



# Exercise of AB 408 Authority

Board of Directors  
June 25, 2024

# Agenda

- Assembly Bill (AB) 408 background
- Board appointment options under AB 408
- AB 408 timeline
- Suggested appointment process
- Recommended actions

# Assembly Bill (AB) 408 Background

- Sponsored by EBMUD in 2013
- Updated MUD Act to provide same authority held by other public entities
- Codified at Public Utilities Code § 11852.5
- Provides the Board a very short window in August to decide whether to appoint or hold an election

# AB 408 Options

At a special meeting between the 83<sup>rd</sup> and 76<sup>th</sup> day before the election, the Board's options are to:

1. Appoint the candidate if there is only one candidate for a ward; or
2. Appoint a person if there are no candidates; or
3. Adopt a process to appoint a person by the election if there are no candidates; or
4. Choose to hold the election in the ward

# AB 408 Timeline

AB 408 authority must be exercised between the 83<sup>rd</sup> and 76<sup>th</sup> day before the election. The AB 408 timeline for the 2024 election is:

**August 13:** Regular Board meeting

**August 15:** County certifications of candidate filings (*83 days before election*)

**TBD Date in August:** Special Board meeting to select AB 408 option

**August 21:** Notification to counties of AB 408 option (*76 days before election*)

**August 27:** Regular Board meeting

**November 5:** General election

# Suggested AB 408 Appointment Process

- Appoint ad hoc committee at a meeting between 83<sup>rd</sup> and 76<sup>th</sup> day before election
- Post a Notice of Vacancy in each ward
- Provide interested candidates with information packet
- Receive applications from candidates
- Secretary conducts initial screening of applications to verify eligibility
- Ad hoc committee conducts initial review of applications
- Board conducts public interview of candidates recommended for interview by ad hoc committee
- Board appoints candidate, to be completed by election day

# Recommended Actions

1. Schedule a special meeting of the Board of Directors in August 2024 to allow the Board to exercise its Assembly Bill 408 authority for the 2024 general election
2. Adopt a resolution to approve an appointment process to be used by the Board of Directors during a general election in the event there is no candidate for an open ward seat

Questions?





# Communications Update

Board of Directors

June 25, 2024

# Agenda

- Communications Vision and Goals
- Press, Social Media, Digital and Print Publications
- Local Government, Upcountry, and Community Outreach
- Education Program
- Next Steps

# Communications Vision

Public Affairs serves as the voice of the District.

- **Goal 1:** Raise awareness of EBMUD as a vital and innovative part of the community
- **Goal 2:** Unify and streamline communications across EBMUD



# Public Affairs Overview

- Constituent issue support
- Board outreach support
- Local government engagement
- Media relations and messaging
- Education program, including K-12
- Crisis communications (PSPS, water quality)
- Capital project outreach
- Publications, web, and social media
- Internal communications
- Customer opinion research



# Press, Social Media, Digital and Print Publications

FY 2024 Highlights and FY 2025 Plan



# Press

- Focus: infrastructure, environment, and innovation
- Press events
  - Orinda Photovoltaic Project
  - Recycled water USACE
  - In-conduit microturbine
  - Record salmon returns
  - Illegal dumping
- Outreach
  - 130 interviews & 14 press releases
- Coverage
  - 2,000 mentions and reach of 738 million
  - Publicity value - \$1.3 million



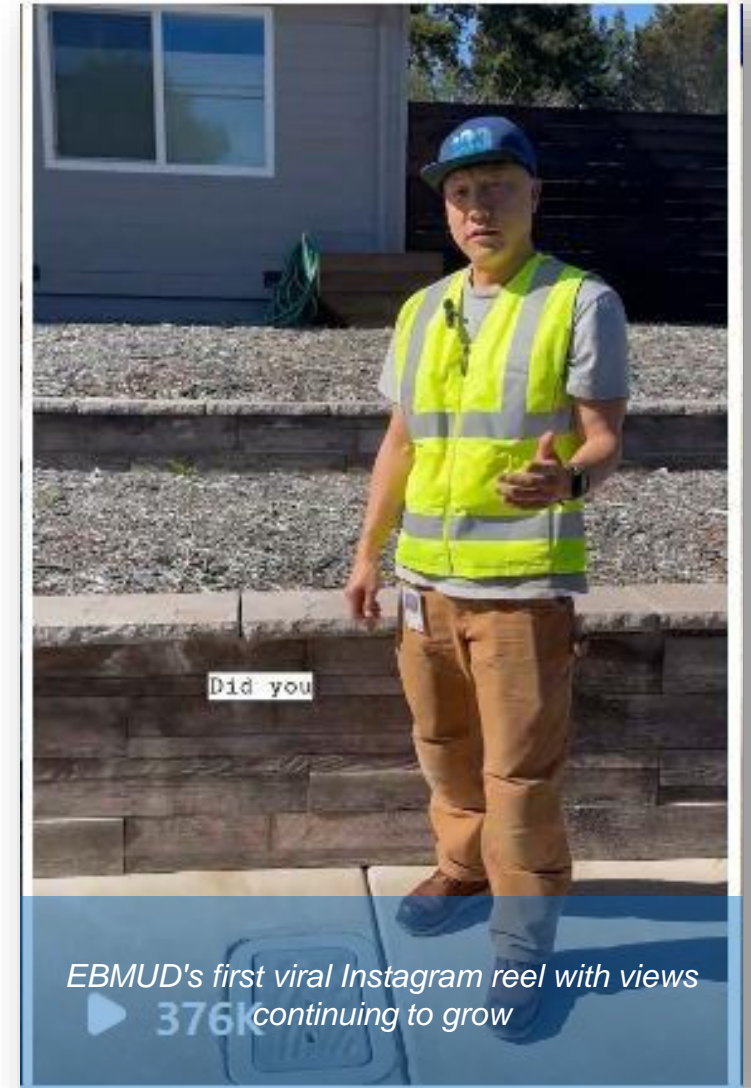
*The Orinda Solar event drew elected officials and media, resulting in significant positive coverage*



**BETTER BAY AREA** CLIMATE & ENVIRONMENT  
**GENERATING CLEAN ENERGY**  
EAST BAY MUD UNVEILS NEW SOLAR PANEL PROJECT   
6:21 | 69°

# Social Media

- Milestones
  - First viral Instagram reel (How to Read your Meter) - over 375,000 views
  - More than 10,000 followers on LinkedIn
- Grew EBMUD's presence on all channels
  - X, Facebook, Instagram, Nextdoor, and LinkedIn
  - FY 2024 total increase of 4,444 followers to 18,390 combined



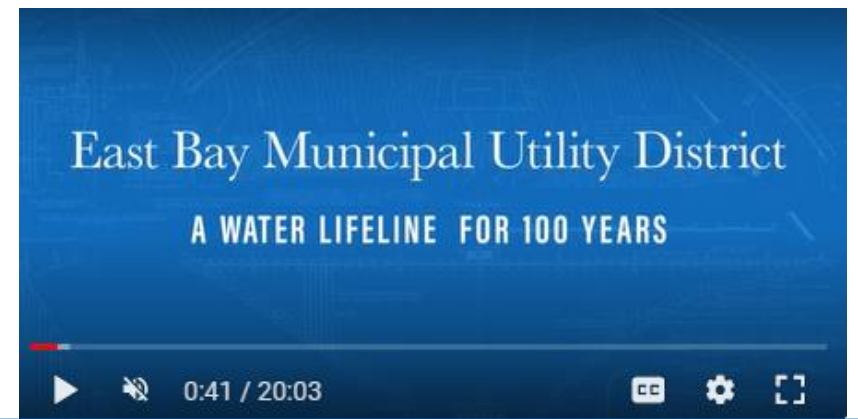
# Digital and Print Publications

- First biennial report in a StoryMap format
- Videos
  - Legacy interviews
  - Capital projects video
  - Co-productions with InPipe Energy and Jewish Vocational Services
- Launched Digital Media Library
- Reports and publications
- Interpretive signs



# Centennial

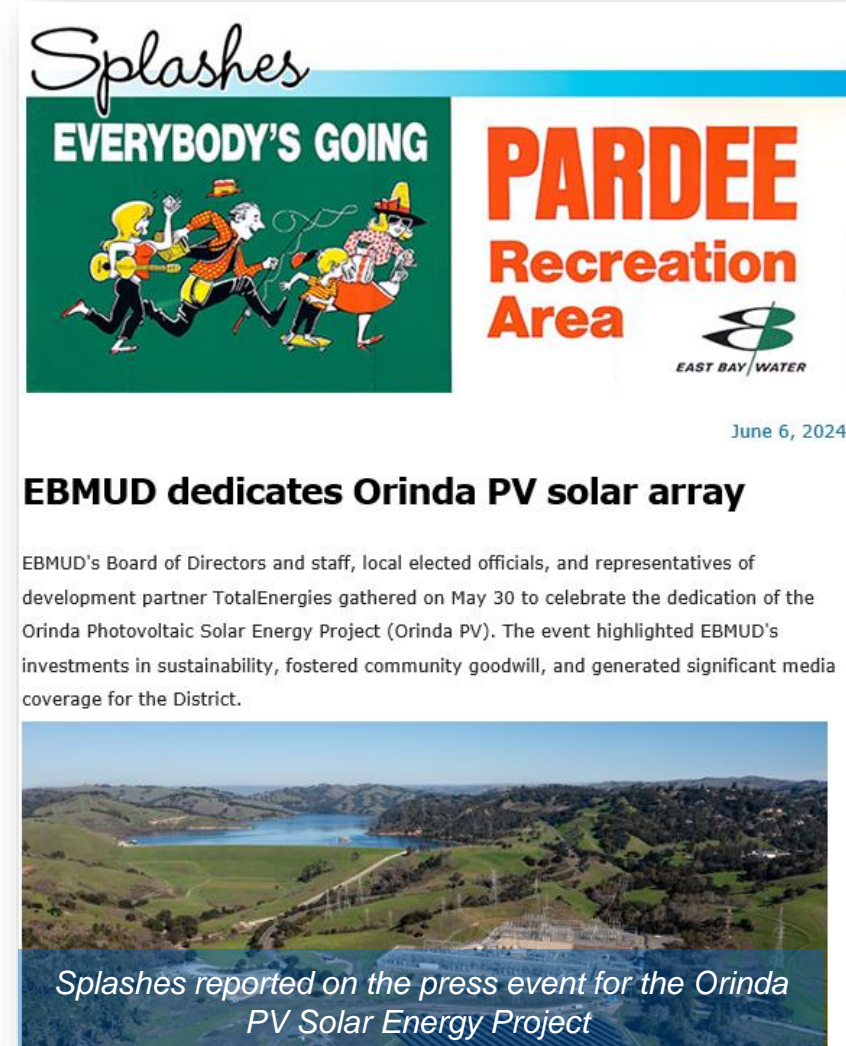
- Received Award of Distinction from CAPIO
- Centennial video
  - 20-minute film "A Lifeline for 100 Years"
  - Watch parties for employees
- Employee picnics
  - 2 celebrations - Lafayette & Sacramento
- Art shows
  - 3 shows: vintage truck posters, gate pots, watershed
- FY 2025
  - Administration Building Lobby Display
  - Historical flipbook
  - PowerPoint template redesign



CAPIO Award recognized EBMUD's 100th Anniversary Community Fair. Robotic dog greeted visitors at Community Fair, highlighting EBMUD innovation. Centennial outreach included distribution of film "A Water Lifeline for 100 Years"

# Internal Communications

- Splashes: 25 issues/year
  - Builds community and engages both employees and retirees
  - Shares district news
  - Recognizes individuals for a job well done
- Splashpad news page
- FY 2025
  - Focus on employee innovation, job profiles and stories about our inner workings



# Public Information – Looking Ahead

- Increase digital content
- Complete centennial projects
- Internal communications – focus on employees, behind the scenes
- External campaign (social media and digital ads) highlighting diverse workforce and careers



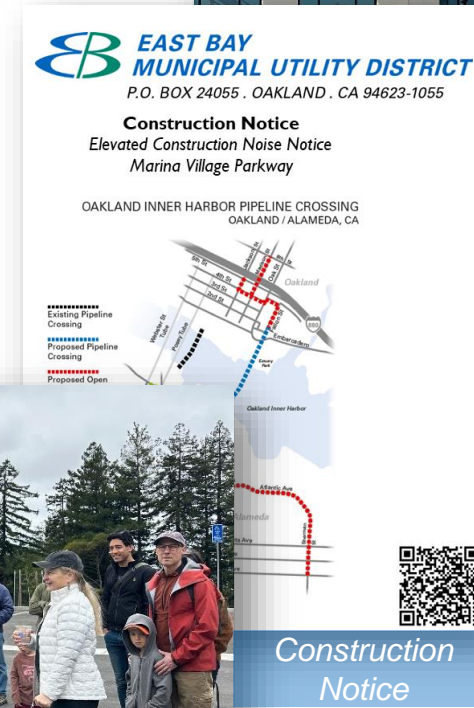
# Local Government, Upcountry, and Community Outreach

FY 2024 Highlights and FY 2025 Plan



# Local Government, Upcountry, and Community Outreach

- 18 Mayors conferences
- 12 Public agencies meetings
- 12 Community meetings
- 10 Chamber and business associations
- 7 City Councils
- 7 Municipal Advisory Councils (MAC)
- 3 Neighborhood groups
- Annual Pardee BBQ
- FY 2025: continue to support these events



**EAST BAY MUNICIPAL UTILITY DISTRICT**  
P.O. BOX 24055, OAKLAND, CA 94623-1055

**Construction Notice**  
Elevated Construction Noise Notice  
Marina Village Parkway

OAKLAND INNER HARBOR PIPELINE CROSSING  
OAKLAND / ALAMEDA, CA

Existing Pipeline Crossing  
Proposed Pipeline Crossing  
Proposed Open

City of San Pablo City Hall

Construction Notice



# Capital Projects and Maintenance

- San Pablo Water Treatment Plant (WTP) Improvements
- Briones Off Haul
- 22.5 miles of pipeline replacement
- FY 2025
  - Redesigned project signs to provide QR codes and translation
  - Pipeline Rebuild projects
  - Orinda, Sobrante, USL WTPs and Wildcat Pipeline
  - Willow Street and Oakport Service Centers



San Pablo Water Treatment Plant Open House, May 2024

**REBUILD**  
Your **EBMUD** Rate Dollars At Work

## Pipeline Replacement Project

### Trestle Glen Cluster

#### Impacted Streets

Trestle Glen Road

#### Project Dates

June 2024 - August 2024

Project dates are subject to change. Please scan the QR code for current dates and information.

#### Contact Information

construction-east@ebmud.com

510-287-2053 (after hours call 866-403-2683)

Scan the QR code to learn more about this project.



Para más información o para reportar un problema llame al 866-403-2683  
查詢有關東灣水務局的工程，請致電 866-403-2683

Pipeline Construction Resident Notice

# Board Support

- 54 presentations and speakers' notes speaking engagements
- New board member introduction tour
- Managed communications with local elected officials
- Notification of main breaks, outages, and community concerns



EBMUD Board at the 100<sup>th</sup> Anniversary Community Fair at Lake Temescal in Oakland

# Sponsorships

- 170+ Sponsorships
- 4 new CAP partnerships
- 22 festivals and events including 14 Water on Wheels events
- FY 2025
  - 24 events planned



*Staff engaging with public at EBMUD's 100<sup>th</sup> Anniversary  
Community Fair in Oakland*

# Community Outreach – Looking Ahead

- Build a lasting strategy for local government outreach
- Work with local jurisdictions to promote District programs including CEP and CAP
- Expand the use of community memberships to share District messaging
- Increase CAP partnerships
- Work to improve public notification process
- Continue translation efforts



# Education Program



# Education Program Goals

- Unify educational efforts across District
- Improve customer, stakeholder, and K-12 educational opportunities
- Provide training and resources for educators
- Eliminate transportation barriers for underrepresented schools
- Leverage community partnerships to maximize reach
- Increase educational opportunities for Upcountry stakeholders and K-12 students



*5th graders visit Sobrante Water Treatment Plant, May 2024*

# Water Field Trips + Assemblies

FY 2024

- Developed and piloted new 5<sup>th</sup> grade field trip program
  - Includes tour of reservoir and water treatment plant with hands-on activities and experiments
  - Offering transportation reimbursement
- Piloted ZunZun Musical Watershed Assemblies for elementary schools

FY 2025

- Rolling out weekly 5th grade water field trips
- Offering ZunZun and Environmental Detectives water assemblies



*5th graders visit Sobrante Water Treatment Plant, May 2024*

# Water Wednesdays / Water Walks

- Water Wednesday Webinars
  - FY 2024: Produced 10 webinars
    - ~100 live participants on Zoom
    - Nearly 300 YouTube views on average
  - FY 2025: Continue producing ~4-6 webinars per year and include more external panelists.
- Water Walks/Tours
  - FY 2024: Facilitated 10 Water Walks
    - ~ 20 participants per walk
  - FY 2025: Expanding facility tours, partnering with Lindsey Wildlife Museum on watershed wildlife hikes including 1-2 in Spanish



# Community Water Academy (CWA)

FY 2024

- Spring CWA with 30 participants from backgrounds including local government, non-profits and education
- 5 in-person sessions including full-day Pardee/Hatchery tour
- Next CWA April 2025



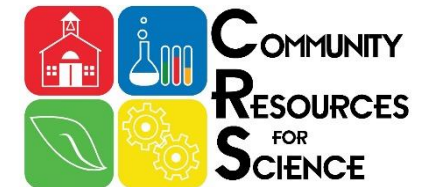
*Community Water Academy tours Walnut Creek Water Treatment Plant, April 2024*

# Educational Partnerships

Leverage community partnerships to improve educational reach including water education signage, programming and exhibits

Partners include:

- Lawrence Hall of Science
- Lindsey Wildlife Museum
- Oakland Museum of California
- Oakland Zoo
- Scientific Adventures for Girls
- Community Resources for Science
- Museum of Children's Art
- East Bay Regional Park District



# Upcountry Education

- Increased education sponsorships in FY 2024
- Began expanding Salmon in the Classroom in FY 2024 and will provide some transportation assistance to Title I schools in FY 2025
- Developing fossil exhibit and partnership with World of Wonders Science Museum in Lodi
  - Mammoths in the Mokelumne Event August 24, 2024



*Students visit the Mokelumne Fish Hatchery,  
February 2024*

# Education Program – Looking Ahead

- Update interpretive signs to include QR codes that link to additional resources
- Create informative short form media for education and social media use
- Create STEAM (Science, Technology, Engineering, Arts, and Mathematics) kits with water lessons for educators
- Expand teacher training and workshop opportunities
- Expand public facility tours
- Continue to seek out partnership opportunities and museum exhibits

## Next Steps

- Continue to improve and enhance outreach, engagement, and education efforts to support District's Strategic Communications Plan goals
- Measure performance against FY 2025-2026 communication benchmarks
- Update Board each year with a summary of communications and outreach activities



*East Bay National Skyline Recreation Trail*

# Questions



**FLOWING  
INTO  
THE  
FUTURE**