



CEAC Board of Directors

9:30am, Wednesday, January 28, 2015

CSAC Conference Call Line (916) 445-5476



-
- 9:30 am
1. **Call to Order** (Penrose)
 2. **Approval of Minutes, November 21, 2014** (Presleigh) - **Attachment One**
 3. **Correspondence** (Penrose)
 4. **CLODS Report** (CLODS)
 5. **NACE Report** (DeChellis)
 6. **CSAC Report** (CSAC Staff)
 7. **Regional Directors Reports**
 8. **Treasurers Report** (Crump) - **Attachment Two**
 9. **Committee Reports**
 - a) Flood Control and Water Resources
 - b) Resource Recovery and Waste Management
 - c) Surveyor
 - d) Land Use
 - e) Transportation
 - f) Oversight and Special Tasks Committee
- Action Item:** Approval of CEAC's 2015-2016 Legislative Priorities and Guidelines (Keene/Buss/Martinson) – **Attachments Three and Four**
10. **Other Committee Reports**
 - a) Fellowship
 - b) Scholarship (Kowalewski)
 - c) Outside Committees (HBP, CUCCAC, CCSFCC, SHSIP, TRCC, CTCDC, FLAP, TDAWG)
 11. **Life Membership**
 12. **Unfinished Business**
 - a) Proposed General Services Committee (Mattson)
 - b) CEAC Bylaws (Mattson)
 - c) Washington D.C. trip for MAP 21 Reauthorization (Buss)



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13. New Business

- a) Consideration of Request to Financially Contribute to Storm-water Funding Coalition Public Opinion Polling (Keene) - **Attachment Five**

14. Scheduled Conferences

- a) CEAC Spring Conference/League PWOI, Newport Beach, Orange County, March 25-27, 2015
- b) NACE Annual Conference, Daytona Beach, Florida, April 19-23, 2015
- c) Public Works Secretarial Seminar (PWSS), Mendocino/Lake Counties, May 27-29, 2015
- d) CEAC 10th Policy Conference, Sacramento, Sacramento County, September 16-17, 2015
- e) CSAC 121st Annual Meeting, Monterey, Monterey County, December 1-4, 2015

15. CEAC Board of Directors Meeting Schedule

- a) March 27, 2015, 11:30am (Spring Conference)
- b) September 17, 2015, TBD (Policy Conference)
- c) December 4, 2015, 11:00am (Annual Meeting)

10:00am

Adjourn

Meeting Roster

Officer	Office	County
Michael Penrose	President	Sacramento
Matt Machado	President-Elect	Stanislaus
John Presleigh	Secretary	Santa Cruz
Scott McGolpin	Past President	Santa Barbara
Mike Crump	Treasurer	Butte
Mehdi Madjd-Sadjadi	Treasurer-Emeritus	Marin (Retired)
Doug Wilson	Parliamentarian	Tulare (Retired)
Ken Miller	Newsletter Editor	San Bernardino (Retired)
Patrick DeChellis	NACE Representative	Los Angeles
Dave Gravenkamp	Historian	Siskiyou County (Retired)
Regional Directors	Region	County
Steven Kowalewski	Bay Area	Contra Costa
Scott DeLeon	Northern California	Lake
Panos Kokkas	Sacramento Mother Lode	Yolo
David Leamon	San Joaquin Valley	Stanislaus
John Presleigh	Central Coast	Santa Cruz
Vincent Gin	Southern California	Orange



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Committee Chairs	Committee	County
Susan Klassen	Transportation	Sonoma
Pattie McNamee	Fellowship	Contra Costa (Retired)
Chris Stone	Flood Control/Water Resources	Los Angeles
Brian Balbas	Land Use	Contra Costa
Jim Porter	Oversight	San Mateo
Steven Kowalewski	Scholarship	Contra Costa
Pat Proano	Resource Recovery & Waste Mgmt.	Los Angeles
Steven Steinhoff	Survey	Los Angeles
CSAC/CEAC Staff	Title	Agency/County
DeAnn Baker	Legislative Director	CSAC
Karen Keene	Senior Legislative Representative	CSAC
Kiana Buss	Legislative Representative	CSAC
Cara Martinson	Legislative Representative	CSAC
Chris Lee	Legislative Analyst	CSAC
Merrin Gerety	CEAC Program Manager	CSAC/CEAC

ATTACHMENTS

Attachment OneNovember 21, 2014 Board of Directors Meeting Minutes

Attachment TwoTreasurers Report

Attachment ThreeCEAC 2015-2016 Legislative Priorities (DRAFT)

Attachment FourCEAC 2015-2016 Legislative Guidelines (DRAFT)

Attachment Five.....CEAC Stormwater Polling Proposal

Attachment One

November 21, 2014 Board of Directors Meeting Minutes



CEAC Board of Directors Meeting

120th Annual Meeting

Friday, November 21, 2014 ~ 11:00 a.m. – 12:30 p.m.

Disneyland Hotel, Adventure Room (Adventure Tower)

1150 West Magic Way

Anaheim, Orange County

1.

Call to Order (Penrose) Meeting was called to order at 11:03 a.m. on November 21, 2014.

Meeting Roster:

Officer	Office	County
Mike Penrose	President	Sacramento
Matt Machado	President Elect	Stanislaus
John Presleigh	Secretary	Santa Cruz
Mike Crump	Treasurer	Butte
Doug Wilson	Parliamentarian	Tulare (Retired)
Mehdi Sadjadi	Treasurer-Emeritus	Marin (Retired)
Ken Miller	Newsletter Editor	San Bernardino (Retired)
Scott McGolpin	Past President	Santa Barbara
Patrick DeChellis	NACE Representative	Los Angeles
Dave Gravenkamp	Historian	Siskiyou (Retired)
Regional Directors	Region	County
Steve Kowalewski	Bay Area	Contra Costa
Scott DeLeon	Northern California	Lake
Panos Kokkas	Sacramento Mother Lode	Yolo
David Leamon	San Joaquin Valley	Stanislaus
John Presleigh	Central Coast	Santa Cruz
Vincent Gin	Southern California	Orange
Committee Chairs	Committee	County
Susan Klassen	Transportation	Sonoma
Pattie McNamee	Fellowship	Contra Costa (Retired)
Chris Stone	Flood Control/Water Resources	Los Angeles
Rick Marshall	Land Use	Napa
Jim Porter	Oversight	San Mateo
Steve Kowalewski	Scholarship	Contra Costa
Pat Proano	Resource Recovery & Waste Mgmt.	Los Angeles
Steven Steinhoff	Surveyor	Los Angeles
CSAC/CEAC Staff	Title	Agency/County
Karen Keene	Senior Legislative Representative	CSAC
Kiana Buss	Legislative Representative	CSAC
Cara Martinson	Legislative Representative	CSAC
Chris Lee	Legislative Analyst	CSAC
Merrin Gerety	CEAC Program Manager	CSAC/CEAC
DeAnn Baker	Director of Legislative Affairs	CSAC

Other Attendees		
Rick Tippet		Trinity
Kevin Onuma		Orange
Julie Bueren		Contra Costa
Phil Jones		Orange
William Brunet		Imperial

All Officers, Regional Directors, Committee Chairs and Staff are listed. Those shown shaded were not in attendance.

2. **Approval of Minutes** – Upon the motion by Mike Penrose, seconded by Doug Wilson, the September 18, 2014, minutes were approved.
3. **Correspondence** – (Penrose)
 - a) none
4. **CLODS Report** – Miscellaneous Updates: Ken Miller reported that they had a great BBQ, and stated his appreciation for the Host County for setting things up at the annual meeting. Ken also reported that they have a new CLODS member – Scott McGolpin. Also, it was requested that the President ask the CLODS to host the Spring Conference. There was an announcement that Richard Welton, Fresno County, suffered a heart attack and has turned the corner (former CEAC President in the 1990's). Also, it was reported that Mehdi Madjd-Sadjadi (Treasurer Emeritus) was doing better after his surgery and that he made the right decision on not attending the annual meeting. For clarification purposes to all, Ken also announced that the CLODS were officially formed in January 1966.
5. **NACE Report** – Pat DeChellis reported that the annual NACE conference will be in April 2015 at Daytona Beach, with the hotel being on the beach. Pat would like to see a strong turnout for the conference, which will also be jointly held with APWA members. CEAC is expected to host the Snappy Tom (like a mini CLOD'S BBQ and has been hosted by CEAC for many years). Julie Bueren reported that NACE is exploring a structural change in how they want to look at their membership (similar to CEAC's approach that your organization belongs to CEAC, whereas NACE has individual members).
6. **CSAC Report** - Karen Keene reported that the new CSAC officers were installed the previous night and the new President is Supervisor Vito Chiesa from Stanislaus County. Supervisor Chiesa is interested in working on water and road issues and is expected to be a good leader for CSAC. CSAC Vice President is Supervisor Richard Forster, Amador County; newly elected second Vice President is Supervisor Dave Roberts, San Diego County; Immediate Past President is Supervisor John Gioia, Contra Costa County. CSAC is looking forward to working with this group. The CSAC officers retreat is scheduled in a couple of weeks where they will be discussing 2015 priorities, including Proposition 218 and the federal transportation funding issues. There is a report back in January 2015 to the CSAC Executive Committee and to the Board of Directors in early February 2015. The report back is just in time for the NACO trip in February 2015. Merrin Gerety reported that the CEAC-CSAC contract had a small cost of living increase, and no amendments are expected. New Treasurer Mike Crump reported

that they did not foresee any problems with the contract which was signed in January 2013. The contract automatically renews every year thereafter, unless it is terminated.

7. Regional Directors Reports

- Bay Area – Steve Kowalewski had no report.
- Northern California – Scott DeLeon reported that there is a meeting scheduled in December 2014 in Red Bluff. Scott also reported that Rick Tippet from Trinity County held the Second Annual Snow Plow Rodeo in October 2014 (with six counties participating), and it included safety training and competition between crews and their use of snow plows. Trinity County won the competition. The event is moving to Plumas County next year. It was a fun event, and Rick Tippet was able to secure some sponsors for the event. Pictures of the event will be forwarded onto Merrin Gerety.
- Sacramento Mother Lode – Panos Kokkas had no report. The next scheduled meeting for the Sacramento Mother Lode is in January 2015.
- San Joaquin Valley – Matt Machado reported that they met eight times and that they recently gave a presentation on JOC contracts. The new President and Regional Director for the Region is David Leamon. The next meeting is in January 2015 in Kings County.
- Central Coast - John Presleigh reported that there were two resignations of Directors of Public Works at San Benito County and San Luis Obispo. There is an interim Public Works Director in San Benito, and the new Public Works Director for San Luis Obispo will be Mr. Horton (formerly the Deputy Director of the City of San Luis Obispo Utilities Department). A Central Coast meeting was scheduled in early November 2014, but with the resignations and others being out of the area, the meeting was cancelled and will be rescheduled early next year.
- Southern California – Vincent Gin reported that they held their regional meeting at the conference with about 35 attendees. There was a meeting held in Riverside during the summer, and San Bernardino is expected to host the next meeting. The regional meeting held at the conference included a discussion by a lobbyist giving the group some Sacramento perspective, as well as ideas on how to engage CSAC better.

- ## **8. Treasurers Report**
- Mike Crump reported that there were two items to look at – the Treasurers Report as of November 12th and proposed budget which needs to be adopted today as the 2015 budget. The budget starts on January 1st, and it was reported that there was approximately \$100,000 in necessary expenditures. Mike Penrose reported that there are needed expenditures for the CLODS Golden Anniversary and a lobbying trip to Washington DC (Officer's attendance). Additionally, Mike Penrose requested budget information regarding the Local Streets and Roads Needs Report. Mike Crump reported that invoices to the Counties will be going out in following week and it will include the Local Streets and Roads Needs Assessment and a Drainage Study Assessment. Mike Crump also pointed out that there are contingency funds available for some of the unanticipated expenditures. Rick Tippet asked about a \$750 shortfall from Del Norte County, and a follow up discussion occurred about getting the counties to participate in paying their membership dues invoices. Matt Machado pointed out that the scholarship address included the Past Treasurer's address. Mike Crump would update with a new scholarship address. Merrin Gerety requested that the Spring Conference allocation be increased to \$15,000 to cover costs, and a motion was made to include in the budget. Pat DeChellis made a motion to

approve the CEAC budget with an amendment to increase the budget from \$10,000 to \$15,000 to cover costs for the Spring Conference. Upon the motion of Pat DeChellis, seconded by Scott McGolpin. - **Unanimously approved**

- 10. b.** This item was taken out of order of the agenda: 10 b). Scholarship – Steve Kowalewski reported that they received 15 student applications, with three students receiving scholarships of \$2,000 each (Engineering Scholarships: Kiana M. Negoro, California State University Fresno; Elizabeth Jachens, California State University Chico. Survey Scholarship: Marco Castaneda, California State University Fresno). Steve stated that it was great that the Public Works Directors were able to take pictures with the students. Steve also reported that they would try to do more outreach for the Engineer of the Year and Surveyor of the Year awards. It was also reported that the CEAC Scholarship fund is a good charity to donate to.

9. Committee Reports

- a) Flood Control and Water Resources – Karen Keene reported that the committee meeting on the Flood Control and Water Resources was brief. Mitch Avalon gave a report at the meeting on the Storm Water Funding strategy. The contract with Mitch Avalon will be going to Mike Penrose for review and signature. Karen also discussed a recent meeting that was held with the Department of Water Resources and Fish and Wildlife in which Vincent Gin, Chris Stone and Tracy Clay attended with Karen where they independently met with the Deputy Director from the Department of Water Resources and the Deputy Director of Fish and Wildlife. The discussions with Water Resources included issues related to counties dealings with their operation and maintenance on flood control facilities. The discussions with Fish and Wildlife included issues related to the bird nesting policy. Vincent Gin also provided an update to the Flood Control and Water Resources committee regarding the letter that CEAC/CSAC drafted jointly on the Waters of the U.S. policy. A brief report was also provided by the Department of Water Resources regarding their investment strategy and moving forward with the implementation of their recommendations from their Flood Future report. The committee approved the recommended priorities for the 2015/2016 with no changes. Under Flood Control, Karen reported that there were three priorities including supporting legislation that would amend the balance of funding for disaster recovery, supporting legislation that would allow state and federal regulatory agencies to offer service agreements with large volume public entities and utility applicants to fund additional personnel for expeditious permit processing, and lastly the issues of Proposition 218. Karen also reported that the Transportation and the Resource Recovery and Waste Management Committees would have some suggested changes to their priorities and the CEAC Board of Directors would have to give approval of these suggested changes once they are final at a future Board Meeting.
- b) Resource Recovery & Waste Management – Cara Martinson reported that the committee had a good conversation regarding legislation items for next year, and that agencies are seeing funding reductions due to the diversion of recyclable materials and the resulting reduction in tipping fees. It was also discussed that the state was looking at funding issues related to supporting CalRecycle. There were several changes due to the cleanup in priorities and the need to add AB 32 as an item to follow, in addition to AB 341 and AB 1826. Cara also reported that the language needs to be change on the alternative to 939 fees.

- c) Surveyor – Matt Machado reported that there was a good conversation on State Codes 8771 and 8764 regarding the setting of monuments and the need for follow up legislation. Steve Steinhoff will be following up on this proposed legislative clean up language with CLSA on when to set a monument and the durability of a monument.
- d) Land Use – Rick Tippet reported that there was good attendance, and that Karen Keene put together a good ground water basin discussion. Ken Lanning from the San Diego Water Authority provided a good presentation on the new state legislation regarding ground water. There was also a discussion on OPR levels of service. Lastly, there was a discussion on Rule 20A and developing a better working relationship with PG and E, and if necessary a follow up with the PUC. It was announced that Rick Marshall is stepping down from the Chair of the Land Use Committee.
- e) Transportation – Susan Klassen reported that it was a well-attended meeting, and that action was taken on the legislative priorities and policy guidelines, with only a couple of minor changes that Kiana Buss will transmit to the Board. There was a discussion on AB 2471 (change order legislation) and a survey will be done for CEAC members to try and identify obstacles in complying with the legislation. There is one new proposal for school zone safety by Contra Costa County that would expand the area of the school zone by the local agency with a supporting traffic study, as well as a proposed increase in points against your license if a violation occurs in a school zone. The committee voted to move this item forward as a legislative item, and the Board will have to take action on this item. There is some outreach still necessary with the CHP and the CTCDC. There was a report from Caltrans Local Assistance, Erwin Gojuangco, San Diego Region, regarding what is new with Caltrans. There were five of six committee report updates given.
- f) Oversight and Special Tasks – Jim Porter said that you were all here, however, it was mentioned that there were time constraints with the Oversight Committee. Jim stated that the Oversight Committee is taken on a good direction with some of the new items.

10. Other Committee Reports

- a) Fellowship - There was \$225 in the tip jar for scholarships. No other reports.
- b) Scholarship - An update was previously given (after Item 8).
- c) Outside Committees - Mike Crump reported that he will step down from the Bridge Committee and that a new northern county representative will be advertised for. Merrin will work on advertising for this position. Reports taken on remaining committees.

11. Life Membership – A discussion on the points system for Life Membership was discussed. Peter Rei was voted on to receive a Life Membership. Mike Penrose asked for a report back on the notification process for Life Membership. A second candidate for Life Membership will be discussed at the next Board of Directors meeting. The Regional Directors are supposed to be responsible for assessment for Life Membership qualifications.

12. Unfinished Business

- a) Proposed General Services Committee – Mike Penrose reported that these are tied into Oversight.
- b) CEAC Bylaws – Mike Penrose reported that they are forthcoming.
- c) CEAC Affiliate Dues/Invoice – This item was discussed at policy, and a subcommittee has been established to address the dues with the affiliates. The affiliates have requested that

they only write one check to cover everything. There was a general discussion about liability, additional revenue, and the hospitality suite. Scott McGolpin, Panos Kokkas, and Mike Crump will make up the subcommittee to work on this item. There was a general discussion on what to do with the hospitality suite for the Spring Conference and how the hotels are requiring changes to program (the hotel will require the alcohol to be bought from them and that they will provide the bartender). Mike Penrose requested a report back from the subcommittee on the hospitality suite prior to the Spring Conference. Pat DeChellis requested additional information from the affiliates and how they will be involved.

- d) Institutionalizing Communications in CEAC – The two items below were previously discussed at the Oversight Committee.
 - 1. Communications ad hoc committee and 2. Communications element at conferences

13. New Business

- a) Washington DC trip for MAP 21 Reauthorization – Mike Penrose requested that the Board of Directors support the Washington DC trip to lobby for Map 21, and requested a recommendation for those that will attend. Doug Wilson suggested that the trip not be scheduled at the same time as the NACO legislative conference. Pat DeChellis started a general discussion about who should attend, including those that have good contacts with legislative or committee members. The timing of the meeting is also critically important. The Board of Directors approved a trip to Washington DC for purposes of lobbying for Map 21.

14. Scheduled Conferences –

- a) CEAC Spring Conference/League PWOI, Newport Beach, Orange County, March 25-27, 2015
- b) NACE Annual Conference, Daytona Beach, Florida, April 19-23, 2015
- c) CEAC 10th Policy Conference, Sacramento, Sacramento County, September 16-17, 2015
- d) CSAC 121st Annual Meeting, Monterey, Monterey County, December 1-4, 2015

Pat DeChellis requested that the PWSS (Secretary Conference) to be added to the agenda schedule. The next PWSS is scheduled for May 27, 2015, and is being held jointly by Mendocino/Lake County. The next PWSS is the 30th annual meeting, and it was requested that the President make a presentation at the conference. Arizona engineers may be coming to the Spring Conference in Newport and that we will be treating them as a member/affiliated agency and offering them the member rate. The remaining conferences for 2015 were discussed with dates.

CEAC Board of Directors Meeting Schedule

- a) March 27, 2015 (Spring Conference)
- b) September 17, 2014, TBD (Policy Conference)
- c) December 4, 2015, 11:00 a.m. (Annual Meeting)

Mike Penrose adjourned the meeting at 12:26 p.m.
Minutes prepared by John Presleigh, CEAC Secretary.

Attachment Two

Treasurers Report

CEAC Budget 2015

Balanced November 12, 2014

442,447.87

ESTIMATED INCOME

2015 Member Dues	131,250.00	
Affiliate Dues	12,500.00	
Local Streets and Roads Needs Contribution	50,000.00	
DIS Assessment	60,000.00	
Spring Conference Income	40,000.00	
Policy Conference Income	4,000.00	
Annual Meeting Income	6,000.00	
Earned Interest on Checking Account	500.00	
Miscellaneous Income	2,000.00	
CEAC Mem. Fund Transfer	6,000.00	
TOTAL ESTIMATED INCOME	312,250.00	312,250.00

TOTAL FUNDS AVAILABLE FOR 2015

754,697.87

CLODS Golden Anniversary	10,000.00	
NACE Dues	8,700.00	
NACE Conference Sponsorship	500.00	
CSAC Service & Expense Reimbursement	144,000.00	
Newsletter Editor Service	4,200.00	
FEMA White Paper Contract	10,625.00	
DIS Assessment	74,160.93	
LS&R Needs Study	249,768.00	
Tax Fees and Accounting	500.00	
TOTAL SERVICES	502,453.93	502,453.93

Office Supplies & Expenses	500.00	
Postage	500.00	
Telephone	1,000.00	
Scholarships	6,000.00	
Awards, Gifts	2,500.00	
TOTAL HOUSEKEEPING	10,500.00	10,500.00

Spring Conference Expense	15,000.00	
Policy Conference Expense	4,000.00	
CEAC BOD & CLODS Meeting Expense	5,000.00	
Annual Meeting Expense	10,000.00	
PWSS Reception Sponsorship	2,500.00	
TOTAL SPECIAL FUNCTIONS	36,500.00	36,500.00

Officers' Travel and Expense	20,000.00	
TOTAL TRAVEL AND EXPENSE	20,000.00	20,000.00

Travel Contingencies	20,000.00	
Misc. Contingencies	165,243.94	
TOTAL CONTINGENCIES	185,243.94	185,243.94
TOTAL 2015 CEAC BUDGET		754,697.87

Attachment Three

CEAC 2015-2016 Legislative Priorities (DRAFT)



*****DRAFT*****

2015-16 CEAC Policy & Legislative Priorities

The annual Policy and Legislative Priorities are best achieved through collaboration and shared responsibility. To achieve the following, CEAC, CSAC staff, and individual county staff must combine resources, including policy and technical knowledge and expertise to maximize our influence, efficacy, and successful outcomes.

State Priorities

Transportation

1. Co-sponsor legislation to improve school zone safety. Work with coalition partners to sponsor legislation that will promote safety for students travelling via active modes by allowing local governments to expand school zones based upon engineering studies and providing disincentives, including points on drivers licenses, for violation of traffic laws within school safety zones.
2. Transportation Tax Swap Clean-Up: New HUTA for OHV. Seek coalition to support the return of the new HUTA revenues attributable to Off Highway Vehicle (OHV) fuel sales to counties, cities, and the State as intended under the Transportation Tax Swap. This share of funds is approximately \$128 million annually statewide and approximately \$28 million for counties.
3. Transportation Tax Swap Implementation. Support transportation stakeholder coalition efforts to ensure Tax Swap is implemented according to existing law and original legislative intent. This may include a request to the Joint Legislative Audit Committee (JLAC) for a state audit of the State Controller's Office and other necessary state departments and agencies or contracting with an outside consultant.
4. Return Weight Fee Revenues to Transportation. Work with transportation coalition partners to consider means of returning nearly \$1 billion in truck weight fee revenues to transportation purposes. Weight fees have been used to backfill general fund debt service payments for general obligation bonds since the Tax Swap. Restoring weight fee revenues to transportation through a phased-in approach and/or securing another source of revenue to pay for transportation related bond debt service will avoid imposing massive costs on the general fund at the expense of other county programs.
5. Secure Repayment of Outstanding Transportation Loans. Work with transportation coalition partners to ensure repayment of all transportation loans and transfers, estimated at nearly \$1.2 billion and ensure that any funds distributed to counties are allocated based on the Proposition 42 formula. While many of the outstanding loans are owed to entities other than counties, ensuring that the state has fully repaid its outstanding obligations to transportation is an important precursor to efforts to bridge persistent transportation funding shortfalls with additional funding.

6. Increase Surface Transportation Program Funding Guarantees. Support efforts to increase the minimum Surface Transportation Program (STP) funding guarantees for smaller, rural counties. The current minimum STP guarantees are a legacy of the Federal Aid Urban/Federal Aid Secondary route designations formerly used to apportion federal transportation funding. While the designations are no longer used, counties with systems that were previously designated Federal Aid Secondary have not seen their STP minimum allocation increased since 1993. CEAC will support policies to ensure that STP minimum funding amounts for counties are indexed to increases in the overall STP funding available to the state.
7. Explore Road User Charge Policy Options. Work with CSAC to reexamine the association's position on mileage-based user charges as an eventual replacement for the gasoline excise tax. As improvements in the fuel efficiency of vehicles reduces gas tax revenue per mile travelled and inflation continues to erode the purchasing power of the excise tax revenues, alternatives to the gas tax are being seriously considered by transportation stakeholders. CEAC will study the policy implications of mileage based user fees and work with CSAC to develop positions on this method of taxation, which will be the focus of extensive study and a state pilot project over the next several years.
8. Local Streets and Roads Needs Assessment. Continue working with the Needs Assessment Oversight Committee and consultant to release and publicize the 2014 biennial report and prepare for development of the 2016 report. Use the 2014 Report to continue to engage in education and advocacy in support of new revenues from transportation infrastructure. Collaborate and coordinate on the release of the Report and develop strategies to increase attention to all statewide efforts that highlight needs of the statewide transportation system. Continue to work with counties, cities, regional agencies, and Caltrans to secure funding for the needs assessment contract. Specifically focus on new elements of the 2014 Report including the availability of city-level data, and the revised release schedule to better convey the results of the study to the public and transportation decision-makers.

Land Use

1. CEQA Streamlining – Infill. Support CEQA streamlining for infill projects including the infrastructure necessary to support that development.
2. Fund Infill Infrastructure. Support funding sources for infrastructure related to infill projects, including the Affordable Housing and Sustainable Communities grant program, that fall under applicable streamlining.
3. Cap and Trade. Support guidelines for the Affordable Housing and Sustainable Communities grant program, and other programs funded with cap and trade auction proceeds, that ensure that counties are well-positioned to take advantage of these funding opportunities.
4. SB 743 Implementation. Work with the Governor's Office of Planning and Research to ensure that the potential use of Vehicle Miles Travelled as a replacement metric for Level of Service for the purpose of CEQA transportation impacts analysis can be feasibly implemented by local governments. Support efforts to ensure that the new metric is applied in appropriate contexts and that funding and technical assistance are available to smooth the implementation process.

Resource Recovery and Waste Management

1. AB 341 & AB 1826 Implementation. Engage in CalRecycle and the Air Resources Board's process for implementing AB 341 which requires the State to achieve a waste diversion goal of 75% by 2020, and AB 1826 which creates an organic management program in California. Continue to advocate for resources for local governments to develop the necessary infrastructure to implement organics diversion programs.
2. Conversion Technology. Support legislative efforts to advance the development, design and implementation of conversion technologies.
3. Funding for solid waste recovery infrastructure. Alternative to AB 939 fees.

Flood Control

1. Disaster Funding. Support legislation that would amend Government Code Section 8690.6(b) to increase the amount on the unencumbered balance in the Disaster Response Emergency Operations Account.
2. Regulatory Agency Service Agreements. Support legislation that would allow and encourage state and federal regulatory agencies to offer service agreements with large-volume public entity or utility applicants and permittees to fund additional personnel or contractors needed for expeditious permit processing.
3. Support an amendment to Article XIII D, section 6(c) of the State Constitution (Proposition 218) to expand its exemption from the majority-property-owner or 2/3-registered-voter election requirement for "fees or charges for sewer, water, and refuse collection services" to "fees or charges for storm water and flood control, sewer, water, and refuse collection services".

Surveyor

1. Surveyor Monument Preservation. Support legislation that would simplify the collection of the Monument Preservation Fund Fee.

Federal Priorities

Transportation

1. MAP 21 Reauthorization. Advocate on our top priorities for the reauthorization of MAP 21, which was set to expire on September 30, 2014, but which was subsequently extended through May 2015. Consistent with the new policies, advocate on behalf of California's transportation needs, especially the needs of the county road system during the new authorization of the federal surface transportation funding act, including shoring up the Highway Trust Fund, dedicating funding for all local bridge projects, increased funding for safety programs, including funding and technical assistance for requirements of the National Highway Performance Program, and securing a CEQA for NEPA reciprocity Program.
2. Off Set Impacts from Federal Lands. Support continued federal funding to offset impacts to counties from federal lands such as the Secure Rural Schools program.

Flood Control

1. Clean Water Act. Support legislation that would amend Section 404 of the Clean Water Act to provide a narrow exemption for maintenance activities involving the removal of sediment, debris and vegetation from flood control channels and basins.

Attachment Four

CEAC 2015-2016 Legislative Guidelines (DRAFT)



*****DRAFT*****

2015-16 CEAC Legislative & Administrative Policy Guidelines

The on-going Legislative and Administrative Policy Guidelines are best achieved through collaboration and shared responsibility. To achieve the following, CEAC, CSAC staff, and individual county staff must combine resources, including policy and technical knowledge and expertise to maximize our influence, efficacy, and successful outcomes.

Transportation

1. Continue to monitor the new HUTA, formerly Prop 42 revenues, to ensure the funding commitment pursuant to the gas tax swap is met. Work with the Legislature, Administration, Board of Equalization, State Controller's Office, the Department of Finance, and transportation stakeholders to explore ways to improve the administration of the transportation tax swap.
2. Continue to support the current formula for allocation of Proposition 42 replacement revenues (Highway User Tax Account, Section 2103) and in particular the local streets and roads monies.
3. Work with the California Transportation Commission (CTC) and the California Department of Transportation (Caltrans) to undertake a statewide study to estimate bridge needs both state and local.
4. Continue to work with the California congressional delegation to achieve a long-term reauthorization of the Secure Rural Schools Act (SRS) to off-set the impacts of removing the National Forest System lands from economic development.
5. Proactively work on state implementation of MAP 21 to ensure any state legislative changes are consistent with CSAC policy goals to the extent consistent with federal law.
6. Continue to support lowering the voting threshold below the current two-thirds requirement for the imposition of sales taxes for infrastructure. Furthermore, support efforts to allow unincorporated areas to pursue local sales tax measures solely for services in the unincorporated area of the county.
7. Establish a budget task force to develop recommendations to address transportation funding issues related to State Highway Account (SHA) reductions, borrowing and potential firewall protections and SHOPP spending levels.
8. Support legislation to amend Government Code Section 13340 to include both state and local portions of the Highway User Tax Account (HUTA) to ensure the Controller transfers gas taxes to transportation in year budget adoption is delayed.

9. Monitor Caltrans's efforts to propose regulations or efforts that exceed their statutory authority regarding implementation of Transportation Development Act (TDA) law to prohibit those actions from infringing upon statutory authority of local agencies.
10. Support restoration of the fuel tax to the State's Aeronautics Fund for General Aviation airports.
11. Continue the needs assessment effort to ensure adequate revisions occur to provide policy makers with current information on the condition of the local system. Continue to work with the League, regions, the California Business, Transportation, and Housing Agency, Caltrans and FHWA in order to document the condition of the entire transportation system and across all modes in order to, identify the extent of the revenue shortfall for preservation of this system. The objective is to ensure that funds available for transportation purposes are equitably distributed between cities, counties and the state in order to provide a seamless transportation system.
12. Monitor any potential changes by the California Transportation Commission (CTC) to change the STIP Guidelines in relation to flexibility to utilize STIP monies for local rehabilitation. Pursue statutory clarification of this eligibility if necessary.
13. Support efforts to identify safety and other critical needs for the rural transportation system and support additional funding for such purposes.
14. Strengthen policy and legislative development for statewide transportation issues with the transportation planning agencies, including the California Councils of Government (CALCOG) and Rural Counties Task Force to ensure local governments are united in their advocacy efforts.
15. Support the distribution of any future statewide transportation dollars amongst counties based on 75 percent registered vehicles and 25 percent maintained miles.
- ~~16. Continue participation on the Caltrans committee of county, city, state, RTPA and bicycle representatives to develop criteria to evaluate applications for eligibility from the Bicycle Transportation Account (BTA) funds. Also support an alternative to the Bicycle Transportation Plan (BTP) requirements.~~
17. Sponsor legislation to amend the Vehicle Code Section 34501.2 to exempt drivers' hours of service for road maintenance agency personnel during emergencies from the 80 hours in any 8 consecutive days requirement.
18. Support legislation that categorically exempts road safety projects from CEQA and state and federal permitting requirements (i.e. 404 permits, 1601 agreements).
19. Support legislation at both the state and federal level on telecommunications and electrical restructuring policy to ensure that local governments; are adequately compensated for use of public rights-of-way, 2) control access of such rights-of-way, and 3) retain zoning authority over placement of satellite dishes, cellular towers and antennas.
20. Support additional funding for bicycle and pedestrian facilities, while ensuring that the revenues utilized do not compete with the current transportation funding sources.

21. Continue to monitor Metropolitan Planning Organizations (MPOs) to ensure that their authority in the transportation area is restricted to planning and programming.
22. Continue CEAC participation at various forums (i.e. RTPA & Caltrans monthly meetings, California Transportation Commission, etc.)
23. Support implementation of MAP 21 provisions related to reciprocity between CEQA and NEPA in order to expedite transportation project delivery.
24. Support legislation to require a County Franchise and encroachment permit control of all water and electric distribution facilities in order to restore lost revenues to counties and to regain control of right-of-ways.
25. Monitor legislation that mandates a certain percentage of county fleets to be of a specific nature, including but not limited to: zero emissions vehicles, alternative fuel vehicles, and dual fuel vehicles.
26. Support legislative efforts to allow pre-qualification of contractors on public works projects and seek amendments to that legislation to increase enforcement and oversight of the Contractor's State License Board, including more exhaustive background and criminal investigation during the initial licensing of contractors.
27. Support legislative efforts to regain local authority in determining the financial viability of sureties involved in public works contracts.
28. Conduct as needed meetings between AGC/CEAC/League/ACEC and other groups on issues of mutual interest.
29. Continue to represent county interests on legislation relating to force account limits and mandatory participation within the California Uniform Construction Cost Accounting Act.

Transportation & Flood Control

1. Support legislation amending the Clean Water Act to include the definition of a transportation structure that was presented in the Guidance for the Uniform Application of the Regulations throughout the South Pacific Division (PGL 0-98-02 issued on May 29, 1998). Specifically section 5.a which exempts serviceable transportation structures, including roads, whether constructed on embankments or not, road embankments, culverted road crossings, and bridge piers, bridge columns, bridge piles, and pile caps.
2. Support legislation that requires all changes to Endangered Species Act to address the impact of the proposed legislation on service delivery and as necessary augment staffing levels to the level of no impact.
3. Facilitate better communication between State and Federal regulatory agencies in order to expedite the delivery of public works projects (i.e. direct City/County/State/Federal Cooperative Committee to pursue this objective).
4. Support legislation that exempts the maintenance of existing public works facilities/infrastructure from permit requirements under the Endangered Species Act.

5. Support reform of the Federal and State Endangered Species Acts based on adopted CSAC policy which supports the Act, being more responsive to local concerns (i.e. better science on which to base decision, a plan for recovery of the species, a definition of other impacts related to the protection of the species, and broader public review forums prior to the designation of an endangered species), and taking into account socioeconomic impacts of Endangered Species Act programs.
6. Monitor actions that require any state fee or charge to be directly related to cost of review (i.e. California State Water Resources Control Board, Regional Water Quality Control Board permits for roadway and bridge construction projects).

Flood Control

1. Support funding of the State Flood Control Subvention Program.
2. Support legislation that would provide local jurisdictions with more flexibility and options to fund storm water programs.
3. Continue to support legislation that would amend the California Constitution to exempt fees and charges for flood control, storm water, street lighting and urban runoff management from Proposition 218.
4. Support additional statutory changes to address outstanding SB 5 (Chapter 364, Statutes of 2007) implementation issues.

Support streamlining of FEMA's administrative processes under the public assistance program.

5. Wetlands. Support changes to the State Water Resources Control Board's proposed Wetland and Riparian Protection Policy that results in a reasonable requirement that will have the least impact on the development, operation, and maintenance of essential public works projects and facilities.
6. Oppose federal cost-cutting endeavors made at the expense of state and local governments.
7. Support an exemption for routine maintenance of flood control facilities from the Clean Water Act's Section 404 permit requirements.
8. Support an amendment to Section 1601 of the State Fish and Game Code that exempts from the Streambed Alteration Agreement process: routine maintenance and preventative repair of existing flood control facilities; reconstruction of damaged flood control facilities; and, any activity which would impact up to three acres of jurisdictional area.
9. Oppose any attempts to impose requirements of the Surface Mining and Reclamation Act (SMARA) on county flood control and water conservation district activities.
10. Monitor implementation of Federal NPDES Storm water Regulation Phase II.
11. Support legislation, which exempts the act of Section 401 Clean Water Act certification by the State Water Resources Control Board (SWRCB) from review under the California Environmental Quality Act (CEQA).

12. Support efforts to obtain federal funding for CALFED Bay-Delta activities.
13. Encourage the development of a statewide baseline Phase I NPDES permit which would include a definition of maximum extent practicable (MEP), safe harbor provisions, and state funding of inspections of state permitted facilities.
14. Participate in discussions with the State Water Resources Control Board regarding water quality violations by small sewer treatment plants.
15. Support efforts to reduce liability for public agencies to perform "Good Samaritan" cleanup of abandoned mines and concentrated environmental hazardous waste on private property.
16. Support efforts to develop new, or expand existing, storage capacity for flood control, water supply and environmental use.
17. Support legislation that authorizes/requires the Department of Water Resources to enter into funding partnerships with local agencies to study the adequacy of complete local flood control systems.
18. Support legislation that promotes a comprehensive plan for increased flood protection statewide.
19. Support legislation that promotes coordination of DWR, FEMA, and ACOE flood protection and flood plain management regulations.
20. Oppose legislation that shifts state or federal flood control liability or obligations to local agencies.
21. Support increased funding for integrated regional water management implementation.
22. Continue to work with the Department of Water Resources during the implementation phases of the Statewide Flood Control Needs Assessment as encapsulated in DWR's Flood Futures Report.
23. Support Delta solutions that are implemented in a manner that protects existing water rights, water quality, agriculture viability, Delta governance and flood management.
24. Support efforts to better coordinate agencies responsible for addressing illegal homeless encampment issues on public property.
25. Encourage regulatory agencies responsible for protection of habitat and wildlife to enforce protection regulations on private properties.
26. Support bill proposals to improve water quality by regulating and controlling source contaminants.

Land Use

1. Expand current SB 375 CEQA streamlining for specified infill projects to all infrastructure necessary to support that development.
2. Support funding sources for infrastructure related to infill projects that fall under the CEQA streamlining in SB 375.

Surveyor

1. Include funding for horizontal and vertical control surveying networks to support transportation infrastructure construction in future infrastructure funding legislation.
2. Support legislation that would allow use of no more than 25% of the Survey Monument Preservation Fund for examining of records of survey and corner records so that the cost of service is covered.
3. Participate in the California Geographic Information Association and the California Geographic Information Coordinating Council.
4. Support funding for Counties' Geographic Information Systems (e.g. authorize local agencies to recover full costs of creating and maintaining automated records).
5. Support legislation which will allow use of a non-conditional lot line adjustment map to replace the lot line adjustment process.
6. Support legislation that would clarify section 66428 of the Government Code relative to a parcel map requirement for a public agency.

Resource Recovery and Waste Management

1. Support legislation that requires state, federal, and other public agencies to comply with diversion mandates set forth by AB 939. If for some reason these agencies are unable to comply, their waste shall be excluded from local jurisdiction's base and reporting years - "total waste generated". Therefore, local jurisdictions shall not be required to divert waste that is generated by state, federal facilities or other public agencies, such as school districts.
2. Oppose legislation that would allow low-level radiation disposal at Class III municipal landfills.
3. Support legislation to incorporate more recycled materials (especially waste tires) into Caltrans road construction/rehabilitation projects.
4. Support legislation and collaborate with other organizations that would increase manufacturer responsibility and product stewardship.
5. Support legislation that enables local agencies to enter into waste hauling contracts that provides for cost-effective implementation of AB 939.
6. Support policies and legislation that aims to promote improved markets for recyclable materials, and encourages: the use of recycled content in products sold in California; the creation of economic incentives for the use of recycled materials; and the expansion of

the Beverage Container Recycling Grant Program.

7. Oppose legislation that increases or creates surcharges on local landfills to fund State programs having limited benefit to local jurisdiction's solid waste programs.
8. Support legislation that would promote development of conversion technologies, with full diversion credit, as an alternative to land filling, and provide state funding to local jurisdictions for such projects.
9. Support administrative and/or legislative changes that would, for the purpose of measuring compliance with requirements of the California Integrated Waste Management Act of 1989, focus on diversion programs rather than diversion or per capita disposal rates

Support administrative and legislative changes to impose penalties on haulers and solid waste facilities for misrepresenting the origin of waste disposal data.

10. Support legislation that ensures local government's authority to direct the flow of waste.
11. Monitor all legislative, regulatory and administrative (i.e., rules, policies, guidelines, and procedures) proposals, including those from regulatory agencies relating to solid waste management (i.e., double liner requirements).
12. Support administrative and legislative efforts to eliminate overlap and enhance coordination between the Department of Resources, Recycling and Recovery, air districts and other Cal EPA agencies and oppose contradictory goals and missions among state agencies.
13. Support administrative and legislative changes that would enhance coordination of programs and regulations between the Department of Resources, Recycling and Recovery and the State Water Resources and Regional Water Quality Control Boards regarding collection of trash/debris before it enters the waters of the state and its affects on waste diversion activities.
14. Support legislation that protects local solid waste franchising and fee-setting authority and oppose legislation that imposes unfunded mandates on local governments, places local governments in a position of monitoring and/or enforcing compliance with state regulations that should be the responsibility of the state agency that promulgates the regulations, or subjects local agencies to civil penalties for actions or decisions made by private companies.
15. Support legislation requiring manufacturer responsibility and/or point-of-sale surcharges for universal, special and hazardous wastes.
16. Support legislation that encourages and provides economic incentives for the conversion of landfill gas as a renewable energy resource and its role in meeting California's Renewable Portfolio Standard.
17. Support reliable funding, meaningful market development, solid waste siting reform and additional tools, including conversion technology, as necessary components to any new solid waste diversion requirement.

Transportation, Resource Recovery and Waste Management and Flood Control

1. Monitor and respond to legislative and regulatory activities of the State Water Resources Control Board (SWRCB).
2. Support legislation that places on regulatory agencies provisions similar in nature to those in Fish and Game Code Section 1600 regarding application processing deadlines for publicly-owned infrastructure projects.
3. Support legislation that would reduce State staffing redundancies and streamline State permit processes by directing State regulatory agencies to defer fish and wildlife and habitat mitigation requirements to the State Department of Fish and Wildlife.

Design Immunity

1. Consistent with CSAC policy related to tort reform – that government should not be more liable than private parties and in some cases there is reason for government to be less liable than private parties:
 - a. Support proposals to mitigate the effects of joint and several liability upon public entities by limiting liability to any party to be responsible for their own proportion of damages.
 - b. Support proposals to strengthen the statutory immunities associated with the operation of public infrastructure such as immunities under Government Code Section 830 et seq.
 - c. Support proposals that limit post judgment interest and/or that provide public entities with the flexibility in paying judgments over time.
 - d. Support proposals to mitigate the effects of liability upon public entities by applying the Doctrine of Comparative Fault to inverse condemnation actions.

Miscellaneous

1. Sponsor resolution that encourages the California State University System to provide additional educational opportunities for potential engineering and technical students.

Oversight & Special Tasks Committee

1. Continue development of CEAC/CSAC relationship and CEAC committee structure and legislative involvement.
2. Develop an educational and informative presentation regarding the role of public works in county government for presentation at the CSAC New Supervisors Institute and seek representative from CEAC to present information.

Administrative Responsibilities

1. Coordinate, design, format and assist in the preparation of the CEAC Annual Report.
2. Coordinate, develop and format CEAC Policy and Legislative Priorities on an annual basis.
3. Coordinate, develop and format CEAC Legislative and Administrative Policy Guidelines

on an annual basis.

4. Assist in the development of the CEAC Vision.
5. Attend, prepare agendas, secure speakers and provide presentations at CEAC policy committee meetings (at a minimum of three meetings a year per committee)
 - a. Transportation
 - b. Land Use
 - c. Flood Control
 - d. Solid Waste
 - e. Surveyor
 - f. Oversight
6. Attend and provide presentations, as available, at CEAC regional meetings (they meet at a minimum of two to three times a year each)
 - a. Northern California Region
 - b. Bay Area Region
 - c. Central Coast Region
 - d. Sacramento Mother-Lode Region
 - e. San Joaquin Valley Region
 - f. Southern California Region
7. Attend and provide presentations at CEAC Board of Director meetings (four times a year).
8. Assist in preparation and organization of the CEAC spring and fall conferences, as well as the CEAC policy conference. Coordination includes development and organization of the CEAC guest program, annual NACE president's dinner, recruiting and coordinating conference speakers and sponsors, reserving adequate meeting rooms, catering, audio-visual, transportation, registration, etc.
9. Coordinate & monitor the CEAC Hospitality Suite: appropriate room, site visits, cleanup, etc.
10. Reconcile the financial accounting for the spring & annual conferences between CEAC, the League and CSAC working as the liaison between the CSAC director of finance and CEAC treasurer.
11. Update and maintain accurate CEAC databases.
12. Coordinate and publish CEAC documentation:
 - a. designing announcements
 - b. programs
 - c. agendas
 - d. postcards
 - e. invitations
 - f. notices
 - g. flyers
13. Prepare and publish CEAC Roster annually.

14. Prepare and publish CEAC Stationary.
15. Publish CEAC Newsletter four times a year.
16. Prepare and publish monthly legislative reports for the five CEAC policy committees.
17. Update and maintain CEAC website.
18. Track and prepare financial analysis for CEAC budget.
19. Coordinate, review and share administration of the CEAC/League of California Cities contract for the spring meeting, and various RFP's for CEAC consultants.

Attachment Five

CEAC Stormwater Polling Proposal

January 27, 2015

TO: CEAC Board of Directors

FROM: John Presleigh, Chair, CEAC Stormwater Funding Strategy Committee

RE: Stormwater Funding: CEAC Financial Contribution Requested

CEAC's stormwater funding consultant, Mitch Avalon is providing technical support to a coalition of statewide organizations that is working on a Constitutional Amendment that would allow voters to decide if "stormwater" infrastructure and services should be funded similar to the way water districts and wastewater districts fund their infrastructure and services. The coalition, referred to as the Stormwater Funding Coalition, includes CSAC, the League of California Cities, the Association of California Water Agencies, the California Building Industry Association (CBIA), Metropolitan Water District, Heal the Bay, California Special Districts Association, California Association of Sanitation Agencies and the California Association of Stormwater Quality Agencies.

One component of the coalition's strategy includes the polling of voters to gauge receptivity to the proposed Constitutional Amendment. The CBIA worked with and received a proposal from Probolsky Research for a high level polling of California voters, see attached. You will note on page 4 there is a description of the polling objectives and on page 6 is the cost breakdown. The coalition agreed to conduct the first tier of polling with 15 questions at a cost of \$22,500. It was also agreed that the coalition would pay for the polling by everyone contributing either \$2000 or \$5000, depending on the capacity of the organization. This gives everyone the opportunity to have some "skin in the game" without a large cost. The polling questions will be developed and vetted through the Coalition.

To demonstrate our commitment to this effort, I am recommending that CEAC contribute at least \$2000 to the polling project. The funds would be available from the \$14,000 of excess funds that were collected for the Flood Control Needs Assessment project several years ago. Last year, the Flood Control Policy Committee and the CEAC Board of Directors approved and authorized the use of these funds for the CEAC Stormwater Funding Initiative.

In deliberating this action item please consider that this may be the last, or one of the last, coalition activities that we can financially participate in. As we move into the legislative advocacy and ballot campaigning phase we will not be able to financially participate as an organization. CSAC is planning to contribute \$2000.

California Statewide Voter Survey - Proposal -

December 18, 2014

Prepared for Richard Lyon
CBIA



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Executive Summary

Established for over two decades, Probolsky Research Probolsky Research specializes in opinion research on public policy, with government, corporate and media practice areas.

We specialize in public policy and we are recognized water policy, tax policy, land use and infrastructure experts.

We apply expert methodologies and leverage the right research tool for each situation. Our research services include telephone surveys, field studies, on-site surveys, mail surveys, executive level one-on-one interviews, on-line surveys, focus groups and ridership surveys. We provide a breadth and depth of experience that allows for expert project design, implementation, analysis and presentation. Our clients and their consultants look to Probolsky Research for the thorough expertise that can only be delivered by seasoned professionals.

Probolsky Research practices a lean corporate structure philosophy, with fewer than five employees. Company principles Adam Probolsky and Justin Wallin are not only our clients' initial points of contact, but are your key contacts throughout our relationship. We never hand off work to subordinates; preferring to design projects ourselves and write our own analysis for your benefit. Moreover, our work does not end after we deliver our final report – we are available to our clients (including in-person meetings) as needed moving forward, at no additional cost to you.

Probolsky Research is a California Certified Small Business Enterprise (Supplier # 11154461).

We place no limitations on our availability for meetings, be they in-person, by phone or via teleconference as needed, for no additional charge.



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Probolsky Research Qualifications

Probolsky Research is among a small group of research organizations that have extensive public-sector, corporate and media practice areas, conducting research on behalf of government agencies, Fortune 500 companies, ballot measure committees and non-profit organizations. Chairman and CEO Adam D. Probolsky and COO/principal researcher Justin Wallin (MBA) have personally designed, conducted, analyzed and presented over 600 public opinion surveys.

Probolsky Research Understands Communications: Public communication efforts and interaction with legislators and key influential begin long before a lobbying meeting is set, a policy briefing paper is written or a social media message is posted. Effective outreach begins by thoroughly exploring all sides of an issue and obtaining independent research to ensure that all communications surrounding the issue are addressed appropriately. We are best utilized when working collaboratively with association staff and any other outside consultants.

Probolsky Research Understands Water, Water-Related Issues and Infrastructure: Company CEO Adam D. Probolsky and COO Justin Wallin have been featured speakers at water focused events including the Riverside County Water Symposium, the ACWA Conference & Exposition, the Municipal Water District of Orange County's "Orange County Water Summit," the State of the Santa Ana Watershed Conference, the Urban Water Institute, the Association of Water Agencies of Ventura County, the Water Advisory Committee of Orange County and the Southern California Water Committee, providing insight on regional residents' attitudes of local water resources, issues and projects.

Just a small selection of Probolsky Research water-related clients (including stormwater) include Association of California Water Agencies, Orange County Water District, Orange County Sanitation District, Los Angeles County Sanitation District, Municipal Water District of Orange County, Irvine Ranch Water District, Water Replenishment District of Southern California, Joshua Basin Water District, Jurupa Community Services District, Santa Clara Valley Water District, Santa Margarita Water District, Mesa Consolidated Water District, Santa Ana Watershed Project Authority, Newhall County Water District, Upper San Gabriel Valley Municipal Water District, Yorba Linda Water District, Bear Valley Community Services District, City of San Bernardino Municipal Water Department, Coachella Valley Water District, Coachella Water Authority, Desert Water Agency, Eastern Municipal Water District, Indio Water Authority, Mission Springs Water District, San Bernardino Valley Municipal Water District, San Geronio Pass Water Agency, West Valley Water Conservation District, Restore Hetch Hetchy, Clean Water and Jobs for California and Western Municipal Water District.

Our portfolio includes extensive work on issues relating to tax proposals, rate structures, customer satisfaction, issue/project awareness, budget prioritization, development, open space preservation, energy, water and wastewater infrastructure, annexation and other issues facing local and regional government and their constituencies.

We never assume that a person or group knows something about an issue. Rather, Probolsky Research approaches every project with a thirst for knowing all there is to know about the public's perceptions, attitudes, and understanding. Useful information is *actionable* information. Our goal is to understand the community's needs, wants and opinions, and translate that into an effective messaging strategy for our clients. Our research will ensure the communications team can strategically tailor messaging to address the issues that are important to specific demographic groups.

Probolsky Research only takes on a select group of clients, ensuring that those we work with benefit from our full attention to their projects from inception through completion, and beyond. We never place limitations on meetings (whether in-person, online, telephone or otherwise), updated or customized reporting and never charge extra for those services – even if they are requested months or even years after the completion date of our last project on your behalf.



Team Biographies

Probolsky Research never hands off projects to "staff." Adam Probolsky (Chairman and CEO) and Justin Wallin (Chief Operating Officer and principal researcher) will personally perform all research aspects of your project from inception to delivery, including ongoing consultation long after the research has been conducted. Probolsky and Wallin are recognized industry experts who successfully apply proven statistical theory to the challenges faced by those working in today's public policy arena to deliver accurate, actionable results.

Adam D. Probolsky: CEO and Pollster, Probolsky Research



Mr. Probolsky has acted as pollster and strategic advisor on hundreds of local, county and statewide ballot measures and candidate campaigns. Additionally, he has been a key advisor to his firm's clients on matters of public policy, legislation and business strategy.

Probolsky was a planning commissioner and finance commissioner in the City of Irvine. He was also a member of the Orange County Waste & Recycling Commission overseeing

landfills, recycling programs, waste hauling companies and power generating facilities, and he is also a former member of the Orange County Transportation Authority's Environmental Mitigation and Oversight Committee. Mr. Probolsky regularly speaks to organizations on local public policy issues such as annexation, taxation, infrastructure and tourism.

Justin I. Wallin, MBA: COO/Principal Researcher, Probolsky Research



Mr. Wallin drives Probolsky Research operations.

Wallin is a "marketing concept" professional, with a passion for determining customer needs, wants and opinions. He has managed countless complex research programs, teams and campaigns and has successfully brought to market hundreds of products, services and programs on international, national and regional bases. Wallin has delivered senior-level strategic direction, tactical implementation and operational

expertise to statewide, city and municipal governments, global Fortune 250 firms as well as political and non-profit organizations, small and medium businesses, and other organizations.

Wallin received his MBA with an emphasis in marketing and strategy from the University of Southern California, and his BA (Philosophy) from Whittier College.

Wallin's articles, commentary and analysis have been featured in Campaigns & Elections and Public CEO as well as public radio and television programs such as the Cox Forum. He has lectured at Pepperdine University, Loyola Marymount University, California State University, Fullerton and Hillsdale College. He teaches graduate and undergraduate courses in marketing at Brandman University.



Project Approach

Research design and recommendations

Understanding public opinion is always a useful tool in formulating public policy. Effective governance often requires a thorough understanding of what residents think, what priorities they hold and how they respond to different messages.

A clear, concise and accurate analysis of California voter sentiment is one of the most important elements of engagement with legislators and eventually key influential and the public.

Opinion research gives policy makers the knowledge of what the public is thinking and how best to be responsive to them. For clients, it reveals the best ways to reach various constituencies and maximizes the value from expenditures by ensuring that the most effective messages speak to the unique needs and desires of specific, key community groups. It allows you to retest over time; fine-tuning and readjusting your approach to address ongoing changes in opinions. Good polling is your roadmap to successfully communicating with elected officials, key groups, stakeholders, key influentials and eventually the electorate.

Our research will deliver a clear picture of the landscape of California voters' knowledge and opinions regarding stormwater issues and their receptivity to modifying Prop 218.

- **Identify** the knowledge of key issues relating to stormwater, including costs, regulatory complexity and the role of Prop 218
- **Evaluate** awareness, understanding and opinions of Prop 218
- **Quantify** receptivity to altering Prop 218 to allow for an appropriate funding mechanism for stormwater related infrastructure
- **Test** assumptions and identify the most effective strategic message points
- **Profile** results by demographic measures critical to demonstrating receptivity across groups
- **Establish a benchmark** for use with future surveys as appropriate

Sample Stratification

Our example pricing scenarios recommend polling 800 California voters will deliver a high degree of statistical validity (**a margin of error of +/- 3.5% with a confidence interval of 95%**), while also allowing for robust analysis of key sub-groups and demographics for a reasonable cost to you.

Probolsky Research applies a stratified random sampling methodology to our sample design. In other words, we ensure that the demographic proportions of survey respondents match the proportions of the universe of California voters. There are several key advantages that stratified random sampling offers over simple random sampling:

1. Stratified random sampling delivers significantly greater accuracy in our results by ensuring that our respondents mirror the target population.
2. This allows us to assess how opinions differ among sub-groups - providing future outreach efforts with guidance for a targeted messaging strategy that ensures the most effective message is delivered to the most receptive audience.

Methodology: Survey Instrument

We contact respondents on their land-lines and cell phones. The importance of calling cell phones cannot be overemphasized. Studies indicate that over one-third (38.2%) of American households



have cut their land-line service entirely¹ – a proportion that increases exponentially in certain demographic groups (among younger people and Latinos, for example). In addition, nearly one of every six homes (15.9%) “received all or almost all calls on wireless telephones despite also having a landline.”¹

Conducting research in the language most comfortable to respondents is a critical component to obtaining accurate, reliable results. Probolsky Research firmly believes that research must be conducted in the preferred language of the respondents. Most voters in California speak English, however, many of those to whom English is a second language are more comfortable speaking their native language and are more likely to participate if given the option to respond in the language they speak most in the home. These who prefer to speak other languages should not be overlooked. We have extensive experience polling in foreign languages. Spanish is already included in our pricing for no additional charge. We initiate all interviewing calls in English and switch to another language only upon request or when a clear language communication issue presents itself. Other languages are available, just let us know.

Our approach ensures the greatest participation rate, the lowest possible bias and the greatest accuracy of research results.

Reporting

Probolsky Research will develop a comprehensive draft report of survey results along with analysis and graphs (including an executive summary, talking points, and guidance on message development) in both print and electronic formats, including:

- Strategic Memorandum
- PowerPoint presentation
- Full report on results (including full methodological description, topline results, executive summary highlighting key findings, conclusions and recommendations, a PowerPoint presentation and cross-tabulations)

Probolsky Research reporting sets the industry standard. We deliver in-depth analysis on results in the context of the region, project and stakeholders and provide actionable recommendations broken down by key demographics. Our reporting is designed to be both concise and easily comprehended by those who are not research industry professionals. It should be an easily referenced roadmap to inform policy decisions and outreach efforts.

Following delivery of our final written report, Probolsky Research will present our findings and will be available to create customized reports such as media and insider releases and make presentations as requested.

Our work does not end when we deliver the final report. Probolsky Research is always available post-project to consult as needed. This time is included at no charge to our clients. *Why would we do this?* Because as researchers, our biggest fear is that our work will simply sit on a shelf and never be fully utilized - and our clients won't call again. This post-project consulting time allows us to participate in strategy sessions, provide continued briefings and be available to do further analysis as needed. We never want our clients to hesitate to call on our extensive expertise or worry about the cost of producing a customized report. It is all included.

Research results are kept in the strictest of confidence and released only to designated parties and then, only in formats approved in advance by our clients.

Probolsky Research places no limitations on in-person and telephone meetings.

¹ Center for Disease Control and Prevention, July - December 2012 National Health Interview Survey (NHIS), <http://www.cdc.gov/nchs/data/nhis/earlyrelease/wireless201306.pdf>



Proposed pricing

Based on the information we have received, we have outlined the following pricing alternatives.

Our proposal is inclusive. We do not charge incrementally nor do we charge for travel-related expenses. Our services include:

- Inclusive pricing (no charge for incremental services or travel-related expenses)
- Accurate, proven telephone survey methodology
- Calling on *both land and cell phones*
- Stratified random sampling that is accurately representative of District residents
- Spanish and English interviewing and Spanish translation
- No limit on in-person, phone, e-mail or Skype meetings, consultations and presentations
- Comprehensive reporting and dataset delivery focusing on actionable results
- Extensive California statewide polling experience
- Recognized water, wastewater and stormwater policy expertise

15 QUESTION TELEPHONE SURVEY (MINIMUM # OF QUESTIONS)

QUESTIONS	RESPONDENTS	MARGIN OF ERROR	COST
15 questions	800	+/-3.5%	\$22,500

Languages: English, Spanish

Meetings: Unlimited in-person, phone, e-mail or Skype meetings, consultations and presentations

25 QUESTION TELEPHONE SURVEY (RECOMMENDED # OF QUESTIONS)

QUESTIONS	RESPONDENTS	MARGIN OF ERROR	COST
25 questions	800	+/-3.5%	\$38,500

Languages: English, Spanish

Meetings: Unlimited in-person, phone, e-mail or Skype meetings, consultations and presentations

35 QUESTION TELEPHONE SURVEY

QUESTIONS	RESPONDENTS	MARGIN OF ERROR	COST
35 questions	800	+/-3.5%	\$54,500

Languages: English, Spanish

Meetings: Unlimited in-person, phone, e-mail or Skype meetings, consultations and presentations

Probolsky Research is a California Certified Small Business Enterprise (Supplier # 11154461)



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Partial List of Clients

GOVERNMENT CLIENTS

Bear Valley Community Services District
City of American Canyon
City of Brisbane
City of Colton
City of Del Mar
City of Diamond Bar
City of Fontana
City of Garden Grove
City of Grand Terrace
City of Irvine
City of Laguna Niguel
City of Loma Linda
City of Los Angeles (Harbor City)
City of Mission Viejo
City of Napa
City of Perris
City of Pismo Beach
City of Placerville
City of Pomona
City of San Bernardino Municipal Water
Department
City of Redlands
City of Rialto
City of Riverside
City of Anaheim
City of Santa Clarita
City of Sierra Madre
City of Stanton
City of Twentynine Palms
City of Upland
City of Yorba Linda
Coachella Valley Water District
Coachella Water Authority
Costa Mesa Sanitary District
County of Orange
Desert Water Agency
Eastern Municipal Water District
Huntington Beach Union H. S. District
Indio Water Authority
Irvine Ranch Water District
Joshua Basin Water District
Jurupa Community Services District
Los Angeles County Sanitation District
Los Angeles Unified School District
Mesa Consolidated Water District
Mission Springs Water District
Municipal Water District of Orange County
Newhall County Water District
Orange County Cemetery District
Orange County Fair
Orange County Sanitation District
Orange County Transportation Authority

Orange County Water District
Riverside Water Symposium
San Bernardino County Flood Control District
San Bernardino Valley Municipal Water District
San Geronio Pass Water Agency
Anaheim Watershed Project Authority
Santa Clara Valley Water District
Santa Margarita Water District
Upper San Gabriel Valley Municipal Water Dist.
Victor Valley Water District
Water Replenishment District of Southern
California
Western Municipal Water District
West Valley Water Conservation District
Yorba Linda Water District

ASSOCIATIONS

American Association of Health Plans
American Coalition for Clean Coal Electricity
Apartment Association of Orange County
Association of California Water Agencies
Building Industry Association
California Association of Realtors
California Hotel and Lodging Association
Clean Water and Jobs for California
Garden Grove Firefighters Association
Howard Jarvis Taxpayers Association
Orange County Public Relations Society
Restore Hetch Hetchy
San Diego Police Officers Association
Service Employees International Union

CORPORATE AND NONPROFIT CLIENTS

Accupoll
AT&T
Axiom
Braille Institute
BrightSource Energy
Brookfield Homes
CalChamber
California Quartet
Calpine Corporation
Cap Gemini/Ernst & Young
CenterCal
CH2MHILL
Chevron
Clinica Medica Familiar
Consumer Federation of California
CTE Engineers
DR Horton
Edge Outdoor Advertising
Emergency Preemption Systems
Fidelity National Financial



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First Franklin Financial Corp.
Fountain Valley Chamber of Commerce
I-215 South Corridor
Infinity of Mission Viejo
John Laing Homes
L. A. Chemical
LA Chamber of Commerce
Lucent Technologies
Manor Care Health Services
March Global Port
Orange County Water Summit
P & D Environmental Services
Pepperdine University
Parsons Corporation
PIFPAC
Poseidon Resources
Prescott Properties

Riverside County Water Symposium
Rural/Metro Corporation
SDG&E
State of the Anaheim Watershed
Sunrise Assisted Living
The Irvine Company
T-Mobile
TOD Properties, LLC
Union Pacific Railroad Company
Wal-Mart
Waste Management



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