



REGULAR MEETING OF THE LEGISLATIVE AND PUBLIC INFORMATION COMMITTEE
WEDNESDAY, APRIL 4, 2018, 9:30 AM
61750 CHOLLITA ROAD, JOSHUA TREE, CA 92252

AGENDA

1. CALL TO ORDER
2. PLEDGE OF ALLEGIANCE
3. APPROVAL OF AGENDA
4. PUBLIC COMMENT
5. APPROVAL OF DRAFT MINUTES
 - January 3, 2018
6. LEGISLATIVE REPORT – President Luckman/Director Unger
7. PUBLIC INFORMATION & OUTREACH REPORT – Kathleen Radnich
 - After Action Report – Water Education Day
 - Discussion AWAC Consumer Action Group
8. STAFF REPORT – Curt Sauer, GM
9. FUTURE AGENDA ITEMS
10. NEXT MEETING DATE – August 1, 2018

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Pages 5-7

INFORMATION

For the “Public Comment” portion, please state your name and have your information prepared and be ready to provide your comments. The District is interested and appreciates your comments. A 3-minute time limit will be imposed. Thank you.

Any person with a disability who requires accommodation to participate in this meeting should telephone Joshua Basin Water District at (760) 366-8438, at least 48 hours before the meeting to request a disability-related modification or accommodation.

Materials related to an item on this Agenda submitted to the Committee after distribution of the agenda packet are available for public inspection in the District’s office located at 61750 Chollita Road, Joshua Tree, California 92252 during regular business hours.

JOSHUA BASIN WATER DISTRICT

Minutes of January 3, 2018

REGULAR MEETING OF THE LEGISLATIVE AND PUBLIC INFORMATION COMMITTEE

1. CALL TO ORDER: 9:30 a.m.
2. PLEDGE OF ALLEGIANCE Lead
3. DETERMINATION OF QUORUM: Mickey Luckman Present
Rebecca Unger Present

STAFF PRESENT: Beverly Waszak, Executive Assistant
Peggy Egnew, Lead Customer Service Representative

CONSULTANTS PRESENT: Kathleen Radnich, Public Outreach

GUESTS 2

4. APPROVAL OF AGENDA –

MSC Unger/Luckman 2/0/0 to approve the Agenda for the regular meeting of the Legislative and Public Information Committee for January 3, 2018.

5. PUBLIC COMMENT – None

6. APPROVAL OF MINUTES – June 7, 2017

MSC/Unger/Luckman 2/0/0 to approve the June 7, 2017, Minutes.

7. LEGISLATIVE REPORT – President Luckman and Director Unger

Director Unger reported on the “Low Income Water Relief” State Program that the State is considering a proposed bill on. Many water agencies have weighed in claiming that they do not want to be put in the role of the “Qualifying Agency,” determining the financial qualifications of the applicants. She stated that it was preferable to use existing “Assistance Qualifiers,” i.e., medical, SDI, food stamps, etc.

President Luckman stated that JBWD would be vehemently opposed to any proposal that resulted in an additional water tax for our District customers.

Director Unger saw a video at ACWA called, “Beyond the Brink” it was 45 minutes in length and spoke to the critical water supply issues. She suggested we consider arranging for public viewing of the video and invite our customers to attend for free.

Kathleen Radnich suggested that it might work better to offer the viewing to a group, such as Transition Joshua Tree, who would guarantee an audience for viewing, as well as, possibly recruit other public to attend.

Ms. Radnich presented her concerns regarding the new ADA Website Compliance laws that currently target State and Federal agencies. The law as passed in July 2017, and becomes effective July 2019. After attending a meeting on the topic, she discovered that State agencies (especially schools) are being sued for non-compliance. The presenters at the meeting believed that the laws for the websites are still being “massaged” (especially at the State level) and that to be prepared to be told that all government agencies in California may have to follow the same regulations if they receive any State funding. Otherwise, she felt optimistic that learning about this in advance would position the District at an advantage for ADA assistance funding. Yvonne Hester, MWA, offered assistance in identifying such grants to help JBWD. Ms. Radnich will report back with progress updates.

8. PUBLIC INFORMATION & OUTREACH REPORT – Kathleen Radnich

Kathleen Radnich reported on a new focus of communication for this year, mini videos (1 minute in length), and calling it “Droplets” produced with iPhones onto our website. She stated that it had been advised by Public Communications Coalition meeting, that public print media needs to be simplified at a 5th grade level vs. the former 7th-grade level.

Joshua Tree has a high adult illiteracy population which supports this, and it is also a value to those who use English as a second language.

Using Facebook, instead of our website, this forum can be developed to support our CIP strategy with our message on the following:

- CIP and resulting increased savings
- CIP and resulting increased efficiencies
- CIP as an investment in the future

She gave an overview of the trends in communications since now the public is influenced by a 24-hour news cycle, resulting in a short attention span. Because our community is diverse, we cannot limit our communications to one method, but we must use all methods to be effective.

- Old school (retirees) in general, responds best to personal and direct communications, TV, radio, and letters.
- New school in general, are demanding non-direct communications, videos, blogging, texting, tweeting, Instagram, Tumbler, etc.

Ms. Radnich mentioned that one specific change that will soon be made to our website would be to allow email/phone number sign-ups to facilitate future emergency notifications. She will be holding a Volunteer Docent meeting Thursday, January 4, 2018, at 10:30 a.m. to ramp-up the Spring season. Water Education Day will be on Sunday, March 25, 2018, and it is on tract to be bigger than last year.

Ms. Radnich presented the Committee with a one-sided document on brief talking point addressing the “Why” for the proposed rate increase. She asked President Luckman to review and edit it. GM Sauer was in the process of completing the bullet points on addressing the “How” the money would initially be spent. The document is being prepared for the upcoming CAC meeting.

9. CONSERVATION OUTREACH REPORT – None

10. STAFF REPORT – None

11. FUTURE AGENDA ITEMS – None

12. NEXT MEETING DATE – April 4, 2018, at 9:30 a.m.

13. ADJOURNMENT –

MSC Unger/Luckman 2/0/0 to adjourn the January 3, 2018, regular meeting of the Legislative and Public Information Committee.

Respectfully submitted:

Curt Sauer, GM and Board Secretary

WATER EDUCATION DAY SURVEY 5th Annual May 25, 2018

Dear Exhibitors, 51 RESPONSES

Please take a few moments to answer these post event survey questions to help us in our planning of the 5th Annual Event:

WATER EDUCATION DAY: Sunday, March 25, 2018

1. Did you have educational moments with attendees?
 Yes (49)
 No
2. Did **YOU** have a chance to interact with any of the other participating exhibits?
 Yes (40) / (1) Barely
 No (6) / (1) It went by too fast, no chance to look around!
3. If yes, what topic do feel was needed, but not present?
Water Purification (ATP)
Need more visitors in the garden compared to past years (JBWD Docent Tours)
More education! (JT Tortoise Rescue)
Unsure
Felt everything was covered (CERT/Ball)
Can't think of any (CERT/Hayes)
Great Job!! (JT Tortoise Rescue)
Grading, evaporation of water
More on land and sand blowing. AQMD would be great
Need more conservation education
Good selection
Next door neighbor was SBCo. Spec. Districts. We chatted and they are considering redoing the water cycle model so that it represents here. (MBCA)
Rain water recovery (Car wash) & (CMC Fire)
More on desert landscaping
More Food options (SBCo HHW)
More water irrigation demos rom the Mojave Conservation District, moe community groups (ha,ha, kidding! You do a great job already!) (JBWD)
Three attendees would like a brochure of "5 signs your septic system may need pumping (or worse) (JBWD)
I think it was very diverse, well rounded, complete (MDLT)
Not sure, too soon to tell.
Everything was great!
Maybe the Gas company
Pools and pottys
I didn't see a water test kit
4. Did the "youth/family-themed" Hydrocaching activity encourage better interaction with the attendees? Your comments will help us as we evaluate this new event:
Yes, but too busy to comment! (JBWD Native Plant Sale)
I had one person ask (Garden Artists)
My daughter didn't know the game, but she played and won! (JT Tortoise Rescue)

Yes, people were more engaged to learn (JBWD)
 Yes, kids coming to our booth gave us the opportunity to speak with their parents (SBCo. Fire HHW)
 Yes, it helped us bring up one of the points we like to make. (CA Native Plant Society)
 Yes, it helped, but should have been more extensive (CA Native Plant Society)
 Yes x (6)
 Unsure (Artist in the Garden + Transition JT)
 All family members were asking questions (CERT)
 Kids liked it, adults didn't really participate (Artist in the garden)
 Absolutely. (JT Chamber)
 More food? (MDLT)
 Yes, we had a dozen or so interacting because of this. (JTNP)
 Not necessarily. Some Attendees only wanted the answer/star and were onto the next booth.
 Others were very interested. JTNP Invasive Plant Program
 I think it brought people to all of the booths where otherwise they might just walk by (Unique Nrsry)
 It was great! (JT Tortoise Rescue)
 Did not participate (MDRCP) & (VVC) & (CMC Fire)
 Yes, great interaction with attendees (MDRCD)
 It was a good "hook" when people neared the table with the papers (MBCA)
 Yes it did. It gave the attendees another reason to stop and talk (Car wash)
 Yes. But very few came by: 6 or 7 (Free Seed/Plant swap) x 2
 Yes! Lots of fun & got kids interacting with grownups at the booths.
 Fantastic! (JBWD Ground Pollution)
 Yes! The more interaction the better! (MDLT)
 Yes. Fun and educational (MDLT)
 Yes. The guests were/seemed very interested in the questions/answers. (Aquaponics)
 With all attendees, encouraged questions & interaction (Aquaponics)
 Yes, engaged families to learn and educate youth (SCE)
 Yes, kids loved the bottle bricks (Transition Joshua Tree Permaculture)
 Yes, it seemed to be interesting to children, families & adults (Transition Joshua Tree Permaculture)
 Yes, I had several people shocked at the answers and ask further questions (Home Depot)
 Yes, we had several people come up to our booth to ask questions! (MBHCD)

5. Many new activities and exhibits were offered this year. Your additional comments on the overall event matter! What worked? What can we improve on?

Sell Water from Joshua Basin Water District (ATP)
 The event gets better each year! (JBWD Docent Tours)
 It seemed to me that there were more people. I enjoyed talking with those that stopped and asked questions. (Garden Artist)
 Nice turnout, liked the interaction over all! (JT Tortoise Rescue)
 The Hydrocaching game really influenced both adults & kids to learn more (JBWD)
 Thank you! For having the SBCo Fire HHW!
 I was stuck in my booth for most of the day! (CA Native Plant Society) x 2
 Maybe a food court (local) ?
 I thought all was good (CERT)
 Possibly more demos by fire department (CERT)
 More signs to direct people to the garden (Artist in the Garden)
 Waters Available (JT Chamber)
 Nice mix of assorted vendors & displays (Unique Nursery)

Interactive is great! (JT Tortoise Rescue)
 It was a success; maybe have more water conservation demos (MDRCP)
 It was well organized, advertised and well represented (VVC)
 Great turnout for a small community, more vendors? (MDRCD)
 Good array of things. Like the low-key music. Enjoyed Antonio Vasqueze's info. Not as directly related as others, but fascinating. (MBCA)
 It seemed to all work.
 The whole event was great and loaded with information on water conservation (CMC Fire)
 More food booths, especially with local health food providers (CMC FIRE)
 Don't know what they were (Free Seed/Plant Swap)
 The Chamber was a great addition! Keep them coming back (JBWD)
 Really enjoyed the water demonstration (fixing the main) (JBWD/Ground Pollution)
 Event interaction was awesome, families engaged in exhibits (SCE)
 I think the event is just fine (SCE)
 The local groups — less corporate (Transition Joshua Tree)
 Lovely day! (Transition Joshua Tree Permaculture)
 Enjoyed it! (Chubby's)
 My first year. I thought it was great (Home Depot)
 It was a good event/ loved the event! (MBHCD) x2

6. Would you consider our invitation to participate in our 5th Annual Event, Sunday, March 31, 2019?

- Yes! Count us in! x (47)
- Maybe/ Not sure x (2)
- No thank you

Your Booth: _____

Thanks for your valuable input!

Kathleen J. Radnich
 Public Information and Outreach



NOTES:

1. Most booths who marked “no” for “attending other booths”, stated they were “too busy to get out of their booths to look around!”
2. Exhibits had often more than one presenter, so various booths have more than one survey form submitted.
3. Not all surveys submitted answered all questions