



# Santa Clara Valley Water District

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**File No.:** 19-1155

**Agenda Date:** 1/14/2020  
**Item No.:** 7.3.

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## BOARD AGENDA MEMORANDUM

### **SUBJECT:**

Sponsorship of the Water Education for Latino Leaders (WELL) Conference 2020.

### **RECOMMENDATION:**

- A. Receive information on the Water Education for Latino Leaders 2020 Conference; and
- B. Approve the request for sponsorship in the amount of \$12,500.

### **SUMMARY:**

Water Education for Latino Leaders (WELL) will be holding their annual conference in San Jose on March 20-21, 2020, and has requested that the Santa Clara Valley Water District (Valley Water) sponsor the conference.

WELL's primary areas of interest and mission include raising awareness among local elected officials and policy makers about the importance of California's water system, the status and impact of water supplies across the state, and public policy issues as they relate to local communities.

WELL has been responsive in addressing several water-related policy issues, including water conservation during the historic drought, the uncertainty of water supplies in the face of climate change, and flood preparedness and emergency planning during the rainy season.

Their efforts have already served to inform half of California's Latino local elected officials through past conferences held in Los Angeles, Sacramento, Paso Robles, and Palm Springs, communicating the water issues that face Californians every day. WELL has provided a forum for elected officials to openly discuss the water issues affecting their municipalities while learning about the intricacies of California's water systems and policy.

WELL expects to draw over 100 local elected officials to the conference from across the state. They are inviting business leaders, as well as Valley Water Board members and staff, to participate, network, and help identify common interests in water policy decision-making.

WELL plays an important role in Valley Water's outreach and advocacy efforts, not only to Latino communities, but to local water agencies, environmental justice groups, conservation groups, and local political organizations. Through regional roundtables, WELL has amplified knowledge of and decisionmaker engagement in local water solutions, such as water recycling and water conservation.

At previous conferences, WELL has featured Valley Water as an example of a state-of-the-art water management agency, and Director Tony Estremera has been a key participant and discussion leader at several WELL conferences in the past. In 2020, WELL will offer a tour of Valley Water facilities to an audience that will include local elected officials from throughout the state, as well as state regulators, legislative staff members, and other opinion leaders.

This organization and event have a direct nexus to Valley Water's mission and several Ends policies regarding sustainable water supply, flood protection, environmental justice and stewardship, and engaging with our diverse community and key stakeholders, to make a net positive impact on the environment and our communities.

Consequently, staff recommends participation in the amount of \$12,500. With this level of sponsorship, Valley Water would receive the following benefits:

- Four tickets to the annual conference;
- A ¼-page color ad in the event program;
- Acknowledgement in the opening remarks;
- Logo placement on all media platforms;
- Logo placement in printed brochures;
- Recognition in e-newsletter and direct emails to elected officials throughout California;
- Banquet lunch for four VIP participants;
- Prominent logo placement at the event; and
- Promotional table in registration area.

**FINANCIAL IMPACT:**

There are adequate funds in Project 60231005 Local Government Relations for this request in the FY20 Budget.

**CEQA:**

The recommended action does not constitute a project under CEQA because it does not have a potential for resulting in direct or reasonably foreseeable indirect physical change in the environment.

**ATTACHMENTS:**

None.

**UNCLASSIFIED MANAGER:**

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