OUTREACH HANDBOOK

DECEMBER 2022

ACWA
Association of California Water Agencies

ACWA OUTREACH
GRASSROOTS SUPPORT TO ACHIEVE RESULTS

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ACWA's Outreach Handbook is a valuable tool for engaging legislators, key regulators and administration officials on policy issues that are important to our industry. The handbook is a guide for ACWA member agencies to provide Boards of Directors and management with an overview of the Association's Outreach Program. It also serves as a guide for member agencies' advocacy professionals and as a training resource for new staff. With helpful diagrams, hyperlinks and templates, the Outreach Handbook will increase your advocacy engagement and effectiveness – from your community to two Capitols. Your efforts may even garner an ACWA Outreach Award for your agency!

– Stacy Taylor, Water Policy Manager, Mesa Water District

The Outreach Program: A Grassroots Network

History of the Outreach Program

In November 2000, the ACWA Board of Directors approved the development of an Outreach Program to serve as the grassroots function for the association and actively engage members in advancing ACWA's legislative and regulatory goals. Since that time, ACWA's Outreach Program has grown to over 2,100 members. The program has positively influenced legislation in Sacramento and Washington D.C. As the official grassroots arm of the association, ACWA's 10 region boards play a key role in ensuring participation by their region and region committee representatives.

About the Outreach Program

ACWA speaks as one voice for California water, but can only do so with the backing of an informed, engaged membership. ACWA member involvement – through direct outreach to legislators, regulators and administration officials – is what strengthens the association's state and federal advocacy efforts.

Any employee at a member agency can become a part of ACWA's Outreach Program by signing up **online** to receive Alerts and Advisories, joining the Outreach Task Force and becoming an outreach ambassador. The data collected through the online form enables ACWA to target participants according to their legislative districts and contact with legislators.

Participants automatically enrolled in the Outreach Program include:

ACWA'S BOARD OF DIRECTORS

REGION BOARDS

MEMBERS OF ACWA'S 13 STANDING COMMITTEES

Outreach Program Structure

OUTREACH TASK FORCE

Helps guide ACWA's Outreach Program, implements new policies, creates programs and resolves issues that arise during the two-year term. The Outreach Task Force is comprised of region appointed outreach captain(s), two at-large appointments, and two representatives from each of the following committees: Communications, Federal Affairs, Groundwater, Local Government, State Legislative, Water Management, Water Quality. Committee representatives as well as at-large representatives are appointed by the ACWA President.

OUTREACH CAPTAINS

Serves by appointment of the region boards for a two-year term. Outreach captains also serve on the Outreach Task Force and work closely with region board members and ACWA staff to develop outreach strategies, coordinate local outreach efforts, advance ACWA's policy goals and recruit Outreach Program participants within the region.

OUTREACH AMBASSADORS

Connects your agency to the latest available news affecting California's water community through the email list of California water professionals receiving ACWA Alerts and Advisories, as well as the necessary information to become an effective part of ACWA's advocacy efforts through contacting legislators, key regulators and administration officials. At the same time, member agencies rely on Outreach Ambassadors to stay informed on current developments and spread the word to co-workers, management and agency board members.

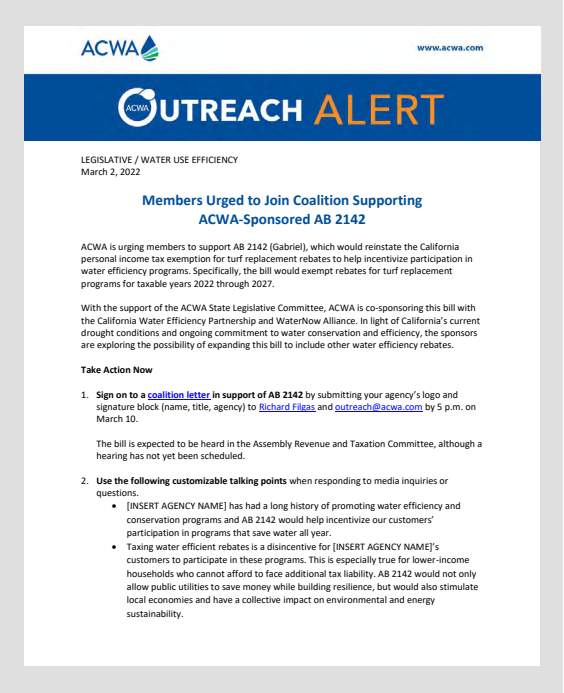
SUBSCRIBE TO OUTREACH ALERTS & ADVISORIES

All ACWA members can participate in the Outreach Program by signing up to become an outreach ambassador and receive Outreach Alerts and Advisories.

SIGN UP

ACWA Alerts & Advisories

Personal contact from constituents through letters, phone calls and personal visits make an impact on legislators and regulators at critical points in the legislative or regulatory process. The following are some of the ways your participation will occur as part of the Outreach Program.



ACWA www.acwa.com

OUTREACH ALERT

LEGISLATIVE / WATER USE EFFICIENCY
March 2, 2022

Members Urged to Join Coalition Supporting ACWA-Sponsored AB 2142

ACWA is urging members to support AB 2142 (Gabriel), which would reinstate the California personal income tax exemption for turf replacement rebates to help incentivize participation in water efficiency programs. Specifically, the bill would exempt rebates for turf replacement programs for taxable years 2022 through 2027.

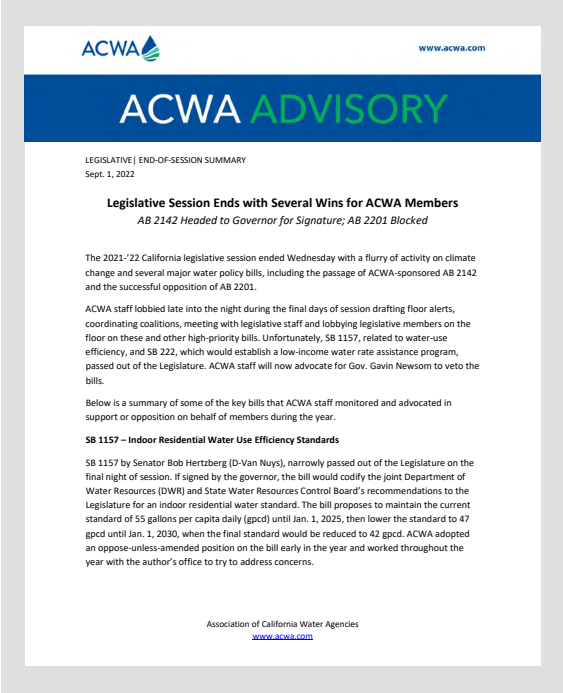
With the support of the ACWA State Legislative Committee, ACWA is co-sponsoring this bill with the California Water Efficiency Partnership and WaterNow Alliance. In light of California's current drought conditions and ongoing commitment to water conservation and efficiency, the sponsors are exploring the possibility of expanding this bill to include other water efficiency rebates.

Take Action Now

1. **Sign on to a coalition letter in support of AB 2142** by submitting your agency's logo and signature block (name, title, agency) to Richard Filgas and outreach@acwa.com by 5 p.m. on March 10.

   The bill is expected to be heard in the Assembly Revenue and Taxation Committee, although a hearing has not yet been scheduled.

2. **Use the following customizable talking points** when responding to media inquiries or questions.
   - [INSERT AGENCY NAME] has had a long history of promoting water efficiency and conservation programs and AB 2142 would help incentivize our customers' participation in programs that save water all year.
   - Taxing water efficient rebates is a disincentive for [INSERT AGENCY NAME]'s customers to participate in these programs. This is especially true for lower-income households who cannot afford to face additional tax liability. AB 2142 would not only allow public utilities to save money while building resilience, but would also stimulate local economies and have a collective impact on environmental and energy sustainability.



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ACWA ADVISORY

LEGISLATIVE| END-OF-SESSION SUMMARY
Sept. 1, 2022

Legislative Session Ends with Several Wins for ACWA Members
AB 2142 Headed to Governor for Signature; AB 2201 Blocked

The 2021-'22 California legislative session ended Wednesday with a flurry of activity on climate change and several major water policy bills, including the passage of ACWA-sponsored AB 2142 and the successful opposition of AB 2201.

ACWA staff lobbied late into the night during the final days of session drafting floor alerts, coordinating coalitions, meeting with legislative staff and lobbying legislative members on the floor on these and other high-priority bills. Unfortunately, SB 1157, related to water-use efficiency, and SB 222, which would establish a low-income water rate assistance program, passed out of the Legislature. ACWA staff will now advocate for Gov. Gavin Newsom to veto the bills.

Below is a summary of some of the key bills that ACWA staff monitored and advocated in support or opposition on behalf of members during the year.

SB 1157 – Indoor Residential Water Use Efficiency Standards

SB 1157 by Senator Bob Hertzberg (D-Van Nuys), narrowly passed out of the Legislature on the final night of session. If signed by the governor, the bill would codify the joint Department of Water Resources (DWR) and State Water Resources Control Board's recommendations to the Legislature for an indoor residential water standard. The bill proposes to maintain the current standard of 55 gallons per capita daily (gpcd) until Jan. 1, 2025, then lower the standard to 47 gpcd until Jan. 1, 2030, when the final standard would be reduced to 42 gpcd. ACWA adopted an oppose-unless-amended position on the bill early in the year and worked throughout the year with the author's office to try to address concerns.

Association of California Water Agencies
www.acwa.com

ALERTS = ACTION NEEDED

You will be part of the statewide network of members contacted when ACWA needs action on issues. When contacted with an Alert, you are being asked to take action. Potential actions could include:

- **Write/submit a personal letter** supporting or opposing a bill or proposed regulation (or other position consistent with ACWA).
- **Write/submit an official agency** (position) letter supporting or opposing a bill or proposed regulation.
- **Make contact with a legislator or other decision maker** by phone or through a personal visit at a key point in the legislative process. See page 14 for tips.
- **Join a coalition of other ACWA members** supporting or opposing a bill or proposed regulation.

ADVISORIES = INFORMATION

Legislative, regulatory and communication Advisories provide pertinent information to keep you informed of the latest issues. Advisories help you and other agencies in your area prepare for upcoming issues.

> Grassroots outreach is one of the strongest leverages ACWA members have to influence policy that impacts their constituents. The easy-to-use outreach handbook arms ACWA members with the knowledge and tips to effectively put grassroots outreach into action.
>
> **– Cristel Tufenkjian, Director of External Affairs, Kings River Conservation District**

In-Person Outreach

Members of the Outreach Program are encouraged to take advantage of opportunities such as the ACWA Legislative Symposium, Washington D.C. Conference, and Regulatory Summit in order to maximize opportunities to schedule in-person meetings with your state or federal legislators and regulators.

ACWA Outreach Awards

ACWA's Outreach Awards recognize members for their advocacy efforts on issues critical to the water industry. Throughout the year, ACWA asks its members to take action on important legislative and regulatory issues, helping create a coalition to directly affect the outcomes of numerous decisions and advance the association's legislative and regulatory agenda. ACWA's Outreach Awards recognize the most active member agency in each region, as well as an overall winner and three winners of the outreach special recognition categories.

ACWA member agencies that qualify are encouraged to apply for recognition in three special outreach categories:

- The **Most Active Small Agency Award** honors a member agency with fewer than 50 full-time employees that has engaged on an issue of importance.
- The **Rising Star Award** recognizes an agency that has not participated in the Outreach Program within the past five years.
- The **Most Effective Agency on a Federal Issue** recognizes a member agency that has engaged on a federal issue as prioritized by the ACWA Federal Affairs Committee.

OUTREACH INTERACTION

Complete the online outreach interaction form.

SUBMIT

OUTREACH SPECIAL RECOGNITION

Apply for the three special outreach awards.

ENTER

STAFF CONTACT

Michael Cervantes, Senior Regional Affairs Representative, (916) 669-2380, email **michaelc@acwa.com**

ACWA Policy Process

ACWA Committees

ACWA's committees play a crucial role for the organization. Subject matter expertise and guidance from the committees provide the direction that ACWA takes in advocacy efforts at the federal, state and regulatory levels. Learn more about the individual committees and their makeup **here**.

Federal Affairs Committee

ACWA's Federal Affairs Committee is responsible for developing policy positions and working on key federal water proposals. Federal policy and legislation evolves more slowly than state legislation. Specific bills are often preceded by years of informational hearings and research. This methodical process enables ACWA to take the lead on issues affecting members.

Federal policy advocacy is two-pronged. With representation in the nation's Capitol, ACWA has an active presence during Congressional sessions, complemented by special trips to Washington, D.C., by delegations of ACWA members. In addition, ACWA members can help influence the federal legislative process by maintaining good relationships with their local Congressional representatives.

Committee meetings are held on a quarterly basis to discuss federal legislation and related issues; two meetings occurring during ACWA's bi-annual conferences. Ad hoc meetings of both the whole committee and subcommittees are held as deemed necessary by the Federal Affairs chair and staff.

ACWA positions on federal legislation are determined by the committee based on analyses and recommendations prepared by ACWA Federal Relations staff. Analyses are sent to members of the committee and subscribers of the Federal Affairs informational listserv before each meeting and as significant legislative developments occur. The committee reviews each bill during its meetings and votes on positions.

STAFF CONTACT

David Reynolds, ACWA Director of Federal Relations, email **davidr@acwa.com**

HELPFUL LINKS

U.S. Senate Legislative Calendar

U.S. House Legislative Calendar

Majority Leader Calendar

State Legislative Committee

The ACWA State Legislative Committee is made up of forty-one members – four from each of ACWA's 10 geographically based regions plus the committe chair. Each committee member serves for a two-year term. The committee's composition reflects the association's diverse membership needs and concerns.

It is the committee's responsibility to review relevant legislation, adopt positions and establish priorities. When the Legislature is in session, the committee meets every three weeks to keep up-to-date of developments and to determine ACWA positions.

Initially, ACWA staff reviews proposed legislation and drafts recommended positions for committee review. The committee can accept the staff recommendation or discuss the bill in question. Amendments may be suggested to address member concerns.

The committee's positions and priorities dictate the level of effort staff and members devote to particular bills. Activity may range from a simple letter indicating approval or disapproval of a bill to active support or opposition, including testimony before legislative committees, coalitions with other like-minded organizations, solicitation of editorial support of ACWA positions and other measures.

ACWA positions on legislation are determined by the committee based on analyses and recommendations prepared by ACWA legislative staff. Analyses are sent to members of the committee and subscribers of the legislative bill service in two separate mailings between every committee meeting. Subscription information for the bill packets is available through ACWA's State Legislative staff. The committee reviews each bill during its meetings and, if necessary, votes on positions. Otherwise, the staff recommendation is approved without discussion.

The membership is kept informed of ACWA's legislative activities through *ACWA News*, Legislative Alerts, Advisories and **www.acwa.com**.

STAFF CONTACT

Adam Quinonez, ACWA Director of State Legislative Relations, (916) 669-2434, email **adamq@acwa.com**

HELPFUL LINKS

CA State Assembly Legislative Calendar

CA State Senate Legislative Calendar

BILL TRACKER

Search by bill number or keyword to find bill information or view ACWA's bill positions and analyses.
(Member only content)

SEARCH

The Role of ACWA Members

To establish priorities for the legislative session, the State Legislative Committee each year solicits proposals for legislation that it will review and consider sponsoring or supporting. ACWA staff analyzes the proposals and provides them to committee members. The full committee reviews proposals in the fall at its annual planning meeting and determines legislative priorities for the following year. ACWA's legislative staff work with member agencies on their proposals to prepare the proposals for introduction and assists members in securing legislators to author the legislation.

While there is no avenue for ACWA to sponsor legislation at the federal level, ACWA members are often sought after as the preferred consultants and developers of a congressional representative's bill idea. ACWA staff facilitates these interactions, acting as a conduit for ACWA members and congressional staff.

An effective advocacy program depends on a strong partnership between ACWA and its members.

MEMBERS

- Provide invaluable input for policy development
- Suggest legislation and identify the need for ACWA to sponsor bills
- Assist the state legislative and federal affairs committees in setting priorities
- Supply necessary information and technical expertise to advance member interests
- Testify for bills and seek legislators to sponsor bills

ACWA's Outreach Handbook provides the essential tools and information to ensure any advocacy effort has a successful foundation and gets the results you are looking for. In the fast-paced environment of Sacramento, having the right tools to help guide your strategic activities to influence decisions and policy discussion is imperative. The ACWA Outreach Handbook is a must for any agency's political or legislative outreach and EVMWD relies on it regularly.

– Greg Morrison, Government Relations Officer,
Elsinore Valley Municipal Water District

Position Adoption Policy

The ACWA Board of Directors has a strong policy commitment to comprehensive water solutions. With the active involvement of its member and coalition partners, ACWA is dedicated to advancing policies that improve water supply reliability, protect local agency decision making and promote an integrated, comprehensive approach to water policy and management. ACWA's policy agenda is driven by its Board of Directors through the adoption of policy principles and identification of goals in the association's Board approved strategic plan.

ACWA's State Legislative Committee's policy on adopting positions on legislation is simple: Positions are taken on legislation that, if enacted, will impact ACWA members. Positions are not taken on legislation if member agencies are on opposite sides of an issue, unless the legislation, if enacted, will establish poor precedent if applied broadly to ACWA member agencies. If a particular bill requires further review before consensus on a position can be determined, policy subcommittees are formed.

To provide adequate information to the entire membership, ACWA communicates legislative updates in *ACWA News*, posts positions and other information on ACWA's website at **www.acwa.com** and social media outlets, and sends Advisories and Alerts on key legislation. ACWA's legislative staff is available to provide specific information on bills, and committee members are encouraged to communicate ACWA positions on priority legislation at the region level.

Description of ACWA Positions

The following descriptions of ACWA positions reflect ACWA staff's advocacy efforts.

- **ACWA Sponsored**: A bill proposed by ACWA or a member. ACWA-sponsored legislation requires the association to take the lead in securing passage, including resolving any disputes with opponents of the bill. *Not applicable to Federal Legislation*.
- **Support**: Staff will actively support this bill, writing letters to legislators, testifying at hearings and taking other actions as necessary.
- **Favor**: Staff writes letters of support but does not actively lobby the bill unless the author specifically requests it.
- **Oppose**: Staff writes letters of opposition, testifies at hearings, works with legislators to amend offending portions, or aggressively works to defeat a bill.
- **Not Favor**: Staff writes letters of opposition but does not otherwise lobby the bill.
- **Watch**: Staff and the State Legislative Committee review all amendments to determine whether a change of position is warranted. No lobbying is done.
- **No Action**: The bill does not warrant ACWA attention.
- **NOTE**: "Amend" may be added to any position upon committee vote.

State Regulatory Relations

REGULATORY PROCESSES AND STATE AGENCIES

After a state legislative bill is signed into law, it is then implemented by the enforcing or administering state agency. State agencies lead both informal stakeholder engagement activities and formal rulemaking processes for regulation setting. Some legislation directs state agencies to informally engage with stakeholders in regulatory activities or on the implementation of legislation. Other enacted legislation requires formal regulation adoption by the Office of Administrative Law (OAL) to ensure that California state agencies comply with the rulemaking procedures and standards set forth in California's Administrative Procedure Act (APA). The APA requirements are designed to provide the public with a meaningful opportunity to participate in the adoption of regulations or rules that have the force of law by California state agencies and to ensure the creation of an adequate record for the OAL and judicial review.

Initially, ACWA staff reviews proposed regulations or notices of regulatory action. Typically, the state regulatory policy committees form working groups or subcommittees to draft recommended positions and formal comments to provide in written letters and/or in testimony to the state agency when regulations or regulatory matters are approved or heard by State regulatory boards, commissions or agencies.

THE ROLE OF ACWA REGULATORY POLICY COMMITTEES

ACWA's State Regulatory Relations staff work with policy committees to support the development of ACWA policy principles for approval by the Board of Directors and make recommendations on regulatory policies and programs to the ACWA Board, State Legislative Committee, Federal Affairs Committee, and other committees as needed. These committees review and recommend positions on proposed regulations to state agencies and the administration, as well as assist in gathering data and disseminating relevant information on regulatory matters to ACWA members.

THE ROLE OF ACWA MEMBERS

ACWA members can engage on regulatory matters through several different opportunities:

1

JOIN A REGULATORY POLICY COMMITTEE

Join a regulatory policy committee to stay informed on the technical, regulatory issues

2

JOIN A WORKING GROUP OR SUBCOMMITTEE

Join the working groups or subcommittees of a regulatory policy committee to contribute to the recommendations on regulatory policies, programs, actions or rulemaking

3

ENGAGE AND STAY INFORMED

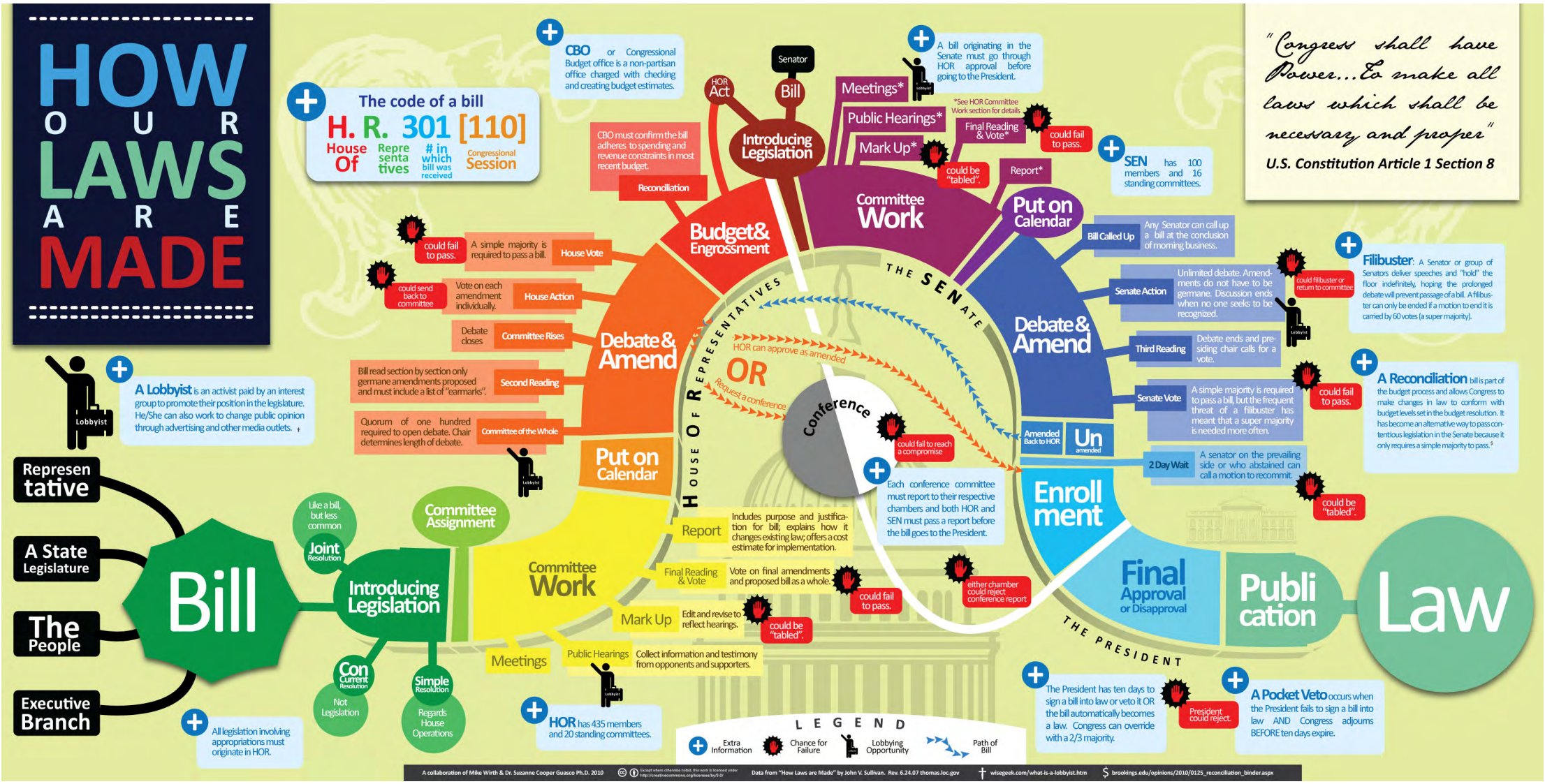
Engage and stay informed of ACWA's regulatory activities through *ACWA News*, Regulatory Alerts and Advisories at **www.acwa.com**

STAFF CONTACT

Chelsea Haines, Regulatory Relations Manager, (916) 669-2431, email **chelseah@acwa.com**

Understanding the Federal Legislative Process

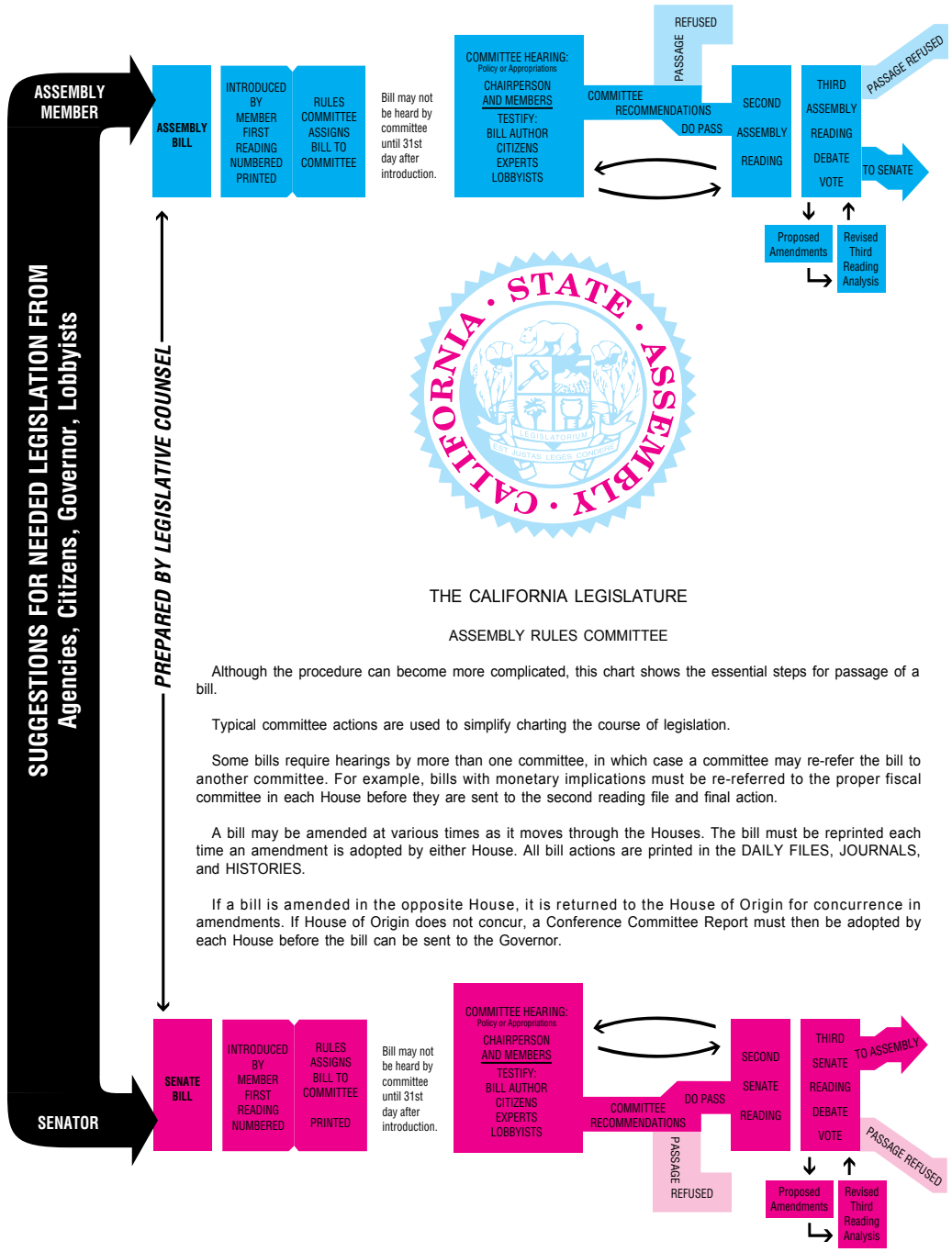
Source: **Congressman Alan Lowenthal (CA-47, 2022)**

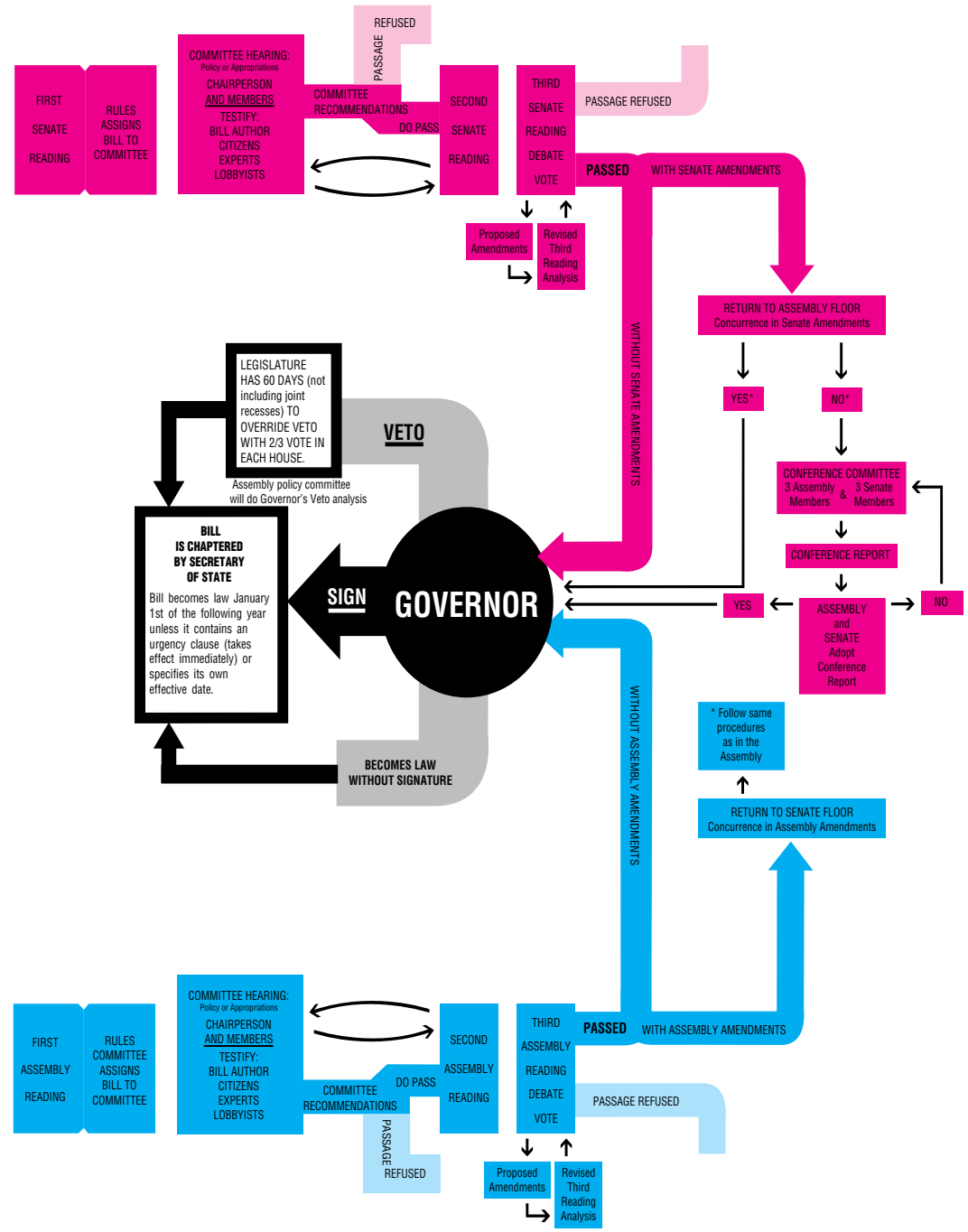


Understanding the California State Legislative Process

Source: **California State Assembly**

THE LIFE CYCLE OF LEGISLATION — From Idea into Law





How to Read A Bill

Federal Bill

1 **Congress and Session:** Identifies what Congress and which session the bill is to be considered in. Congresses are comprised of two, one year sessions.

2. **Bill Number:** Bills are introduced in sequential order in their respective chambers. Bills will carry H.R. for House of Representatives or S. for Senate.

3. **Bill Origin:** Indicates the bill's chamber of origin, House or Senate.

4. **Bill Date:** The date of introduction or amendment of the bill.

5. **Authors and Cosponsors:** Indicates which member introduced the bill and with whom.

6. **Referral and Current Location:** Identifies where the bill has been referred. This referral will be updated as the bill moves to the floor, other chamber, or is re-referred to additional committees.

7. **Bill Description:** Identifies what the bill will make law, if enacted. May identify sections of Public Law to be amended.

AUTHENTICATED U.S. GOVERNMENT INFORMATION GPO

I

1 116TH CONGRESS 1ST SESSION

H. R. 34 2

To ensure consideration of water intensity in the Department of Energy's energy research, development, and demonstration programs to help guarantee efficient, reliable, and sustainable delivery of energy and clean water resources.

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3 IN THE HOUSE OF REPRESENTATIVES

JANUARY 3, 2019 4

5 Ms. JOHNSON of Texas (for herself and Mr. LUCAS) introduced the following bill; which was referred to the Committee on Science, Space, and Technology 6

A BILL

7 To ensure consideration of water intensity in the Department of Energy's energy research, development, and demonstration programs to help guarantee efficient, reliable, and sustainable delivery of energy and clean water resources.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*
8 3 **SECTION 1. SHORT TITLE.**
4 This Act may be cited as the "Energy and Water Re-
5 search Integration Act of 2019".

8. **Short Title:** Identifies an alternative, official short title of the bill. Not all bills will have short titles.

State Bill

1 **Amend Date:** Indicates each time bill is amended

2 **Bill Origin:** Indicates house of origin, Assembly or Senate

3 **Bill Number:** Bills are introduced on sequential order in each house

4 **Bill Date:** The date the bill was introduced

5 **Strikethrough text:** Indicates language being deleted by an amendment

6 **Code Section:** Code section being added/ amended

7 **Legislative Summary:** Legislative Counsel drafts all legislation and writes a summary

8 **Italicized text:** Indicates language being added by an amendment

Note: The actual language that will be part of the state code when the bill is enacted into law appears on subsequent pages, following the line: *"The people of the state of California do enact as follows."*

AMENDED IN SENATE MARCH 27, 2019 (1)

(2) **SENATE BILL** **No. 699** (3)

Introduced by Senator Hill

(4) February 22, 2019

(5) (6)

An act to amend ~~Section 125~~ *Sections 73514 and 81653* of the Water Code, relating to water.

(7) LEGISLATIVE COUNSEL'S DIGEST

SB 699, as amended, Hill. ~~Director of Water Resources.~~ *San Francisco Bay Area regional water system.*

Under existing law, the City and County of San Francisco operates the Hetch Hetchy Project as a regional water system, supplying water to persons and entities in San Francisco and the Counties of Alameda, San Mateo, and Santa Clara. Existing law, the San Francisco Bay Area Regional Water System Financing Authority Act, creates the San Francisco Bay Area Regional Water System Financing Authority, composed as prescribed. The act authorizes the authority to issue revenue bonds until December 31, 2020, as specified, to improve the reliability of San Francisco's regional water system and requires the bond proceeds to be made available upon terms and conditions that include San Francisco entering into contracts with the authority that, among other things, require San Francisco, on behalf of the authority, to impose a surcharge to generate revenue to pay the debt service on the revenue bonds issued by the authority and the operating expenses of the authority, as specified. The act requires the authority to dissolve upon the repayment of all revenue bonds issued by the authority and the satisfaction of all other debts and obligations of the authority. (8)

This bill would authorize the authority to issue revenue bonds until December 31, 2030. By extending the operation of the requirements

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Outreach to Legislators

Outreach etiquette and best practices for meeting with your legislative representatives.

SCHEDULING A MEETING

- Be patient and flexible
- Ask for a half-hour meeting, but accept a shorter one
- Meet with staff if the legislator is unavailable
- Be proactive – don't wait for a crisis to meet
- Build relationships over time
- Schedule appointments in advance and keep them
- Don't just drop in for a surprise visit

PREPARING FOR A MEETING

- Research your legislator (background, interests, accomplishments and legislative priorities)
- Bring business cards and agency materials (fact sheets, etc.)

DURING THE MEETING

- Serve as the local expert on water
- Provide background and information on local water issues
- Develop relationships with staff who can be your advocate from within
- Invite your legislator and their staff on a tour of your facilities and operations
- Ask them to include your water district on their mailing lists and offer to add them to your agency's lists
- Don't overload with information
- Keep written materials short, simple and relevant to your issue and agency
- Communicate in layman's terms
- Spell out water-related acronyms
- Be a good listener
- Don't monopolize the meeting, but allow the legislator to ask questions and express concerns
- Don't worry about having all the answers, but offer to follow up on a question if you don't have an answer during the meeting
- Stay focused on the issue at hand and try not to get sidetracked
- Don't mix policy with political campaigns (i.e. don't discuss past or future campaign contributions along with legislative action or votes)
- Don't be confrontational and avoid getting into arguments that could damage your relationship with your legislator over one vote or issue

AFTER THE MEETING

- Thank your legislator and staff with an email or handwritten note
- Be sure to follow up on any unresolved questions, concerns, or commitments made to the legislator or staff during the meeting
- Stay in touch with your legislator and staff throughout the year

Letter Writing Tips

1 **Letterhead:** Use agency letterhead when communicating the agency's official position on a bill

2 **Addressing your letter:** Always start with "The Honorable [name]"

3 **Address:** Address to your local elected official and/or to members of the committee where action is being taken

4 **Regard:** Indicate the bill you're addressing and action being requested (support/oppose/sign/veto)

5 **Dear:** Begin your letter with "Dear Governor, Senator, Assembly Member, or Representative" (whichever is applicable)

6 **Identify your agency:** Be sure to make it clear who you are speaking on behalf early in the letter

7 **Get to the point quickly:** It should be clear why you support/oppose

8 **Bold:** Use bold font to emphasize important points

9 **Provide solid information and specific examples on the impact of proposed legislation to your district:** Specifics about the bill and general impacts on the water industry are usually contained in the ACWA Alert

10 **Clear action:** Be clear in the action you are requesting

11 **From:** Letters from a person in authority have a greater impact on elected officials than letters from staff

12 **Copy:** Send a copy to your other elected officials so they are aware of your position and to ACWA staff for advocacy tracking and award efforts

WATER DISTRICT LETTERHEAD (1)

1234 Agency Street
City, State Zip
Agency Phone

[DATE]

The Honorable Bill Dodd (2)
California State Senate State (3)
Capitol 4032
Sacramento, CA 95814

RE: SB 669 (Caballero): Safe Drinking Water Trust – SUPPORT (4)

Dear Chair Dodd, (5)

(6) [AGENCY'S NAME] supports SB 669 (Caballero), which would create the Safe Drinking Water Trust (Trust) at the state Treasury. The purpose of the Trust would be to provide a durable funding source to help community water systems in disadvantaged communities provide their customers with access to safe drinking water. **The Trust is a better approach than a statewide water tax.** (7) (8)

There currently exists a funding gap for operation and maintenance (O&M) costs for the treatment of drinking water by community water systems in disadvantaged communities. O&M costs generally cannot be financed with existing federal and state safe drinking water funding sources that are available for capital costs. In some situations, the consolidation of a failing community water system with one or more systems may be the most effective solution. The Safe Drinking Water Trust proposed in SB 669 would provide a durable funding source to provide financial assistance for replacement water as a short term solution, consolidation and ongoing O&M costs. (9)

The Trust would be funded with an infusion of General Fund dollars during a budget surplus year. With the record budget surplus for the 2019-20 Fiscal Year, this is the perfect year to create and fund the Trust. The state would invest the Trust's principal, and the net income from the Trust would be transferred on an ongoing basis to a Safe Drinking Water Fund that would be administered by the State Water Resources Control Board.

The Trust is a better approach than a statewide water tax because it is not sound policy to tax a resource that is essential to life. Unlike a regressive water tax, the Trust would not drive up water costs and work against the state's Human Right to Water policy of affordable water.

For the above reasons, [AGENCY NAME] respectfully asks you to vote "Aye" for SB 669. (10)

Sincerely,

[NAME, TITLE] (11)

cc: The Honorable Anna Caballero (12)
Honorable Members, Senate Governmental Organization Committee
Mr. Brian Duke, Committee Consultant
Mr. Richard Paul, Senate Republican Caucus Consultant

MORE WRITING TIPS

- Act quickly – ACWA Alerts are time sensitive
- Be sure to thank the elected official if they do what you ask as this helps build a positive relationship with legislator

CALIFORNIA LEGISLATURE ONLINE SUBMISSION

The California Legislature is using an online portal to streamline submission of support/opposition letters about bills to committees. To submit a letter on behalf of your agency:

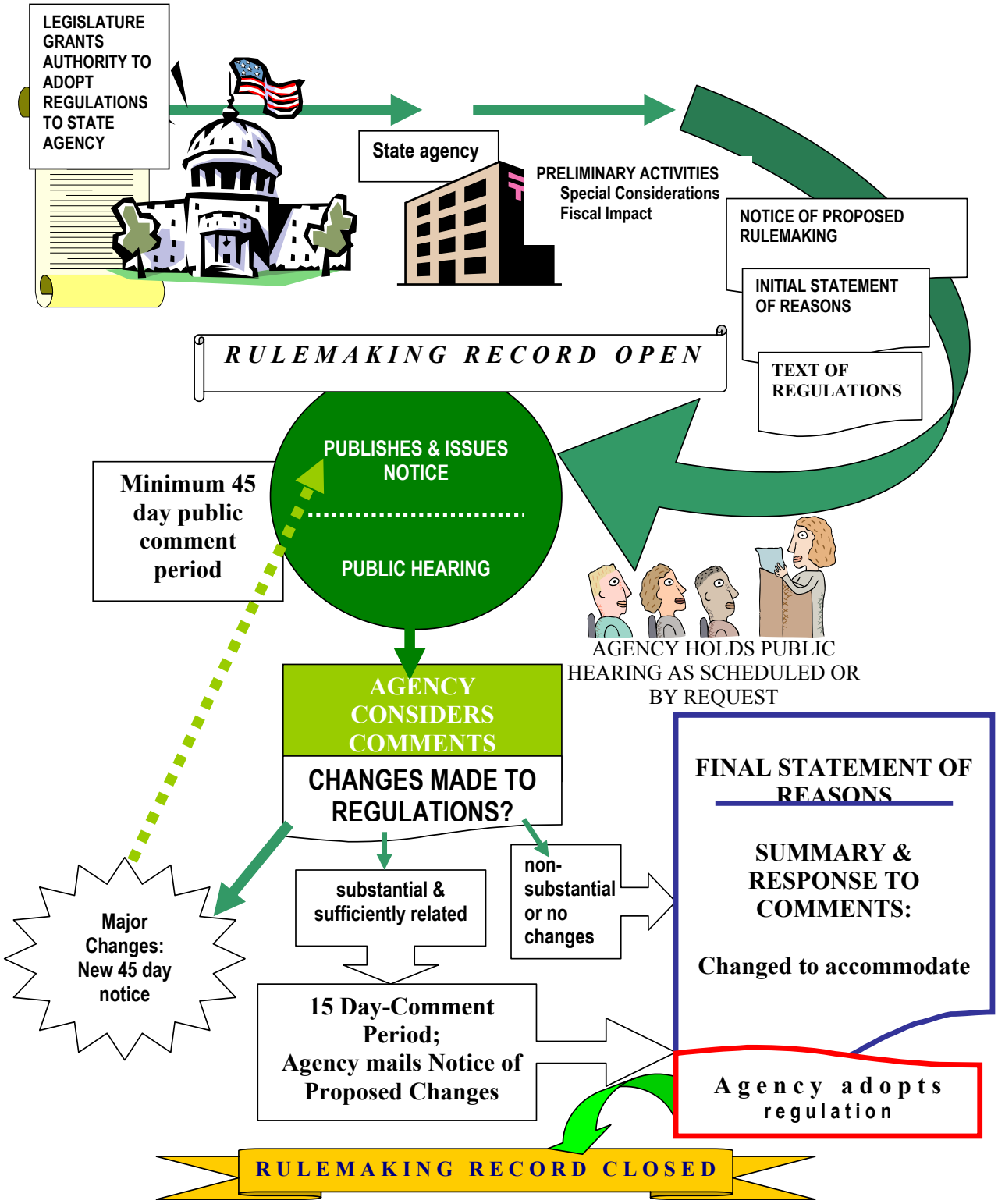
1 Create an account on the **CA Legislature Advocates Portal**

2 Create a PDF of your support/oppose letter

3 Submit your letter using the online portal and be sure to also email a copy to **outreach@acwa.com** for tracking and Outreach Awards purposes

Understanding the Regulatory Rulemaking Process

Source: **State Water Resources Control Board**



How to Read a Regulatory Notice

1 **Type of rulemaking process**

2 **Public hearing:** If and when a public hearing will be held

3 **Comment letter deadline:** The date and time in which comment letters must be submitted

4 **Submission:** The process for how to submit a comment letter

5 **Subject line:** The specific subject line for providing comments

California Water Boards

Gavin Newsom, Governor

Jared Blumenfeld, Secretary for Environmental Protection

State Water Resources Control Board

NOTICE OF PROPOSED RULEMAKING

1

TITLE 22. SOCIAL SECURITY
DIVISION 4. ENVIRONMENTAL HEALTH
CHAPTER 19 (Certification of Environmental Laboratories)

NOTICE IS HEREBY GIVEN that the State Water Resources Control Board (State Water Board) proposes to amend, adopt, or repeal the Environmental Laboratory Accreditation Program (ELAP) regulations described below after considering all comments, objections, and recommendations regarding the proposed action.

SUMMARY OF PROPOSED REGULATORY ACTION

The State Water Board proposes to amend California Code of Regulations, Title 22, Division 2, Chapter 19, to update requirements and standards for accreditation of environmental testing laboratories. These proposed amendments are administrative and technical in nature and make the necessary improvements needed to operate a fully functional and effective Environmental Laboratory Accreditation Program.

PUBLIC HEARING

The State Water Board will hold an Administrative Procedure Act (APA) public hearing during a Board workshop to receive written and oral comments regarding the proposed regulations. The hearing will include a presentation by State Water Board staff on the proposed regulations. During the comment period, the public will be allowed three minutes to provide oral comments, unless additional time is approved. While a quorum of the State Water Board may be present, this hearing is for the public to provide comments in accordance with the APA, and the State Water Board will take no formal action.

The public hearing will be held as detailed below.

Wednesday, December 18, 2019 – 9:30 a.m.
Joe Serna Jr. CalEPA Headquarters Building
1001 I Street, Second Floor
Sacramento, CA 95814

2

E. Joaquin Esquivel, chair | Eileen Sobeck, executive director

t, Sacramento, CA 95814 | Mailing Address: P.O. Box 100, Sacramento, CA 95812-0100 | www.waterboards.ca.gov

recycled paper

- 3 -

WRITTEN COMMENT PERIOD

Any interested person, or their authorized representative, may submit written comments relevant to the proposed regulatory action to the Clerk of the State Water Board. Any written comments pertaining to these regulations, regardless of the method of transmittal, must be received by the Clerk to the State Water Board by **12:00 noon on Friday, December 20, 2019**, which is hereby designated as the close of the written comment period. Comments received after this date will not be considered timely. Note that comments previously submitted about the preliminary drafts of the proposed regulatory action will not be part of the rulemaking record. Outstanding comments about the proposed regulatory action must be resubmitted during the written comment period to be included in the rulemaking record.

3

You may submit written comments via any of the following:

4

- Electronic mail (email): commentletters@waterboards.ca.gov
- U.S. Postal Service:

  Ms. Jeanine Townsend, Clerk to the Board
  State Water Resources Control Board
  P.O. Box 100. Sacramento, CA 95812-2000

- Hand Delivery:

  Ms. Jeanine Townsend, Clerk to the Board
  State Water Resources Control Board
  1001 I Street, 24th Floor, Sacramento, CA 95814

  Persons delivering comments must check in with lobby security and have them contact Ms. Jeanine Townsend at (916) 341-5600

Also, please indicate in the subject line and/or on the cover page of submittals: **"Comments – Proposed Environmental Laboratory Accreditation Program Regulations."**

5

All comments should include the author's name and U.S. Postal Service mailing address or email in order for the State Water Board to provide any notices that may be required in the future.

Due to limitations of the email system, emails larger than 15 megabytes (MB) may be rejected and will not be delivered and received by the State Water Board. Therefore, emails larger than 15 MB should be submitted in several separate emails or another form of delivery should be used.

The State Water Board requests but does not require that written comments sent by mail or hand-delivered be submitted in triplicate.

Regulatory Comment Letter Writing Tips

1 **Transmitted method:** Include the method of how the comment letter was transmitted

2 **Address block & subject:** Include the date, address, and subject line as specified in the notice

3 **Introduction:** Include an introduction paragraph with information about your agency

4 **Comments:** Bold and number comments to provide the key advocacy messages for decision-makers to follow

ACWA
Association of California Water Agencies

Bringing Water Together

Sent via ELECTRONIC MAIL to Mary.Yang@waterboards.ca.gov (1)

August 25, 2017

(2)
Ms. Mary Yang
Environmental Scientist
Division of Drinking Water
State Water Resources Control Board
1001 I Street
Sacramento, CA 95814

Re: Program Scenarios: Association of California Water Agencies' Comments regarding the Development of a Plan for a Low-Income Water Rate Assistance Program [AB 401, Dodd, 2015 Implementation]

Dear Ms. Yang:

(3)
The Association of California Water Agencies (ACWA) appreciates the opportunity to comment regarding the State Water Resources Control Board's (State Water Board's or SWRCB's) development of a plan for the funding and implementation of a Low-Income Water Rate Assistance (LIWRA) Program (the Plan), as required by AB 401 (Dodd, 2015). ACWA represents over 440 public water agencies that collectively supply over 90% of the water delivered in California for domestic, agricultural, and business uses.

ACWA recognizes the importance of water affordability. At the same time, our members must make water management work on the ground. As recognized by now Senator Dodd, the development of the Plan requires collaboration with stakeholders to make sure it will work and not result in unintended consequences.

(4)
1. Governor Brown's Signing Message: Governor Brown wrote that the AB 401 Plan will provide a path for "modest, additional steps." The plan scenarios currently being analyzed by State Water Board staff would not be "modest, additional steps."

In his signing message for AB 401 dated October 9, 2015, Governor Brown wrote the following:

> While the plan called for in this bill will provide for **modest, additional steps**, we already know that Proposition 218 serves as the biggest impediment to public water systems being able to establish low-income rate assistance programs. Proposition 218 similarly serves as an obstacle to thoughtful, sustainable water conservation pricing and necessary flood and stormwater system improvements. My administration will work with the Legislature and stakeholders next year to address these problems, while maintaining rate payer protections. [Emphasis added.]

SACRAMENTO 910 K Street, Suite 100, Sacramento, CA 95814 • (916) 441-4545
WASHINGTON, D.C. 400 North Capitol Street NW, Suite 357, Washington, DC 20001 • (202) 434-4760
www.acwa.com

Ms. Mary Yang
August 25, 2017 • Page 6 (5)

AC

15. Existing Programs: ACWA recommends that the Plan build on the experience of e programs.

ACWA recommends that the State Water Board research the experience and practices social service programs at the local, state, federal and nonprofit level to ensure that fu the LIWRA program is used in the most efficient manner. We note that the CalFresh pr currently enrolls only 11% of the State's population, reinforcing both our concerns that proposed LIWRA program scope may overreach at the outset and our recommendatio proceed with LIWRA incrementally at a more limited pilot scale to learn by experience.

Existing LIWRA programs implemented by water retailers should be allowed to continu this phased approach, while the State focuses initially on the lowest income household being served by an existing program. We would also ask the State Water Board to reco there are numerous barriers to enrollment for eligible households. Finally, self-certifica eligibility without verification should not be allowed as that would inflate program costs with non-eligible participants.

ACWA appreciates the State Water Board's consideration of these comments. I am available to answer questions at (916) 441-4545 or cindyt@acwa.com. (6)

Sincerely,

Cindy Tuck

Cindy Tuck
Deputy Executive Director for Government Relations

cc: The Honorable Felicia Marcus, Chair, SWRCB
The Honorable Steven Moore, Vice Chair, SWRCB
The Honorable Tam M. Doduc, Member, SWRCB
The Honorable Dorene D'Adamo, Member, SWRCB
The Honorable E. Joaquin Esquivel, Member, SWRCB
Mr. Gordon Burns, Undersecretary, CalEPA
Ms. Eileen Sobeck, Executive Director, SWRCB
Mr. Michael Lauffer, Chief Counsel, SWRCB
Mr. Eric Oppenheimer, Chief Deputy Director, SWRCB
Mr. Erik Ekdahl, Director, Office of Research, Planning & Performance, SWRCB
Mr. Max Gomberg, Climate and Conservation Manager, SWRCB

5 **Multiple pages:** Include the addressee, date and page numbers for comment letters that are multiple pages

6 **Closing:** Include a closing and how the state regulatory agency can contact you

Role of Outreach Captains and Ambassadors

Ambassadors

- Share ACWA Alerts and Advisories with appropriate staff and board members at your agency.
- Determine if your agency will take action in response to an ACWA Alert.
- Coordinate with your region outreach captain(s) to share ACWA's Alerts and Advisories within your ACWA region.

Outreach Captains

- Serve by appointment of the ACWA region boards for a two-year term.
- Serve on the Outreach Task Force.
- Participate in Outreach Task Force meetings.
- Provide outreach updates during region membership meetings at ACWA Spring and Fall Conference.
- Coordinate with your ACWA region board on outreach to your region.
- Develop a broad outreach list of your region's State and Federal elected and appointed officials to extend ACWA's reach and message.
- Recruit more ambassadors within your region and offer to serve as a resource for them.
- Participate in and promote ACWA Outreach Awards.

Online Resources

ACWA Member Toolkits

California Air Resources Board

California Department of Fish & Wildlife

California Department of Water Resources

California Energy Commission

California Environmental Protection Agency

California Natural Resources Agency

California Public Utilities Commission

California State Assembly

California State Senate

California State Water Resources Control Board

California Water Commission

Delta Protection Commission

Delta Stewardship Council

Governor Newsom

Office of Environmental Health Hazard Assessment

U.S. Bureau of Reclamation

U.S. Environmental Protection Agency

U.S. Fish & Wildlife Service

U.S. House of Representatives

U.S. Senate

U.S. Senator Alex Padilla

U.S. Senator Dianne Feinstein