

Communications Committee Meeting

May 7, 3:15-4:45 p.m.

Chair: Melissa Williams	Vice Chair: Melissa McChesney	Staff Liaison: Heather Engel
Sacramento Convention Center, Rooms A2 & A3 <i>(No virtual option available)</i>		

I. Chair's Welcome & Introductions	Melissa Williams, Modesto Irrigation District
II. Subcommittee/Task Force Updates a. Agriculture Subcommittee b. Awards & Scholarships Subcommittee c. DEI Comms Task Force d. QuenchCA Task Force e. Water Quality Subcommittee f. Water Use Efficiency Task Force g. Website & Social Media Subcommittee	Will Holbert, ACWA Caroline Meade, ACWA Heather Engel Melissa Williams and Kendall Klingler Heather Engel Melissa McChesney Ellen Martin, ACWA
III. Committee Work Plan presented for approval <i>(attachment)</i>	Melissa Williams
IV. Legislative & Regulatory Updates a. Possible Climate Resilience Bond on November ballot b. Recent and future water quality regulations	Cindy Tuck, ACWA Nick Blair, ACWA
V. Sharing Spotlight a. Water Awareness Festival	Sandra Jacobs, SMWD
VI. CWEA Jobs/Recruitment toolkit	Alec Mackie, CWEA
VII. DWR Communications Update	Margaret Mohr, DWR
VIII. Communications Committee program: "Diving into Dialogue: Is Podcasting the Right Tool for Your Agency?" Wednesday at 10:30 a.m.	Heather Engel
I. Other Business	All

Save the Date for the committee's next meeting, 10:30-12:30 on Sept. 9, virtual only.

ACWA Communications Committee 2024-'25 Work Plan

Key Committee Functions

ACWA's Communications Committee serves as a Standing Committee and performs the following functions:

- Develops and makes recommendations regarding comprehensive internal and external communications/outreach programs.
- Helps develop and update ACWA's comprehensive communications plan.
- Promotes the development and implementation of sound public information and education programs.
- Serves as an advisory group to ACWA leadership on communications matters.
- Develops materials for use by member agencies for their local public information and education programs.
- Develops programs, informational webinars, roundtable discussions or other training resources for ACWA members to educate them on best management practices, trends and strategies for effective communications / outreach at the local agency level.

Support for the Strategic Plan

The committee will undertake activities to support ACWA's Strategic Plan, which is expected to be updated by the ACWA Board of Directors in 2024.

Subcommittees and Task Forces

The following subcommittees and task forces have been identified to facilitate and support the work of the committee. New task forces may be formed as needed.

Agriculture

Focus: Provide communications support to ACWA's Agriculture Committee.

Term Goals(s): To support the Agriculture Committee as a whole, specifically as a communications resource to educate ACWA member agencies and Californians through outreach, media relations, fact sheets, communications and dissemination strategy and, as needed.

Awards and Scholarships

Focus: Facilitate ACWA's annual scholarship selection process, review and provide feedback on existing ACWA award programs.

Term Goal(s): To continue to evaluate and promote awards and scholarships to increase participation in - and recognition of - these programs.

DEI Communications

Focus: Provide support and expertise related to communications efforts to be more inclusive and accessible.

Term Goal(s): Develop a guide for member agencies that provides specific steps, tips and other resources that agencies can take to make various communications more inclusive and accessible.

QuenchCA Campaign

Focus: Provide input and support for ACWA's Quench California public education campaign.

Term Goal(s): Provide detailed input into the implementation of the campaign. If ACWA decides to launch a new replacement campaign, provide detailed input into the creation of that campaign, including goals and objectives, strategies and tactics.

Water Use Efficiency

Focus: Develop and share strategies, tools and other resources that assist members in educating customers about water efficiency.

Term Goal(s): Develop and release tools and resources for the water use efficiency regulations on an as-needed basis that support the Water Management Committee's work.

Water Quality

Focus: Provide communications support to ACWA's Water Quality Committee, as needed, and help agencies communicate about water quality issues.

Term Goal(s): Develop materials, trainings and toolkits as needed to communicate water quality issues, including PFAS, chromium-6 Nitrates, and other contaminants and issues as they arise.

Website and Social Media

Focus: Develop tools and resources to assist members with information and education, including best practices and updates, on current and emerging social media, digital media and website platforms.

Term Goal(s): Provide support for Strategic Plan goals related to social media, website and other technologies. Develop at least two informational webinars, roundtable discussions or other training resources on related topics to assist member agencies.

CALIFORNIA WATER JOBS

The next big water challenge for California is a shrinking workforce as highly specialized workers have reached retirement age and are leaving the profession. We've refilled our reservoirs but need to refill the water workforce pipeline!

Many California water and wastewater agencies have seen significant turnover in recent years. More than half of our workforce is retiring in large waves, a trend some call the 'silver tsunami.'

You can help California's water associations build a healthier, more resilient water system by raising the profile of the mighty water workforce. Please help us spread the word about these stable, well-paid, high-quality, inclusive career opportunities.

WHAT WATER HAS TO OFFER



Family sustaining wages and benefits. Pay for entry-level workers is 50% higher than in other industries.



Stability. Everyone needs water, so jobs are secure and in demand wherever you want to live.



Fast way to \$100K without a degree. Community college and trade programs can help you on your career journey to earning more, but college degree not required for all positions.



Big projects. Critical responsibilities. Water workers are responsible for protecting public health and the environment for all Californians.



Overflowing with opportunities. The wave of retirements means promotional opportunities come up quickly, and many agencies provide training and tuition reimbursement.



Work as a team. Water professionals work closely together, sharing a common goal and supporting a welcoming and inclusive environment.

WATER JOBS ARE IN HIGH DEMAND



Instrumentation Technicians: Install, repair, and inspect manufacturing equipment and monitoring devices.



Electricians: Install, repair, operate, and maintain electrical systems.



Mechanics: Performs preventative and corrective maintenance on equipment, vehicles, and machinery.



Heavy Equipment Operators: Operates and maintains a variety of heavy and light equipment used in the operation and maintenance.



Water Treatment Operators: Manage a system of machines to treat and transfer water.



Wastewater Treatment Operators: Operate a system of machines used to clean and improve the quality of wastewater.

WATER IS HIRING!

Find career paths, salary info, job openings, and local training info from your local water supplier or at:

www.CAWaterJobs.org

www.Baywork.org

www.IEWorks.org

www.MWDOC.com/weea

There is
something for
everybody.

Water offers

OVER 200
different career pathways.

ACWA Communications Committee

Last name	First Name	Agency	Region
Anderson	Constance	Turlock Irrigation District	4
Ayala	Gina	Orange County Water District	10
Baird	Stephen	Las Virgenes MWD	8
Bradley	Alexandra	Zone 7 Water Agency	5
Bravo Mulally	Tara	Glenn-Colusa Irrigation District	2
Chaney	Maurice	City of Roseville	3
Coady	April	Eastern Municipal Water District	9
Coleman	Brie Anne	Placer County Water Agency	3
Cordell	DeDe	Yuba Water Agency	2
Cote	John	San Francisco Public Utilities Commission	5
DePasquale	Marice	Mesa Water District	10
Garcia	Lorraine	Coachella Valley Water District	9
Gonzales	Sharene	Alameda County Water District	5
Gonzales-Brady	Carol Lee	Rancho Water	9
Jacobs	Saundra	Santa Margarita Water District	10
Janes	Nick	San Luis & Delta-Mendota Water Authority	6
Lauer	Susan	Nevada Irrigation District	3
Macdonald	Sarah	Western Municipal Water District	9
Mayo	Jenna	Union Public Utility District	3
(Vice Chair) McChesney	Melissa	Padre Dam Municipal Water District	10
McMillan	Jacquelyn	Calleguas Municipal Water District	8
Miller	Elise	City of Santa Rosa - Water Department	1
Morales	Erin	Cucamonga Valley Water District	9
Moreno	Stephanie	San Gabriel Basin Water Quality Authority	8
Muir	Bob	Metropolitan Water District of Southern California	8
Penunuri	Teresa	Santa Fe Irrigation District	10
Rocha	Donald	Valley Water	5
Rodriguez	Andrea	Sonoma Water	1
Saich	Jesse	El Dorado Irrigation District	3
Shay	Judy	Palmdale Water District	8
Stiff	Jennifer	San Diego County Water Authority	10
Strauss	Kevin	Santa Clarita Valley Water Agency	8
Swisher	Brandy	Kings River Conservation District	6
Symonds	Oliver	Contra Costa Water District	5
Tufenkjian	Cristel	McMullin Area Groundwater Sustainability Agency	6

Vacchi Hill	Anna	City of San Diego - Public Utilities	10
Wade	Mike	Western Canal Water District	2
(Chair) Williams	Melissa	Modesto Irrigation District	4
Willis	Elizabeth	Chino Basin Water Conservation District	9
Zito	Kelly	East Bay Municipal Utility District	5