

**MINUTES OF THE REGULAR MEETING  
OF THE PUBLIC INFORMATION COMMITTEE  
OF THE MONTE VISTA WATER DISTRICT  
BOARD OF DIRECTORS**

**March 2, 2021**

**DIRECTORS PRESENT**

Sandra Rose, President  
Manny Martinez, Board Auditor

**DIRECTORS ABSENT**

None.

**STAFF PRESENT**

Justin Scott-Coe, General Manager  
Stephanie Reimer, Assistant General Manager/Chief Financial Officer  
Kelley Donaldson, Community Affairs Manager  
Gabby De La Cruz, Community Affairs Coordinator  
Marisela Lopez, Water Use Efficiency Analyst

**OTHERS IN ATTENDANCE**

None.

**ITEM 1: CALL TO ORDER**

Board Auditor Martinez called the meeting to order at 4:31 p.m.

**ROLL CALL**

General Manager Justin Scott-Coe stated that the Public Information Committee of the Board of Directors (Board) of the Monte Vista Water District (District) meeting will be conducted pursuant to Executive Order N-29-20 and sections of the Brown Act unaffected by that Order. Each director confirmed their attendance and ability to hear the proceedings. Other attendees confirmed they could hear each director. The directors and staff were reminded that any votes taken during the teleconference portion of the meeting must be taken by roll call vote. General Manager Justin Scott-Coe provided brief instructions on appropriate conduct during the meeting.

**ITEM 2: PUBLIC COMMENT**

None.

**ITEM 3: AGENDA CHANGES/ADDITIONS**

None.

**ITEM 4: DISCUSSION AND/OR ACTION ITEMS**

**A. Chair Appointment**

Upon motion by President Rose, seconded by Board Auditor Martinez, and unanimously carried:

**M21-03-01**

**MOVED:** Approved to appoint Board Auditor Martinez as Public Information Committee Chair, as by roll call vote:

President Rose	aye
Board Auditor Martinez	aye

**B. Meeting Minutes: June 9, 2020**

Upon motion by President Rose, seconded by Board Auditor Martinez, and unanimously carried:

**M21-03-02**

**MOVED:** The Public Information Committee approved the minutes of June 9, 2020 meeting, as by roll call vote:

President Rose	aye
Board Auditor Martinez	aye

**C. WaterView Portal Overview**

Water Use Efficiency Analyst Marisela Lopez provided an overview to the Public Information Committee of the WaterView Portal Overview and said this is an interactive portal that contains landscape area measurements for residential parcels of every retail water agencies in California. She said WaterView is a web-based, utility-facing water conservation tool that can aid the District in meeting Assembly Bill (AB) 1668 and Senate Bill (SB) 606, the California Legislation which was passed in 2018. Ms. Lopez said through this portal the District can see individual household water consumption or an aggregate of the total service area. WaterView™ further categorizes customers into efficiency groups ranging from “super-efficient” to “highly inefficient” water users based on state-derived formulas and landscape area measurements. She said the Community Affairs team will use WaterView™ to identify customers for targeted outreach campaigns. The District offers many water saving programs that can assist customers in irrigating efficiently by retrofitting their existing sprinkler systems. The initial outreach effort will focus on customers in the “highly inefficient” category. Furthermore, Ms. Lopez said this helps the District meet water use targets set forth in AB 1668 and SB 606. Discussion ensued and the WaterView Portal Overview was received and filed.

Upon motion by President Rose, seconded by Board Auditor Martinez, and unanimously carried:

**M21-03-03**

**MOVED:** The Public Information Committee recommended that the Board of Directors receive and file information on WaterView™, a water conservation and data management portal, as by roll call vote:

President Rose	aye
Board Auditor Martinez	aye

**D. Customer Communications Policy Updates**

Community Affairs Coordinator Gabriela De La Cruz provided an overview to the Public Information Committee of the District’s Customer Communications Policy and said in 2015 the Board authorized staff to implement a public information campaign to request updated contact information from District customers. Ms. De La Cruz said as part of the authorization, the Board directed staff to develop a Customer Communication Policy for Board consideration, which would formalize existing District practices for communicating with customers. She said the Customer Communication Policy was adopted on June 24, 2015 and included the provision that staff would review the document every two years. Ms. De La Cruz said staff has reviewed existing policy and she provided an overview of the revised draft of

the policy and the recommended changes that will enhance transparency and open communication with customers and the general public. Discussion ensued.

Upon motion by Board Auditor Martinez, seconded by President Rose, and unanimously carried:

**M21-03-04**

**MOVED:** The Public Information Committee recommended that the Board of Directors adopt Resolution 785-21, updating the District's Customer Communications Policy, as by roll call vote:

President Rose	aye
Board Auditor Martinez	aye

**D. Updates to the Monte Vista Water District's Legislative Principles**

Community Affairs Manager Kelley Donaldson provided an overview to the Public Information Committee and said in August 2011, the Public Information Committee and staff discussed the need for legislative principles that would guide staff's future engagement with the legislative and regulatory processes. Ms. Donaldson said in the decade since the District's legislative principles were adopted, staff has focused its legislative and regulatory advocacy efforts on legislation introduced under the umbrella of these topics. She said in recent years, there has been more legislation or regulatory standards introduced that address the concerns of access and affordability as well as climate change, specifically the water/energy nexus. Furthermore she said a review and update of the legislative principles is needed to provide further guidance for staff in advocacy efforts that align with the District's mission. Ms. Donaldson provided a summary of the proposed changes to the Committee and said staff has recommended that the Public Information Committee review and discuss before making a recommendation to the Board to adopt the updates to the District's Legislative Principles. Discussion ensued.

Upon motion by President Rose, seconded by Board Auditor Martinez, and unanimously carried:

**M21-03-05**

**MOVED:** The Public Information Committee recommended that the Board of Directors adopt proposed updates to the Monte Vista Water District's Legislative Principles, as by roll call vote:

President Rose	aye
Board Auditor Martinez	aye

**ITEM 5: AJOURNMENT**

Upon motion by President Rose, seconded by Board Auditor Martinez, and unanimously carried:

**M21-03-06**

**MOVED:** Approved to adjourn the meeting, as by roll call vote:

President Rose	aye
Board Auditor Martinez	aye

There being no further business, Board Auditor Martinez adjourned the meeting at 5:17 p.m.

Respectfully submitted,



Justin M. Scott-Coe  
General Manager/Secretary