization:
 - Water and Sanitation Policy and Infrastructure
 - Local Governance (Cities, Counties, Special Districts)
 - Transportation Policy and Infrastructure
 - Education Policy and Infrastructure
 - Housing and Economic Development
 - Parks and Community Facilities (Recreational, Cultural, Historical)
 - Energy, Environment, and Natural Resources
 - Public Safety
 - Budget and Finance
- Ranking by Revenue Reported to the California Secretary of State:
 - 8th of 486 Firms Registered for the 2021 Calendar Year
 - 98th Percentile



LEGISLATIVE ADVOCACY ACHIEVEMENTS

Policy Sector	Issue	Description
Water and Sanitation	Water Quality	<ul style="list-style-type: none"> • Drinking Water Public Health Regulations • Groundwater Pollution Liability • Groundwater Management Plans • Direct/Indirect Potable Reuse
	Water Infrastructure	<ul style="list-style-type: none"> • State Bond Funding for Water Projects • Local Reliability Projects • Water Conservation Programs
	Sanitation Infrastructure	<ul style="list-style-type: none"> • Integrated Regional Watershed Projects • Advanced Water Treatment Facilities
Local Governance	Local Control and Finance	<ul style="list-style-type: none"> • Public Facilities and Finance • Public Employee Programs • Contractual Assessment Programs • Infrastructure Financing Opportunities
	Public Employee Benefits	<ul style="list-style-type: none"> • PEPRA Compliance • JPA Benefits • Medical Benefits Vesting
	Cannabis	<ul style="list-style-type: none"> • Drafting Local and State Cannabis Regulations • Local Control
Transportation	Local Streets and Roads	<ul style="list-style-type: none"> • State Highway Relinquishments • Local Venue Signage on State Highways
	State Highway System	<ul style="list-style-type: none"> • State Bond Funding for Highway Projects • Expansion of Toll Lanes/Toll Roads
Housing and Community Development	Affordable Housing	<ul style="list-style-type: none"> • Developing Funding for Affordable Housing • Expanding Affordable Housing Eligibility
	Economic Development	<ul style="list-style-type: none"> • Capital Investment Incentive Program Expansion • Enterprise Zone Program Regulations • Military Base Re-Use Land Planning
	Redevelopment	<ul style="list-style-type: none"> • Agency Dissolution Process • Developing Post-RDA Funding Sources • State Liability Reduction
Recreation and Natural Resources	Park Facilities	<ul style="list-style-type: none"> • Joint-Use Projects with Schools Districts • State Bond Funding for Local Park Projects (Propositions 11, 68, and 84)
	Greenhouse Gas Reduction	<ul style="list-style-type: none"> • TOD Housing to Support Cap and Trade Objectives • Increase Transit Accessibility for Active Transportation
Cultural and Historical Resources	Cultural Facilities	<ul style="list-style-type: none"> • CA Cultural and Historical Endowment • CA Nature Education Facilities Program
Public Safety	Public Health	<ul style="list-style-type: none"> • Air Pollution Reduction Methods • Treatment of the Remains of a Deceased • Veteran Resources
	Crime Reduction	<ul style="list-style-type: none"> • Sex Trafficking Control • Gun Control
	Local Law Enforcement	<ul style="list-style-type: none"> • Increasing Local Police Presence/COPS • Police Body Cameras • Regional Public Safety Task Force Initiatives
Education	Community College Districts	<ul style="list-style-type: none"> • Veterans Resources • Alternative Energy Job Training • ADA Reform
	K-12 School Districts	<ul style="list-style-type: none"> • K-12 Safety Planning Programs • Joint Use Projects with Civic Agencies
	School Facilities	<ul style="list-style-type: none"> • Charter School Facilities Funding • Community College Facilities Funding • K-12 School District Facilities Funding

A DETAILED SCHEDULE OF OUR STATE LEGISLATIVE ADVOCACY ACHIEVEMENTS CAN BE PROVIDED UPON REQUEST



FY 2021-22 STATE BUDGET EARMARKS

This table provides an overview of the budget earmarks that TPA secured on behalf of our clients in the State Budget for FY 2021-22. TPA strategized with our clients to identify priority projects and transform them into budget requests. TPA then worked closely and diligently with Members of the Assembly and Senate, their Budget Committees, the Governor’s Administration, and other key stakeholders to ensure our client projects were included in the final official budget.

Client Name	Project	Amount Awarded
City of Costa Mesa	Regional Fire and Rescue Facility Improvements	\$2,500,000
City of Del Mar	Del Mar Fairgrounds Operating Shortfall	\$3,500,000
City of Emeryville	Affordable Housing Site Remediation	\$2,500,000
City of Farmersville	Fire Engine Acquisition	\$750,000
City of Fremont	Mission Blvd Interchange Modernization Project	\$7,200,000
City of Fullerton	Hunt Library Restoration	\$2,750,000
	Homelessness Recuperative Center	\$4,000,000
City of Half Moon Bay	Carter Park Renovation Project	\$4,750,000
City of Hayward	Hayward Navigation Center	\$662,000
	South Hayward Youth Family Center Project	\$1,000,000
City of Irvine	Bommer Canyon Fire Prevention Efforts	\$1,000,000
City of Lafayette	Safe Pathway for Children Trail	\$238,000
City of Modesto	Infrastructure Improvements to County Islands	\$5,000,000
City of Oakland	Oakland Fund for Public Innovation for the California Entrepreneurship Capital in the Community Initiative	\$8,000,000
	Local Jurisdiction Assistance for Cannabis Equity Program	\$9,905,020
	Oakland MACRO Project	\$10,000,000
	Port of Oakland Freight and Passenger Infrastructure Enhancements	\$280,000,000
City of Pismo Beach	Public Safety Communications Equipment	\$470,000
City of Reedley	Olson/Kings River Sewer Main Replacement	\$2,800,000
City of San Leandro	Memorial Park Rehabilitation Project	\$2,750,000
City of San Pablo	Alternative Policing and Mental Health Program	\$2,000,000
City of Santa Ana	Youth Facilities Improvements	\$4,000,000
City of South San Francisco	Vehicle License Fee Adjustment	\$3,000,000
City of Tracy	Multi-Generational Recreation Center	\$5,000,000
City of Tustin	New Emergency Backup Generator	\$1,500,000
Discovery Science Foundation	Discovery Cube of Orange County Re-Opening Operating Expenses	\$2,040,000
	Discovery Cube of Los Angeles Re-opening Operating Expenses	\$2,600,000
North Orange County Public Safety Task Force	North Orange County Public Safety and Homelessness Task Force Program Extension	\$7,800,000
TOTAL FY 2021-22 STATE BUDGET EARMARKS		\$377,715,020



FY 2019-20 STATE BUDGET EARMARKS

This table provides an overview of the budget earmarks that TPA secured on behalf of our clients in the State Budget for FY 2019-20. TPA strategized with our clients to identify priority projects and transform them into budget requests. TPA then worked closely and diligently with Members of the Assembly and Senate, their Budget Committees, the Governor's Administration, and other key stakeholders to ensure our client projects were included in the final official budget.

Client Name	Project	Amount Awarded
Discovery Cube of Orange County	Property Acquisition/Parking Structure	\$10,000,000
City of Selma	Storm Drain, Storage, and Recharge	\$1,500,000
City of Dinuba	Water Well Replacement	\$1,000,000
City of Agoura Hills	Stormwater Treatment Project	\$1,000,000
City of Avalon	Underground Fuel Tank Removal and Replacement	\$500,000
City of Buena Park	Historical Facilities Renovations	\$500,000
City of Costa Mesa	Lions Community Park	\$1,000,000
City of Huntington Beach	Multi-Use Blufftop Path	\$1,700,000
City of Laguna Beach	Laguna Canyon Road Fuel Modification	\$1,000
City of Oakland	Public Safety Projects	\$4,000,000
	Bus Services	\$1,000,000
Discovery Cube of Los Angeles	Natural Resources Pavilion	\$5,000,000
East Contra Costa Fire Protection District	Equipment, Vehicles, and Facilities Acquisitions and Improvements	\$500,000
North County Transit District	Del Mar Bluffs Stabilization Project	\$6,130,000
Tri Valley Cities Coalition	Dublin Sports Grounds All-Abilities Playground	\$1,400,000
TOTAL FY 2019-20 STATE BUDGET EARMARKS		\$36,230,000

CUMULATIVE TOTAL OF STATE BUDGET EARMARKS FOR FY 2019-20 AND FY 2021-22:

\$413,945,020



PROJECT TEAM INFORMATION

TPA uses a strategic and comprehensive approach to legislative advocacy that will be tailored to meet the specific needs of the District. With a team of 14 registered lobbyists, TPA has the breadth and depth of experience AND the ability to deploy as many lobbyists as needed to maximize success for the District. The proposed team for this engagement:

Christopher Townsend
Strategic Advisor

Cori Takkinen
Project Support

Casey Elliott
Project Support

Eric O'Donnell
Project Manager

Carly Shelby
Legislative Support

The resumes for the proposed team are on the following pages.





Christopher Townsend, President: Christopher founded TPA in 1998 and has 40 years of experience in public affairs, legislative advocacy, and grant writing. Christopher and TPA have represented over 315 clients, including 235 local public agencies, such as cities, counties, transportation agencies, water and sanitation districts, elementary and secondary school districts, community college districts, park and recreation districts, and other special districts, as well as nonprofit organizations.

Townsend Public Affairs, Inc.

President

1998-Present

Christopher provides leadership to a team of 14 advocates and grant writers while managing the development and implementation of strategies for the agendas of each client. His achievements include:

- Under Christopher's leadership, TPA has become one of the most successful advocacy firms in California (and is continually recognized as a "top ten" firm registered with the California Secretary of State) while still providing the personalized attention and focus of a small boutique firm.
- Under Christopher's leadership, TPA has shepherded **over 100** legislative and regulatory proposals into law over a wide range of policy areas, including local governance, water and sanitation, transportation, housing and economic development, parks and natural resources, historical and cultural resources, elementary and secondary education, higher education, and public safety. The bipartisan capabilities of the firm are evidenced by legislative and funding successes over the tenure of several federal and state administrations, including: President Bill Clinton, George W. Bush, Barack Obama, Donald Trump, and Governors Pete Wilson, Gray Davis, Arnold Schwarzenegger, Jerry Brown, and Gavin Newsom.
- Christopher and his team have secured over **\$2.2 billion** in local, regional, state, and federal government grants as well as private and nonprofit grants for a multitude of legacy projects in the policy sectors of water and sanitation, transportation, education, housing and economic development, parks and natural resources, historical and cultural resources, and public safety.
- Christopher and TPA have participated in the development and implementation of several California bond propositions for the statewide ballot to provide capital funding for major infrastructure projects, including water and sanitation, transportation, education, housing and economic development, parks and natural resources, and historical and cultural resources, including Propositions 1, 1B, 1C, 1D, 1E, 12, 13, 14, 40, 47, 50, 55, 68 and 84. Most recently, Christopher worked closely with the State Legislature and the Governor's office on the drafting of SB 5 (De Leon), which authorized a **\$4 billion** park and water bond that was approved on the November 2018 statewide ballot as Proposition 68.
- In 1999, Christopher was appointed by Assembly Speaker Antonio Villaraigosa to serve on the Speaker's Commission on State and Local Government Finance.

- In 1997, Christopher was appointed by Assembly Speaker Cruz Bustamante to serve on the California Film Commission.

PepsiCo/Taco Bell Corp., Irvine, CA
Senior Director, Government & Community Affairs 1992-1998

Christopher managed and directed government and media relations, crisis management, internal communications, and marketing publicity. Christopher also managed the political action committee for state and federal political races. Additionally, Christopher managed community relations initiatives, corporate philanthropy, and the Taco Bell Foundation.

Stein-Brief Group, Inc., Dana Point, CA
Vice President, Public Affairs 1982-1992

Christopher directed government, community, and media relations at the local, state, and federal levels, including the management of all political, civic, charitable, and cultural activities. Christopher provided land-use planning and entitlement process analysis for domestic and international projects. Christopher also managed activities with numerous state and federal agencies to ensure compliance with all applicable laws and regulations governing land use. Finally, Christopher created and directed a political action committee that supported various local, state, and federal candidates and ballot initiatives.

JFK School of Government, Harvard University, Cambridge, MA
Master of Public Administration 1991

Claremont McKenna College, Claremont, CA
Bachelor of Arts, Political Science, Magna cum Laude, Political Science Honors Prize 1982

Coro Fellow
Southern California 1981

Harry S Truman Scholar
California 1980



Casey Elliott, Vice President: Casey brings 20 years of legislative and public policy experience to TPA. Casey develops and implements legislative strategies for local public agency clients throughout California. Casey maintains relationships with key members and staff of the State Legislature, the Administration, and select state agencies. Casey has expertise in the policy sectors of municipal finance, budget, redevelopment, education, local governance, water resources, parks and recreation, and cultural resources.

Townsend Public Affairs, Inc.

Vice President

2006-Present

As Vice President, Casey oversees a team of 13 TPA lobbyists registered with the California Secretary of State. Casey provides timely expert analysis of legislative and budget proposals introduced each legislative session for their potential effect on TPA clients. Some of Casey's accomplishments include:

- Working with the City of Oakland and the City of Santa Ana, Casey helped advance legislation and state budget requests to secure funding for California's largest cities to help address issues surrounding homelessness. These efforts culminated in the creation of the Homeless Emergency Aid Program (HEAP). Approved as part of the 2018 state budget, HEAP provided a \$500 million block grant program designed to provide direct assistance to cities and counties to address the homelessness crisis. HEAP contained a specific pot of funding for large cities, including a **combined \$12.3 million for Oakland and Santa Ana.**

Building on the success of the HEAP program, in 2019 the State Budget created the Homeless Housing, Assistance and Prevention (HHAP) Grant Program, a \$650 million grant that provides local jurisdictions with funds to support regional coordination and expand or develop local capacity to address their immediate homelessness challenges. The HHAP program maintained dedicated funding for California's largest cities, including a **combined \$28.1 million for the cities of Oakland and Santa Ana.**

- Casey worked closely with the City of Lafayette to establish a small business assistance program to help local businesses and non-profits lessen the economic impacts from the coronavirus. Casey was able to work with the City to promote the program, work directly with program participants to connect them with available state and federal resources, and work with businesses to secure funding. Ultimately, the small business assistance program worked with nearly 100 small businesses, which employed nearly 400 workers, and were able to secure **over \$1.5 million in direct funding for the businesses.**
- Through his work with the Department of Finance, the Legislature, and the Office of the Governor, Casey has been able to lessen the impact of RDA dissolution on TPA clients. Specific outcomes include: having over **\$35 million** in projects in Santa Ana, Lafayette, Brea, and Hayward recognized as enforceable obligations; facilitating accelerated transfer of former RDA assets in Buena Park to allow for new development; and the passage of legislation to allow expenditure of certain development agency bond proceeds.
- Casey helped the Newhall County Water District co-sponsor SB 634 (Wilk) which established a new water district to serve as the primary water wholesaler and retailer for the Santa Clarita Valley. Casey coordinated efforts with the other impacted water



agencies and stakeholders to develop a coalition of local support for the legislation. The legislation, which contained the enabling act for the new district as well as provisions that allowed for a modified LAFCO process, was approved by the Legislature and signed into law by Governor Brown.

- Casey helped the Rancho Santiago Community College District and Coast Community College District secure over **\$68 million** in funding through the State Budget for three capital outlay facilities projects. Casey worked with the districts’ legislative delegation, budget committee staff, and the Community College Chancellor’s Office to advocate for the priority budget items, including having the projects recommended for funding by the Board of Governors of the California Community Colleges. The funding for these three projects will allow for the design and construction of three new buildings that will provide state of the art learning environments for community college students in Orange County.

Assemblyman Tom Umberg

Legislative Assistant

2006

Casey managed legislation for the Member, including education, workers’ compensation, and school facilities measures. Casey staffed the Member on the Assembly Education committee. He also worked closely with legislative staff, committee consultants, state agencies, and interested parties on legislation. In addition, he advised the Member and Chief of Staff on pending legislation.

Secretary of State

Legislative Coordinator

2005-2006

Casey briefed the Secretary of State and senior staff members on legislation affecting the agency. Casey worked with Division Chiefs, senior staff members, and the Secretary of State to develop legislative positions for the agency. Casey also worked with Department of Finance, state agencies, and other interested parties on issues that affected the Secretary of State. In addition, he researched and drafted legislative proposals for the agency.

Secretary of State

Legislative Analyst

2003-2005

Casey assisted in the research and development of legislation. In addition, Casey worked closely with the State Legislature, Governor’s Office staff, committee consultants, Department of Finance, state agencies, and other interested parties on issues that affected the Secretary of State. Some of Casey’s special projects included staffing various taskforces, assisting in the development of spending plans for legislatively mandated programs, and election-night support.

Office of the Governor

Senior Legislative Assistant

2000-2003

Casey chaptered all bills that the Governor signed and he processed all vetoed measures. Casey worked closely with the Secretary of State, Chief Clerk of the Assembly, and the Secretary of the Senate throughout the bill chaptering process. Casey also supervised a staff of 10 personnel during the creation and assembly of up to 1500 bill files presented to the Governor.

University of California, Davis

Bachelor of Arts, Political Science

2000





Cori Takkinen, Vice President: Cori brings 12 years of legislative advocacy and public policy experience to TPA. Cori has extensive experience writing grants for various local, regional, state, and federal opportunities. Cori has expertise in the policy sectors of transportation, water resources, infrastructure, sanitation, local governance, parks and recreation, and economic development.

Townsend Public Affairs, Inc.

Vice President

2011-Present

Throughout her tenure at TPA, Cori has been responsible for securing millions in competitive grant funds for local public agency clients. In addition to her expertise on municipal and water infrastructure issues, Cori has a strong network of relationships with State Legislators, key staff, and various state agencies. Some of Cori's accomplishments include the following:

- Cori worked with the City of Santa Ana to secure a direct funding allocation in the FY 2018-19 State Budget in the amount of **\$4 million** to upgrade water infrastructure within the City. TPA worked with the City's legislative delegation, staff from the Assembly and Senate Budget Committees, and the Department of Finance to ensure funding was included in the State Budget for this critical project to allow the City's water customers to have real-time access to their water usage, which will help facilitate water conservation and reduce customers' utility bills.
- Cori worked with the Orange County Water District and the Orange County Sanitation District to sponsor AB 2022 (Gordon). The bill allowed for limited bottling of the highly treated and recycled GWRS water for educational purposes. The bill was the first legislation in the nation that allowed for the direct bottling of advanced treated recycled water. TPA secured bi-partisan support for the legislation and it was signed into law.
- In the FY 2019-20 State Budget, Cori worked with 5 municipal clients and 1 nonprofit client to secure **\$20.2 million** in budget earmarks for priority projects, including funding for a stormwater treatment facility, historical renovations, park and trail improvements, fire prevention, and children's science education.
- Leveraging relationships with the State Legislature, Cori secured an earmark in the FY17-18 State Budget in the amount of **\$20 million** to form the North Orange County Public Safety Task Force. This Task Force will serve six TPA clients: the cities of Anaheim, Brea, Buena Park, Fullerton, Placentia, and Stanton. These cities will be able to facilitate regional collaborative efforts to combat homelessness, youth violence, and other critical public safety issues in the region.
- Worked closely with the State Legislature and Administration on the development and implementation of **Proposition 68, the California Drought, Water, Parks, Climate, Coastal Protection, and Outdoor Access For All Act of 2018**. Cori worked in support of a variety of clients to create specific funding opportunities to achieve desired results. In addition to securing funding opportunities for municipalities, Cori's efforts with Proposition 68 resulted in **\$4.8 million** to fund a conservation program at West Coyote Hills in Fullerton as well as **\$3.46 million** to fund science education at the Discovery Cube Orange County.



- Cori has been actively engaged in State fire prevention legislation to reduce the risk of fires caused by above ground utilities as well as to provide opportunities for local jurisdictions located in high fire hazard severity zones to receive priority for fire mitigation measures.
- Cori worked with the City of Brea to secure over **\$10 million** from local, state, and federal sources for the Tracks at Brea project. The project is a four-mile multi-use rail to trail project that will traverse the City. Funding sources include: the US Environmental Protection Agency, California Natural Resources Agency, Strategic Growth Council, California Transportation Commission, and the Southern California Association of Governments.

County of Orange, Board of Supervisors

Policy Advisor for Supervisor John Moorlach 2010

Cori served as a policy advisor for, then-County of Orange Supervisor (and who is now a Senator in the State Legislature). Cori was responsible for research, analysis, and subsequent recommendations of all policy issues relating to Orange County Public Works as well as state and federal legislation. Cori served as a liaison between the Supervisor and County staff, constituents, and community groups.

Tom Campbell for US Senate Campaign 2010

Chapman University, Orange, CA
Master of Public Administration 2014

Claremont McKenna College, Claremont, CA
Bachelor of Arts Economics and Government with Leadership Sequence 2011



Eric O'Donnell, Senior Associate: Eric brings six years of experience in local governance and grant writing to TPA. Eric has been responsible for major grant awards on behalf of public agency clients. Eric has a strong network with both staff and members of the state and federal legislatures as well as relationships with local Southern California municipalities. Eric has expertise in the policy sectors of wastewater, water resources, natural resources, local governance, parks and recreation, and transportation.

Townsend Public Affairs, Inc.

Senior Associate

2015-Present

Since joining TPA, Eric has worked with numerous public agencies to secure grant funding for water and sanitation policy and infrastructure, natural resources, and parks and recreation. Some of his accomplishments include:

- Possesses Drinking Water Distribution Operator (D1) and Drinking Water Treatment Operator (T1) certifications from the State Water Resources Control Board.
- Eric worked with the Orange County Sanitation District to secure a **\$1 million** grant award from the Department of Water Resources' Integrated Regional Water Management Grant Program to replace a critical sewer line. Eric worked closely with staff at the Orange County Sanitation District, the Department of Water Resources, and the Santa Ana Watershed Project Authority throughout the development and implementation of the grant program.
- Eric worked with the City of Avalon to secure a direct funding allocation in the FY 2019-20 State Budget in the amount of **\$500,000** to remove and replace single-walled underground fuel storage tanks with safer and more durable double-walled underground fuel storage tanks. Eric worked closely with the City's legislative delegation as well as legislative staff from the Assembly and Senate Budget Committees as well as the Speaker and Senate Pro Tem's offices to ensure that the funding was included in the FY 19-20 State Budget for the City of Avalon to complete this critical environmental protection project. This funding will allow the City's marine fuel dock in the harbor to continue operating and will provide a critical resource for the community.
- Eric helped the East Orange County Water District secure a **\$500,000** grant from the Drought Response Program, administered by the U.S. Bureau of Reclamation. The funding allowed East Orange County Water District to construct a new drinking water well in order to provide safe, clean, and affordable drinking water to the District's retail customers. Due to the prevalence of PFAS/PFOA in existing groundwater resources, the District needed new sources of reliable and affordable drinking water.
- Eric was critical in facilitating a resolution to a Redevelopment Dissolution related issue for the City of Stanton that resulted in the City receiving **over \$2.1 million** in loan repayment. Eric worked closely with the City, the City's legislative delegation, and executive staff from the Department of Finance to identify a solution. The favorable resolution resulted in the Department of Finance approving a previously denied line item on the City's Recognized Obligation Payments Schedule (ROPS), thus awarding the City a loan repayment.

- Eric helped the City of Fountain Valley secure a **\$226,000** grant from the Active Transportation Program, administered by the Southern California Association of Governments and the California Transportation Commission. The funding allowed the City to build ADA accessible pedestrian curb ramps within neighborhoods that are located near five elementary and middle schools in the Fountain Valley School District and the Ocean View School District. The project will provide greater mobility for the public and improve the safety of the City’s routes to local schools.

City of Brea
Community Services Senior Leader 2009-2015

Chapman University, Orange, CA
Masters of Public Administration 2020

California State University, Fullerton
Bachelor of Arts, Business Administration, General Management 2014



Carly Shelby, Legislative Associate: Carly brings over three years of government affairs experience to TPA. Carly has state legislative experience in areas such as water, solid waste and recycling, revenue and taxation, housing and land use, community services, pension reform, and budget. Carly has strong relationships with legislative committee staff, members of the legislature, and cities.

Townsend Public Affairs, Inc.

Legislative Associate

2021 – Present

Since joining TPA, Carly has worked with clients to develop their legislative advocacy agenda in Sacramento. Some of her work includes:

- Carly has worked to build advocacy tools for clients such as legislative tracking matrices, policy issue summaries, and fact sheets. These tools allow clients to develop a successful advocacy strategy to achieve positive government actions in Sacramento.
- Carly has provided expert analysis and feedback on a variety of policy issues for our clients. She has written letters and official correspondence to bring client concerns to the attention of decision makers in Sacramento while helping navigate the legislative process.

League of California Cities

Legislative and Policy Development Assistant

2017-2020

Carly was responsible for analyzing legislation and developing strategic policy positions to benefit cities throughout California. Carly also maintained stakeholder relations with various government agencies and government-proxy organizations to implement policy agendas crucial to local government clients.

Press Office of Assembly Speaker Anthony Rendon

Press Intern

2017

Carly worked for Assembly Speaker Anthony Rendon and was responsible for maintaining communications between the legislature and major news outlets as well as communicating the Speaker and Democratic Caucus' policy agendas.

The California Building Industry Association (CBIA)

Government Affairs Intern

2016

Carly worked to implement CBIA's policy agenda with emphasis on the issue areas of housing and land use. Carly also provided strategic campaign support on the CBIA sponsored school bond initiative.

California State University, Sacramento

Bachelor of Arts, Political Science

2021



PROJECT UNDERSTANDING & INNOVATION

TPA's lobbying philosophy is centered around three essential characteristics. We believe these characteristics are key to successfully advancing the policy issues of local public agencies. These characteristics are at the center of our approach to providing legislative advocacy services:

1. Strong Partnership Between Client and Advocate

Strong working partnerships between an advocate and their client is essential to successful advocacy. In a strong working partnership, the advocate understands the client's goals and priorities, and the client understands their advocate's abilities. In working together, the client can be confident their advocate will develop and implement a strategy that will accomplish their goals, while working as an extension of their staff, minimizing the burden on the client and maximizing success.

2. Proactive, Not Reactive

TPA believes in strategic planning to best achieve the objectives of the client. Strategic planning also allows for the client and advocate to work "as one," in order to be nimble and efficient to seize new opportunities that present themselves throughout the process.

3. Continuous Contact and Education

TPA strives to continually educate our extensive network of key stakeholders and decision makers regarding our client's agendas. TPA develops quick briefing documents, that are easy to digest, with graphics and photos, explaining our client's priorities and identifying key support for these priorities across various constituencies. This continuing education all is essential in securing support to transform our client's vision into legacy.

TPA has the knowledge and experience necessary to represent the VSD in Sacramento. Specifically, TPA's experience representing wastewater agencies in Sacramento as well as other public utility agencies and municipalities makes us uniquely qualified to advocate on priority issues for VSD including but not limited to: wastewater collection and treatment, water recycling, environmental stewardship, environmental review (CEQA), occupational health and safety, finance, and related state budget and funding issues. TPA also works closely with major statewide associations of interest to VSD to advance legislative and regulatory items throughout the legislative session including but not limited to the California Association of Sanitation Agencies (CASA), the California Special District's Association (CSDA), and the Association of California Water Agencies (ACWA).

Every legislative session, TPA is on the front lines of major wastewater, water, climate change, and other relevant issues through advocating for the reduction of redundant or burdensome directives, the increase of funding opportunities, and common-sense approaches to implementing the State's water and wastewater management and climate change priorities. TPA has been successful in achieving legislative victories for our clients in these realms throughout our 24 years.



WORK PLAN/SCOPE OF WORK

TPA will utilize the following strategic and comprehensive approach to provide legislative advocacy services to the District:

- **Conduct Detailed Orientation:** TPA utilizes a comprehensive onboarding process that includes extensive meetings with various relevant members of District leadership and key District departments to help develop a strategic plan that is carefully tailored to satisfy the needs of the District, as well as designed for maximum success in the current political climate and funding environment.
- **Develop Legislative Strategy:** Utilizing the information gathered during the onboarding process, TPA will coordinate with the District to develop an official legislative platform and strategy that represents the District's priorities in Sacramento. This blueprint will be shared with key stakeholders in the State Legislature and Governor's Administration.
- **Implement the Legislative Strategy:** TPA will advocate for the District's legislative agenda utilizing the following methods:
 - **Build and Strengthen Relevant Relationships:** TPA has cultivated a network of valuable relationships that will be leveraged to promote the District's legislative agenda. (RFP Section 2 – Scope of Services, Page 4, Bullet 5)
 - **Leverage Relationships for Strategic Advocacy Plan:** TPA will engage various techniques to leverage our network of key relationships on behalf of the District (RFP Section 2 – Scope of Services, Page 4, Bullet 4):
 - Schedule meetings for the District to discuss relevant legislation
 - Prepare all briefing materials and talking points for the District
 - Brief legislative offices and stakeholders on the District's legislative agenda
 - Follow-up on meetings to ensure commitments and deliverables are being met
 - **Coordinate Advocacy Trips:** TPA will work with the District to coordinate advocacy trips to Sacramento to meet with the District's legislative delegation, as well as legislators that serve on committees relevant to the District's agenda. Furthermore, whenever possible, TPA will also schedule site visits by legislators to the District.
 - **Track Legislation:** TPA will identify, analyze, and monitor all bill introductions and amendments relevant to the District's legislative platform and assess their potential impact on the District. (RFP Section 2 – Scope of Services, Page 4, Bullet 1 & 2)
 - **Craft Testimony and Position Letters:** TPA will prepare and submit written and verbal testimony regarding legislation relevant to the District. TPA will also draft and deliver position letters to legislators and key officials on specific bill language.



- **Draft Bill Language:** TPA will draft language and amendments for relevant legislation, as required to protect and promote the District’s agenda.
- **State Budget Funding Opportunities:** In an effort to maximize state funding, TPA will work with the District to identify projects and other funding priorities that may be suitable for funding through the State Budget. TPA will coordinate with the District to develop supporting materials for the budget request. TPA will also work with members of the District’s state legislative delegation, along with the Assembly and Senate Budget Committees, to gain support for the inclusion of the District’s project in the final State Budget approved by the Legislature. **(RFP Section 2 – Scope of Services, Page 4, Bullet 3)**
- **Provide Progress Reports:** TPA will confer regularly with the District on our activities. TPA will provide timely electronic reports on the status of all legislative activity, such as bill language, amendments, and committee analyses. In addition to written reports, TPA will be available to the District for conference calls, in-person briefings, and meetings.
- **Prepare and File Lobbying Disclosure Reports:** TPA will prepare and file, on behalf of the District, all applicable state lobbying disclosure reports.



SUB-CONSULTANT & WORK BY OTHERS

TPA does not use sub-consultants and will not utilize anyone outside of the firm for work on this project.



RELEVANT EXPERIENCE AND REFERENCES

Client: Orange County Sanitation District

Contact: Jim Herberg

Phone Number: (714) 593-7110

Address: 10844 Ellis Ave, Fountain Valley, CA 92708

Project Description: TPA sponsored AB 2022 (Gordon) on behalf of the Orange County Water District and the Orange County Sanitation District to promote the Groundwater Replenishment System (GWRS) project. The bill allowed for limited bottling of the highly treated and recycled GWRS water for educational purposes. The bill was the first legislation in the nation that allowed for the direct bottling of advanced treated recycled water. TPA worked closely with the Governor's Office, Assembly and Senate policy committees, and the State Water Resources Control Board to address many concerns with the direct bottling of GWRS water. TPA was ultimately able to secure bi-partisan support for the legislation and it was signed into law.

Description Of Services: TPA provides State advocacy services for the Orange County Sanitation District, which includes running sponsored bills like AB 2022 (Gordon, 2016) in Sacramento. Ongoing retainer from 2001 to present - \$6000 per month.

Total Value Of Services Provided: TPA has secured over \$2.2 million on their behalf.

Consultant's Project Manager: Cori Takkinen and Eric O'Donnell

Key Personnel Involved: Cori Takkinen, Eric O'Donnell, Casey Elliott

Sub Consultant Employed: None

Client: Santa Clarita Valley Water Agency (Formerly Newhall County Water District)

Contact: Steve Cole

Phone Number: (661) 297-1600

Address: 23780 Pine Street, Newhall, CA 91321

Project Description: TPA helped the Newhall County Water District co-sponsor SB 634 (Wilk) which established a new water district to serve as the primary water wholesaler and retailer for the Santa Clarita Valley. TPA coordinated efforts with then-Newhall County Water District, other impacted water agencies, and stakeholders to develop a coalition of local support for the legislation. The legislation, which contained the enabling act for the new district (Santa Clarita Valley Water Agency) as well as provisions that allowed for a modified LAFCO process, was approved by the Legislature, and signed into law by Governor Brown.

Description Of Services: TPA provided State advocacy services to Newhall County Water District until the signing of SB 634 (Wilk) in 2018 which dissolved them as an agency. Ongoing retainer from 2012 - 2018 - \$4000 per month.

Total Value Of Services Provided: TPA worked with the District to consolidate Newhall County Water District into Santa Clarita Valley Water District. The legislation was signed into law the first year it was introduced.

Consultant's Project Manager: Casey Elliott



Key Personnel Involved: Casey Elliott, Eric O'Donnell

Sub Consultant Employed: None

Client: City of Santa Ana

Contact: Rudy Rosas

Phone Number: (714) 647-3379

Address: 20 Civic Center Plaza, Santa Ana, CA 92701

Project Description: TPA worked with the City of Santa Ana to secure a direct funding allocation in the FY 2018-19 State Budget in the amount of \$4 million to upgrade water infrastructure within the City. TPA worked with the City's legislative delegation, staff from the Assembly and Senate Budget Committees, and the Department of Finance to ensure funding was included in the State Budget for the City of Santa Ana to install advanced water metering infrastructure in the City. This funding will allow the City's water customers to have real-time access to their water usage, which will help facilitate water conservation and reduce customers' utility bills.

Description Of Services: TPA provides State advocacy services for the City of Santa Ana, which includes securing State Budget Earmark funding for priority projects. Ongoing retainer from 1999 to present - \$5000 per month.

Total Value Of Services Provided: TPA has secured over \$83.4 million on their behalf.

Consultant's Project Manager: Cori Takkinen

Key Personnel Involved: Cori Takkinen

Sub Consultant Employed: None

FEE SCHEDULE

TPA proposes the following all-inclusive fee schedule for the district:

DESCRIPTION OF SERVICES	FEE
State Legislative Advocacy Services	\$5,000 Per Month*
<ul style="list-style-type: none"> • Conduct Detailed Orientation 	Included
<ul style="list-style-type: none"> • Develop Legislative Strategy 	Included
<ul style="list-style-type: none"> • Implement the Legislative Strategy 	Included
<ul style="list-style-type: none"> • Build and Strengthen Relevant Relationships 	Included
<ul style="list-style-type: none"> • Leverage Relationships for Strategic Advocacy Plan 	Included
<ul style="list-style-type: none"> • Coordinate Advocacy Trips 	Included
<ul style="list-style-type: none"> • Track Legislation 	Included
<ul style="list-style-type: none"> • Craft Testimony and Position Letters 	Included
<ul style="list-style-type: none"> • Draft Bill Language 	Included
<ul style="list-style-type: none"> • State Budget Funding Opportunities 	Included
<ul style="list-style-type: none"> • Provide Progress Reports 	Included
<ul style="list-style-type: none"> • Prepare and File Lobbying Disclosure Reports 	Included
<p><i>*The monthly fee includes all reasonable business and travel expenses</i></p>	





**Valley Sanitary District
Board of Directors Meeting
July 19, 2022**

TO: Community Engagement Committee

FROM: Beverli A. Marshall, General Manager

SUBJECT: **Discuss Strategic Communications Plan Progress Report for June 2022**

Executive Summary

The purpose of this report is to discuss the Strategic Communications Plan and task status.

Strategic Plan Compliance

This item complies with VSD Strategic Plan Objective 4.1: Increase community understanding and support for the District and its programs.

Fiscal Impact

The funds for Plan tasks are included in the adopted Comprehensive Budget for Fiscal Year 2022-23.

Background

As part of the contract, CV Strategies prepared a Strategic Communications Plan with recommendations on how to fully develop VSD's brand identity and market it. There are five communication goals outlined in the Plan.

- Raise awareness of Valley Sanitary District's work in the community
- Enhance Valley Sanitary District's brand identity
- Strengthen and update communications channels
- Develop bilingual communications
- Gain employee and Board support of communications efforts

In addition to these goals, the consultants recommend five messaging themes.

- Customer Commitment
- Environmental Stewardship
- Public Health
- Industry Innovation & Leadership
- Regional Benefits

Within the Plan, there are four strategies with identified goals and recommended actions for each strategy.

1. Brand Audit & Image Enhancement
2. Key District Messaging
3. Customer & Stakeholder Outreach
4. Internal Outreach

Under each strategy there are various tasks identified with targeted timelines. To date, many tasks have been completed or are in progress.

Recommendation

Staff recommends that the Committee discuss the progress report and provide feedback to staff.

Attachments

- Attachment A: Social Media posts planned for June
- Attachment B: VSD Key Messages
- Attachment C: Progress Update May 2022 – to be delivered
- Attachment D: Progress Update June 2022 – to be delivered

**Valley Sanitary District
July Social Media**

Wednesday, July 13

Wastewater Wednesday

Have you read the latest issue of “The Digest?” Our summer issue is full of the news, updates, and ways to connect with us that you don’t want to miss!

To sign up to receive our upcoming newsletters, visit valley-sanitary.org/subscribe today!

#WastewaterWednesday #TheDigest #ValleySanitaryDistrict



Boost: \$25

Friday, July 15

Friday Fun

Are you heading out of town this weekend? Don't forget that the District's dump station is open and free to residents in our service area! For those outside the service area, the fee is just \$10. You can keep the fun going all weekend long knowing that when you return, we are here to help.

Our dump station is available Monday – Friday, 8 a.m. – 4:30 p.m. and closed on weekends.

For more information and directions, visit <https://www.valley-sanitary.org/customers/pages/dump-station-hours-and-procedures>.



Boost: \$25

Monday, July 18

Maintenance Monday

Our highly skilled team at Valley Sanitary District works hard to protect the community and our environment each and every day! Maintaining and upkeeping our solar power is vital as this project provides approximately 42% of the power needs at the water reclamation facility.

#PublicService #Sustainability #SolarPower #MaintenanceMonday



Wednesday, July 20

Wastewater Wednesday

Need to repair or even replace your sewer lateral connection? We can help!

Valley Sanitary District's Private Lateral Replacement Grant Program is designed to help property owners cover some of the costs required to replace or repair their lateral, including the connection. The maximum amount of assistance for any one private sewer lateral replacement or repair is 50% of the approved cost, up to a maximum reimbursement of \$4,000.

Check to see if you qualify!

<https://www.valley-sanitary.org/grant-program/pages/lateral-grant-checklist>.

#GivingWaterAnotherChance #DedicatedService



Friday, July 22

Friday Fun

Catch us flying into the weekend like these guys!

We love seeing the assortment of wildlife that visits our reclamation facilities year-round.

#FridayFun #Weekend #ValleySanitaryDistrict



Boost: \$25

Monday, July 25

Maintenance Monday

Valley Sanitary District is proud to serve the City of Indio and surrounding communities by collecting and treating wastewater to give water another chance and ensuring a healthy environment and sustainable water supply!

#GivingWaterAnotherChance #DedicatedService



Tuesday, July 26 (Schedule for 9 a.m.)

Board Meeting Reminder

Join us today, July 26, for the Board of Directors meeting at 1 p.m. in the Valley Sanitary District Board Room at 45500 Van Buren Street, Indio.

Members of the public may also view and participate in the meeting via Zoom by visiting:

<https://us06web.zoom.us/j/83479455487>

Meeting ID: 834 7945 5487



Wednesday, July 27

Wastewater Wednesday

#DidYouKnow tardigrades, or water bears, can live in most environments, including extreme heat (300 F), cold (-450 F), radioactivity, and even in outer space?!

In wastewater, these water bears prey on bacteria, plant matter, algae, or may be carnivorous, preying on nematodes and rotifers. The more you know!

#Wastewater #WastewaterTreatment #WastewaterWednesday #WaterBear



Friday, July 29

Friday Fun

The District's reclamation facilities are full of wildlife! This goose has found its way into our facilities, and we have decided to name them Terry. Stay tuned for more Terry updates!



Valley Sanitary District Communications Plan – MAY 2022 Progress Update

COMPLETED	IN PROGRESS		
<p>Video Short Series – produced six telenovela-style videos; coordinated disclaimer per client request; cancellation of series</p> <p>Media</p> <ul style="list-style-type: none"> • Press Releases: VSD Initiative Opposition <p>Agency Enhancements</p> <ul style="list-style-type: none"> • Templates – email signatures <p>Social Media Engagement</p> <ul style="list-style-type: none"> • Social Media 30-day calendar and posts (twice weekly) <p>Ongoing Strategic Communications Planning, Board Support, Meeting Attendance, Progress Updates (as needed)</p>	<p>Social Media Engagement</p> <ul style="list-style-type: none"> • Social Media 30-day calendar • Social media monitoring <p>Water Bear Campaign</p> <ul style="list-style-type: none"> • Vehicle Wrap <p>E-blast / Newsletter: The Digest</p> <ul style="list-style-type: none"> • Content and design <p>Agency Enhancements</p> <ul style="list-style-type: none"> • Communications Policies & Procedures <tr> <th colspan="2" data-bbox="716 1014 1505 1071">NEXT STEPS Highlights</th> </tr> <p>- Continued development of Water Bear Campaign</p> <p>- Assist with employee meeting to roll out Communications Plan</p> <p>- Strategic sponsorship of local/regional events</p>	NEXT STEPS Highlights	
NEXT STEPS Highlights			

Valley Sanitary District Communications Plan – JUNE 2022 Progress Update

COMPLETED	IN PROGRESS		
<p>Newsletter: The Digest – created content and design, coordinated printing/mailing</p> <p>Media</p> <ul style="list-style-type: none"> Op-Ed: Regional Cooperation Delivers Improved Quality and Supply (joint effort with Mission Springs Water District) Brief: Tech Training Program <p>Earned Media</p> <ul style="list-style-type: none"> <i>Indio Live</i>, Volume 64, July 1, 2022, Tech Training Program <i>CSDA News, Movers & Shakers</i>, June-July 2022 edition GFOA Financial Recognition <i>The Desert Sun</i>, June 20, 2022, Op-Ed with Mission Springs Water District <p>Agency Enhancements</p> <ul style="list-style-type: none"> Templates – email signatures <p>Social Media Engagement</p> <ul style="list-style-type: none"> Social Media 30-day calendar and posts (twice weekly) <p>Ongoing Strategic Communications Planning, Board Support, Meeting Attendance, Progress Updates (as needed)</p>	<p>Social Media Engagement</p> <ul style="list-style-type: none"> Social Media 30-day calendar Social media monitoring <p>Water Bear Campaign</p> <ul style="list-style-type: none"> Vehicle Wrap <tr> <td colspan="2" data-bbox="787 884 1503 945" style="text-align: center;">NEXT STEPS Highlights</td> </tr> <p>- Strategic sponsorship recommendations for local/regional events</p>	NEXT STEPS Highlights	
NEXT STEPS Highlights			



KEY MESSAGES 2022

Valley Sanitary District provides a vital public service for Indio residents.

- Our agency protects public health and the environment by collecting and treating wastewater from 28,000 service connections.
- Wastewater from homes and businesses flows to our collection facilities, where it is treated to state and federal standards.
- Reliable wastewater service, treatment, and disposal are essential to preventing the spread of disease and keeping groundwater and our environment safe. This fundamental public service also helps keep drinking water safe for Indio and the surrounding area.
- We treat about 6.5 million gallons of wastewater daily through a two-step process using activated sludge and oxidation ponds.
 - The activated sludge process treats most of the wastewater that enters the plant.
 - The oxidation ponds receive all the waste solids.
- Our Water Reclamation Facility can treat up to 12 million gallons of wastewater per day. Most of the treated water is currently released into the Whitewater Storm Channel, where it soaks back into the surrounding natural environment.
- To ensure dependable service, we maintain 254 miles of sewer pipelines and four pump stations that transport more than 6 million gallons of wastewater daily to the reclamation facility.

The District is committed to responsibly protecting the environment.

- To safeguard our neighborhoods, the community, and the environment, we routinely sample, collect, monitor, analyze, and report our treated wastewater's quality. We meet all federal and state guidelines, making sure the water is safe to be released into the Whitewater Storm Channel.
- Our dedication to environmental preservation extends beyond our wastewater treatment. In 2017, we installed a 1-megawatt solar power project that provides about half of the power needed to operate our Water Reclamation Facility.

- The District accomplished net-zero energy use by investing in our Requa Sewer Project, expanding service, and reducing energy consumption.
- Our team provides a pretreatment program for commercial customers that discharge wastewater. We monitor discharge before it enters the system, reducing potential negative impacts on the plant and the environment, such as high levels of harmful chemicals.
- At Valley Sanitary District, we understand it's essential to educate customers on the best ways to protect their homes and pipes from Fats, Oils, and Grease (FOG), wipes, and other non-flushable items. By keeping customers informed, we help prevent sewer overflows that can contaminate homes, cause expensive repairs, disrupt the treatment process at the wastewater facilities, and threaten the community and the environment.

At Valley Sanitary District, we understand that functioning with good governance and transparency is crucial for successful operations.

- Since 1925, Valley Sanitary District has provided high-quality service to wastewater customers. We work to meet the ever-changing environmental requirements, maintain critical infrastructure, and look for ways to innovate services to exceed the expectations of customers and the neighborhoods served.
- We are governed by a five-member, publicly elected Board of Directors that establishes the District's vision and direction. Staff and the leadership team carry out the daily work created from the agency's strategic planning, which is accomplished with high accountability and transparency for approximately 85,000 residents.
- Our agency adds to a robust economy by successfully managing and executing an \$11 million annual operating budget, a \$16 million capital project budget, and employing a team of 35 individuals, most of whom live in the same neighborhoods they serve. A quarter of the employees have worked for the District for more than 10 years; three have been at the agency for roughly 25 years. In addition, we support local construction and engineering companies via contracts that help fulfill our ability to provide wastewater service.
- Most of the District's operational funding is received through fees collected on customers' annual property tax bills. Our staff team and Board of Directors are committed to an annual balanced budget, fiscal responsibility, and transparency in the process.
- District information is made easily accessible for customers on the website: valley-sanitary.org. The website includes Board meeting documents, budget, annual audit, and public records request forms.

Valley Sanitary District ensures ongoing reliable service and safeguards public assets by maintaining and investing in our system.

- By planning for the future and continually upgrading our system, we serve our customers by creating the most cost-effective and efficient methods possible for the wastewater treatment process. Our Capital Improvement Program, financed by developer fees, grants, and District reserves, outlines these forward-thinking plans for:
 - Sewer collection
 - Treatment operations
 - Facilities
 - Vehicle fleet
 - Reclaimed water
- Examples of current major multi-year projects include the Sewer Siphon Replacement Design, Reclaimed Water Project Phase I, and the Van Buren Slope Protection Project. Projects like this help keep the wastewater treatment system operating smoothly.
- With assets of about \$100 million, our team follows rigorous financial standards to make sure that wastewater collection and treatment are done efficiently.
- Maintaining and upgrading our resources, such as the wastewater testing lab, the Requa Sewer Project, and the collection system, are essential for meeting the high standards of public service accomplished every day at Valley Sanitary District.
- The collection system rehab is an excellent example of our commitment to customers. This 10-year, \$60-million-project rehabilitates and reconstructs approximately 100 miles of sewer collection system pipes, ensuring wastewater flows to the plant. Construction began in 2020 and is anticipated to be complete by 2030.

Collaboration plays a key role in meeting our mission and providing such a remarkable and necessary public service.

- Valley Sanitary District partners with Indio Water Authority under a joint-powers organization called the East Valley Reclamation Authority. The Authority is proposing the creation of a Recycled/Reclaimed Water Project to reuse water treated to the tertiary, or final, level as a new sustainable water source for the region.
- We are dedicated to investing in the region's future wastewater and water workforce. The District formed a partnership with College of the Desert and Mt. San Jacinto College for a Desert Region Water Technology Training Program. This certificate program helps generate trained and qualified employees. The program was launched in Fall 2021 and is expected to train as many as 10 students annually.

Educating customers and the community through thoughtful engagement is a priority for the District.

- With a commitment to reaching a bilingual audience that reflects the residents in the service area, our team presents information in Spanish and English; roughly half of the agency's customers are primarily Spanish speakers.
- Multiple communication tools are used to inform customers of happenings at the District. Communication methods include public hearings, mailers, the website, news releases, e-blasts, newsletters, videos, postcards, and social media postings.
- The agency is partnering with the Coachella History Museum on a unique journey to highlight the vital work of the District. A historic outhouse on the grounds of the Museum will be retrofitted with educational signage explaining advancements in the wastewater process throughout the 20th century.
- We are undertaking new, fresh ways of engaging with customers and the community. Opportunities for interaction and education that are starting soon include:
 - Local event participation
 - Frequent social media posts
 - New Valley Sanitary District mascot visits
 - Fun, informative videos
 - Visual education on our Vector truck and other vehicles
 - Informational campaigns to inform customers of wastewater-related topics

The District is passionate about contributing beyond our standard service and has prioritized COVID-19 safety and monitoring.

- We take care to safeguard the health of our customers, stakeholders, and employees with daily evaluation and testing of the treated and released wastewater processed.
- Our agency is part of a federal wastewater surveillance program to detect and control the COVID-19 virus. The U.S. Department of Health and Human Services program, which began as a pilot program in the summer of 2021, uses analytics to sample and evaluate wastewater for presence of the virus. Our agency continues to perform this essential function and post the data on our website as we understand the public health value of these efforts.
- The team at Valley Sanitary and our Board of Directors have invested in measures to protect staff and the public during – and beyond – the COVID-19 pandemic. This work ensures the health of our team and the ongoing safety of the treated wastewater released into the environment.