



San Diego County Water Authority

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January 8, 2017

Randy Record and
Members of the Board
Metropolitan Water District of Southern California
P. O. Box 54153
Los Angeles, CA 90054-0153

MEMBER AGENCIES

- Carlsbad Municipal Water District
- City of Del Mar
- City of Escondido
- City of National City
- City of Oceanside
- City of Poway
- City of San Diego
- Fallbrook Public Utility District
- Helix Water District
- Lakeside Water District
- Olivenhain Municipal Water District
- Otay Water District
- Padre Dam Municipal Water District
- Camp Pendleton Marine Corps Base
- Rainbow Municipal Water District
- Ramona Municipal Water District
- Rincon del Diablo Municipal Water District
- San Dieguito Water District
- Santa Fe Irrigation District
- South Bay Irrigation District
- Vallecitos Water District
- Valley Center Municipal Water District
- Vista Irrigation District
- Yuima Municipal Water District

RE: Board Memo 8-5 – Adopt CEQA determination and authorize extension of the termination date of the current contract for a water conservation awareness advertising campaign with Quigley-Simpson & Heppelwhite, Inc. to March 15, 2018 and increase the maximum payable by \$1.3 million in FY 2016/17 and \$3.5 million in FY 2017/18 to a total amount not to exceed \$12.5 million -- **OPPOSE**

Dear Chairman Record and MWD Board Members,

We have reviewed Board Memo 8-5 and **OPPOSE** the recommended board action to vastly expand a current advertising campaign contract which was **originated, designed, and authorized by the Board to address extreme drought conditions**. Given that water supply conditions have improved substantially, staff fails to justify why the Board should take action outside the normal budget process that would 1) increase the paid advertising budget by \$2.6 million for the current two-year budget; 2) increase spending to almost \$5 million for 2017, leaving **no money** for advertising in the last half of fiscal year 2018; and 3) extend an existing contract past its scheduled termination date, to an amount far greater than deemed necessary to address extreme drought conditions.

The amount of paid advertising spending proposed for 2017 represents more than two times as much as was spent in 2016, and nearly as much as was spent in 2015 during an historic drought. Board Memo 8-5 states that the \$2.6 million proposed advertising budget for 2017 will be paid for with "savings" from other unidentified, apparently over-budgeted programs and projects. We request that staff identify the exact source of funding at the committee meeting. While this information is important for other reasons, the availability of funds from over-budgeted programs does not in and of itself justify the action recommended in Board Memo 8-5.

Sincerely,

Michael T. Hogan
Director

Keith Lewinger
Director

Elsa Saxod
Director

Fern Steiner
Director

OTHER REPRESENTATIVE

County of San Diego