



# CITY OF GARDEN GROVE

September 11, 2009

Honorable Kim Dunning  
Presiding Judge of the Superior Court  
700 Civic Center Drive West  
Santa Ana, CA 92701

William J. Dalton  
Mayor

Steven R. Jones  
Mayor Pro Tem

Dina Nguyen  
Council Member

Bruce A. Broadwater  
Council Member

Andrew Do  
Council Member

Dear Judge Kim Dunning:

The City Council of the City of Garden Grove has reviewed the 2008-2009 Orange County Grand Jury report, "Paper Water - Does Orange County Have a Reliable Future?" and is pleased to respond to Findings F.1 through F.4(b) and Recommendations R.1 through R.4 as requested by the Grand Jury. The City Council of the City of Garden Grove is responsible for land-use planning as well as provision of water services, therefore one response is being provided for all the findings and recommendations. As Mayor, I am replying on behalf of the City Council of the City of Garden Grove.

## Response to Findings

*F.1 There is inadequate coordination between local land-use planning agencies and local water supply agencies, resulting in a process that fails to fully engage the issues.*

*(a) Water agencies have tended to avoid interfering with or participating in growth-management decisions.*

*(b) Cities and the County have tended to not critically evaluate the limitations of the water agencies' supply projections.*

We disagree wholly with this finding. Water agencies are not land planning agencies - by design. Historically and today, water communities have had the responsibility of providing water for the approved land use. Planning being performed at the local, regional and state levels is aimed at using our existing water supplies more efficiently and developing new supplies and systems to accommodate the current and future needs of our residents and businesses and to improve supply reliability where necessary.

Honorable Kim Dunning  
September 11, 2009  
Page 2

*F-2 California's looming water supply crisis receives very little, if any, expressed concern from the public in comparison to the numerous other environmental issues presented during development project reviews.*

*(a) Orange County's citizens and interest groups do not appear to grasp the seriousness of the water supply situation or the complexity and urgency of the necessary solutions.*

*(b) Several recent, substantial water supply awareness efforts are underway (e.g. the O.C. Water Summit) that show promise but appear targeted to audiences that are already informed.*

We agree that the water crisis receives little concern, but it is not for lack of trying by the water community. What are outlined below are the outreach efforts that are currently being utilized.

The water industry has many communication and outreach avenues, but the spending by public entities is generally low compared to industries that would spend at much higher levels to brand or market new products. Still, water industry communications can be and are effective.

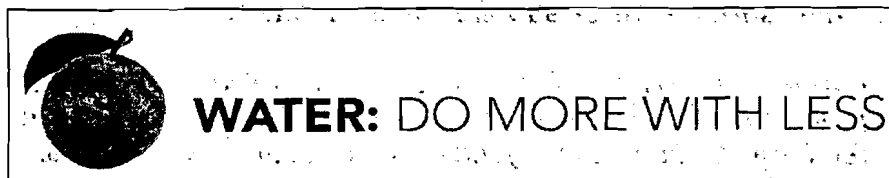
In recent years, the water industry has collectively advertised itself as the "Family of Southern California Water Agencies" and promoted "Bewaterwise.com" to get the word out on the water supply situation and water conservation tips and opportunities. Retail agencies utilize bill stuffers, newsletters and websites to inform the public. In Orange County, we have monthly meetings of a Public Affairs Workgroup made up of the staff from all of the retail agencies. They work to develop and implement consistent message points for the public. MET also has a Public Information Officers workgroup that coordinates outreach and communication among the MET member agencies. Due to the expense and the limited budgets of the retail agencies, the brunt of the TV and radio media outreach has been developed via MET through an advertising campaign for the LA & San Diego markets.

While we are always open to new methods of communication, we believe the existing communication system works. Polling conducted from time to time to track water industry messages and the understanding of the public indicates that high percentages of people understand there is a water crisis (76% in a recent survey by Municipal Water District of Orange County (MWDOC)). Furthermore, 78% indicated they would change their water using habits to conserve to prevent water rationing and 67% believe that their water agency does an effective job of keeping them informed about water supply. We also believe high percentages of the public are

engaged because of recent actions such as the "run" on rebates for water conservation devices, which pushed spending up to a point where the available funding was exceeded several times over.

Following is an outline of our current outreach efforts:

- In June of 2008, Public Affairs Workgroup began developing a regional message that incorporated three critical elements of a long term communication strategy:
  - The message must be positive
  - Focus on water-use efficiency and eliminating water waste
  - Adaptable at the retail level
- A comprehensive, strategic communication plan was developed that incorporates grassroots education, strategic partnerships and guerrilla marketing techniques. Research has shown that this approach has been most successful in achieving social change. The following logo was adopted:



- This plan augments and enhances the large media campaign that Metropolitan is orchestrating
- Increases visibility throughout the region
- Integrates new technology and social marketing channels as well.
- Critical part of the plan is to engage strategic partners to help carry the message. Everyday new partners are signing on. Current strategic partners include:
  - IBM
  - Hurley Sportswear
  - Volcom
  - Sempra Energy
  - Surfer Magazine
  - Latino Water Coalition
  - TransWorld Media
  - Sunset Magazine
  - Fuel TV

- Other parts of the program include:
  - Huell Howser contracted with the Association of California Water Agencies to produce 15 episodes about California Water. This series is being utilized to help inform citizens.
  - Cable channels are being used to get the word out
  - MWDOC School Education Programs for water awareness education in grades K-6. These programs reach about 90,000 students per year and have reached about 3,000,000 since 1972.

Water Heroes – a new program aimed at kids and families, focuses on identifying water wasting habits and eliminating them. Over the past two years 7500 kids have signed up on [www.ocwaterhero.com](http://www.ocwaterhero.com)

*F.3 LAFCo is the agency charged with facilitating constructive changes in governmental structure to promote efficient delivery of services. To this end, LAFCo is conducting a governance study of MWDOC which is the designated representative for nearly all the Orange County retail water agencies, acting on their behalf with their surface water supplier, Metropolitan.*

*(a) There are a number of points of governance disagreement between MWDOC and several of its member agencies. This is creating an impediment to the on-going effectiveness of these agencies in critical areas of Orange County's water supply management.*

*(b) The current disagreement is a distraction from the greater good of the agencies working towards Orange County's water future.*

*(c) The stakeholders in LAFCo's study failed to meet their March 11, 2009 deadline for LAFCo's public hearing on this matter. Continued delays are unacceptable.*

We agree with the finding.

*F.4 Orange County is uniquely fortunate to have a vast, high-quality, well-managed groundwater basin serving its north geographical area. However, in its south reaches, it has an equally large, high-growth area with virtually no available groundwater resources.*

*(a) The difference in groundwater availability creates a "haves versus have-nots" situation that is conducive to inherent conflicts.*

*(b) The difference in groundwater availability provides opportunities for responsible participants to develop and construct long-term solutions which will benefit the entire County.*

We agree on finding 4.a.

We disagree partially on finding 4.b. Use of storage in the OCWD basin is allowed by agreement with OCWD. OCWD has entered into storage arrangements that allow MET to store up to 66,000 AF of imported water and to recall as much as 20,000 AF out of this same storage in any one year. This additional yield out of storage benefits everyone in Southern California. In addition, a February 2006 Emergency Services Program Agreement was developed with OCWD that allows emergency water supplies from the basin to be exchanged with south Orange County. This program is currently being used to allow conveyance of water to south Orange County during emergency situations.

Allowing access to the lower cost groundwater outside of the basin or allowing access to more storage by south Orange County would increase the cost to the basin agencies and put them at risk.

Response to Recommendations

*R.1 Each Orange County municipal planning agency, in cooperation with its respective water agency, should prepare for adoption by its city council, a dedicated **Water Element** to its General Plan in conjunction with a future update, not to exceed June 30, 2010. This document should include detailed implementation measures based on objective-based policies that match realistic projections of the County's future water supplies. These objectives, policies, and implementation measures should address imported supply constraints, including catastrophic outages and incorporate the realistic availability and timing of "new" water sources such as desalination, contaminated groundwater reclamation, and surface water recycling. (Findings F.1, F.1(a), F.1(b), F.2, F.2(a) and F.2(b)):*

This recommendation will not be implemented because the City of Garden Grove already prepares an Urban Water Management Plan (every five years). In addition, MET prepares an UWMP, its IRP and updates its Water Supply Outlook periodically. Collectively, these documents provide what has been suggested. For new developments of greater than 500 units, a Water Supply Assessment must be completed - this is existing law. In addition, the water community measures performance (supplies vs demands) as it moves forward and will be able to make adjustments in the process. However, complying with the Grand Jury request for

every municipal planning agency would be a duplication of efforts and ineffective in accomplishing the goal of the recommendation.

*R.2 Each Orange County retail and wholesale water agency should affirm its responsibility to develop new additional, innovative public outreach programs, **beyond water conservation and rationing** programs, to expose the larger issues surrounding water supply constraints facing Orange County. The objective should be to connect the public with the problem. The outreach effort should entail a water emergency exercise that simulates a complete, sudden break in imported water deliveries. The exercise should be aimed directly at the public and enlist widespread public participation on a recurring basis beginning by June 30, 2010. This recommendation may be satisfied by a multi-agency exercise but the inability to coordinate such an event should not preclude the individual Agency's responsibility. (Finding F.2, F.2(a) and F.2(b)):*

The recommendation has already been implemented. "A complete sudden break in the imported supplies" was a component of the statewide Golden Guardian exercise in 2008 in which 20 of Orange County's water and wastewater utilities participated. This type of exercise or variations of it are repeated periodically. Additional innovative types of communications will also be considered on an ongoing basis.

*R.3 Each MWDOC member agency should reaffirm to LAFCO that it will assign the resources necessary to expediently resolve regional governance issues. While the subject study is being facilitated by LAFCO, the options are with the agencies to decide what is best for all. Once conclusions are reached, the parties need to agree quickly and, hopefully, unanimously adopt a course of action. (Finding F.3, F.3(a); F.3(b); and F.3(c)):*

This recommendation will be implemented with MDWOC acting as the primary liaison to respond to LAFCO regarding regional governance issues. The City of Garden Grove fully supports MWDOC's current role in its capacity leading all of the Orange County cities.

*R.4 Each Orange County retail and wholesale water should affirm its commitment to a fair-share financial responsibility in completing the emergency water supply network for the entire County. The **entire** County should be prepared **together** for any conditions of drought, natural disaster, or any other catastrophic disruption. WEROC should commence meetings of all parties to facilitate consensus on an equitable funding/financing agreement. (Finding F.4, F.4(a), and F.4(b)):*

Honorable Kim Dunning  
September 11, 2009  
Page 7

This recommendation is already being implemented. The Water Emergency Response Organization of Orange County (WEROC) has been established to conduct emergency planning and preparedness at the regional level and response to disaster type events that impact the water and wastewater agencies within the County. WEROC participates with Regional and statewide forums as well. Each retailer also has plans and activities they conduct to be in a state of emergency preparedness.

Should you require additional information, please contact Water Services Manager, David Entsminger at (714) 741-5349.

Sincerely,

A handwritten signature in black ink, appearing to read "William Dalton", written over a printed name.

WILLIAM J. DALTON  
Mayor

Enclosure:

Cc: City Council Members  
Matthew Fertal, City Manager  
Keith Jones, Public Works Director  
David Entsminger, Water Services Manager

