



**San Francisco Public Utilities Commission
 Citizens' Advisory Committee
 Water Subcommittee**

Approved Minutes
 September 17, 2012
 5:30 p.m. – 7:00 p.m.

525 Golden Gate Ave 2nd Floor O'Shaughnessy Conference Room

Members

Richard Hansen (D1) **Terrence Jones - Interim Chair (D10)** Art Jensen (M-Reg'l Water Customers)
 Donald Carmignani (D2) Jennifer Clary (D11) Karen Donovan (Public Member)
 Diane Mokoro (D5)
 M = Mayoral appointment, B = Board President appointment

Staff: Teresa Young

ORDER OF BUSINESS

1. Chair Jones called the meeting to order at 05:39 p.m.
 Present: A.Jensen; T.Jones; R.Hansen; J.Clary; K.Donovan;
 Absent: D.Mokoro (excused); D.Carmignani;
 Also present: D.Pilpel
2. Approval of the [August 21, 2012 meeting minutes](#)
 D.Pilpel: We should spell out the acronyms. HCP is Habitat Conservation Plan and PRGC is Pacific Rod and Gun Club.
 A.Jensen moved; R.Hansen seconded. Minutes approved with amendments.
3. Public Comments: none.
4. Report from the Chair: T.Jones
 David Pilpel has agreed to serve as water subcommittee chair. T.Jones will step down as the interim water subcommittee chair and focus on being a member of the Wastewater Subcommittee.
5. Staff update: Amy Sinclair, Communications & Public Outreach, SFPUC
 Recycled water update: We are working with Civinomics to conduct recycled water surveys on iPads. As of late August, 900 surveys have been completed. We are focusing on the 94124 zip code and doing outreach at the Southeast Community Facility Health Fair on October 13. This will give people the opportunity to learn about the proposed recycled water sites at the health fair.
 Ground water outreach: We may do water taste tests at the health fair. Though this community won't necessarily receive ground water, we feel it would be good to get feedback regardless.
 J.Clary asked to get a report, written summary and/or presentation about the recycled water survey results. R.Hansen concurred with J.Clary about the survey results.

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Ann Moller Caen
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Francesca Vietor
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Vince Courtney
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J.Clary: It may be confusing doing iPad surveys for the Sewer System Improvement Program (SSIP) and recycled water. Is there a way to coordinate these efforts or combine the surveys?

A.Sinclair: Generally people lose interest if a survey is longer than 5 minutes. A majority of the recycled water surveys are about 6 minutes. We currently have 940 responses.

A.Jensen: I would think that if this committee is interested in criticizing the survey mechanism, we should ask them to do the survey here.

J.Clary: We're interested in what people in our districts are saying and whether we should help advertise this survey in other areas.

A.Sinclair: We can come back with a detailed report.

D.Pilpel: How many surveys are you planning to conduct? Of the 940, is that out of 1,000?

A.Sinclair: I think the contract is based on time. We are trying to get as many responses as we can, spreading to a variety of locations that would potentially be impacted. There is an online option if we can't catch people with an iPad.

D.Pilpel: I can look into whether we want an interim report or wait until all of the results are in.

M.Barry: There will be a groundbreaking ceremony for Sutro reservoir on September 18, 2012 at 10:30 a.m. to celebrate the last of the 35 local projects that we will break ground on.

6. Steve Ritchie, Assistance General Manager, Water Enterprise, presented an overview of the Pacific Rod and Gun Club (PRGC) at Lake Merced

Discussion and Q&A:

J.Clary: So SFPUC is going to do the cleanup, but potentially if PRGC wants to stay they have pay for it, correct?

S.Ritchie: The long term future of the club is open to question. The sooner it is cleaned, regardless of who cleans it up, long-term, maybe the use changes. If PRGC does not have the resources to do the cleanup and no hope of getting the resources to clean it up, I see very little value in them staying on site. The one bit of value of having PRGC onsite is providing some degree of security due to the activity there. If they do leave, we would need to build a better security fence around the area.

A.Jensen: When you say the PRGC, there's not much there in the way of monetary water assets. So if the PRGC leaves today, they can cease to exist, burn their insurance policies and the city can get no get money from it?

S.Ritchie: There's something to pursue there. Part of the question for our attorney is does the City have access to the old insurance policies as the landlord there?

T.Jones: I assume the Police Gun Range is going to continue. Do they shoot there?

S.Ritchie: The PRGC is an open shooting range focused on shotguns shooting out towards Lake Merced. The Police Range is largely a contained facility, so there's no firing out there.

T.Jones: Who owns the land of the Police Gun Range?

S.Ritchie: The property is owned by the City and County of SF. The question is whose jurisdiction is it under. The only documents I've been able to find are from back in the 1930s, a lease from SFPUC to SFPD for \$10 a month. We have not found any other documentation since then.

T.Jones: How is that different from PRGC?

S.Ritchie: The Police Range is an indoor facility that's contained and a pistol range as opposed to shotgun range. Take for example when lead was being used for about 60 years of shooting one direction and the material is all over the place (1930's to 1990's).

R.Hansen: To me, the lessons learned from the closure and cleanup of the pistol range at the Presidio, stables, and feral pig hunting, is asking who will be responsible for cleanup and maintenance.

J.Clary: As I recall, this is a huge issue around the watershed planning process. The only real usable open space is between Lake Merced Boulevard and Harding Park and it is swamped with people. It would be nice to have another open space. This may be a natural location for open space.

7. **Communications Update and WSIP Construction Communications**, Tyrone Jue, Director of Communications; Maureen Barry, WSIP Communications Manager made a presentation.

Discussion and Q&A to the Communications Update Portion:

A.Jensen: All of the community organizations are groups where a fixed set of people already attend (an association or council). Through the communication outreach, does it say how many more people attended those meetings or an aggregate?

T.Jue: Most of these organizations listed here have a set member base. We didn't hear about any major gathering that protested the rates. This 5 year rate proposal generated the least amount of noise. I think we did a pretty good job talking and messaging our story as to where the money is being spent. When we first started with the initial rate increase after the rate freeze, we had hundreds of people show up to the rate fairness board meetings, city hearings, etc. coming out to protest the increase. The second time we went out (after year one) we saw a slightly diminished number of people. Come 2009, we had close to 200 people send a letter of protest, and one or two people show up to the Commission meeting and no one came out to the Rate Fairness Board meeting.

J.Clary: Everyone gets the Prop 218 notice, correct? Most of the meetings are on the west side.

T.Jue: The first time we went out about the rate outreach, everyone wanted to hear about it. We probably did 50 to 60 meetings. The second time we did rate outreach, it was about 30. The last time we went out, we struggled. People just weren't interested as much and our staff followed up with phone calls.

D.Pilpel: I think it reflects building trust that we are being responsible with the "water/sewer rates at work" in the Currents newsletter. I think the general sense out there is that we are using rate dollars responsibly.

T.Jue: It doesn't mean that we completed our job. There are so many people out there that still don't know what we do. As we prepare for the next rate hearings, how do we build education and awareness around the tours, CAC, schools, etc.? All of this is what we're going to use to leverage education and awareness around rates.

T.Jones: We have a resolution saying not that nothing's been done, but that more can be done in terms of public outreach. If there's a way to reach out to people and reiterate that the things that are being done are necessary, they're not just filling the coffers of construction companies.

T.Jue: Definitely any support you can give in that regard, a resolution stating that we need to do more to work with people, is a good thing. It's not just the water rate increases that will be occurring, but also the sewer rates.

Discussion and Q&A to the WSIP Construction Communications portion:

J.Clary: It's great that you reach out to folks. How easy is it for someone to access the information? Is it through the website or social media? The difficulty I have is for someone who is house-bound to understand the construction that's going on.

M.Barry: There are construction signs posted with phone numbers and contact information. We have a 24 hour line. We also hope that you may have seen a worker, because we give cards to them with the 24 hour line. The other way is building a relationship with residents and stakeholders. Sometimes door hanging is very effective because you get to meet people. We document every email and phone call that come to us and put that information in a report. We want you to know that wherever you're coming from, whether you're home or cycling, we can reach you. We hope to be doing enough on every level to reach people, whether it's printed material, email, website, social media, etc.

T.Jones: I just recently had my sewer bill assessed and the information about getting an assessment was on the back of my bill. The bill would be a natural place to put communications.

T.Jue: We have a bi-monthly newsletter that is included in everyone's water/sewer bills. We try to do a pretty good job covering all the major projects updates. There are too many individual projects to cram into one newsletter, but definitely a targeted outreach to an area is helpful. For example, we did a lot of targeted outreach to local organizations, churches, and schools for the Cesar Chavez Sewer Project. We also distributed notices to residents and groups in the area.

T.Jones: I live near that neighborhood and wasn't reached.

T.Jue: If you have suggestions on how to better reach you, or people like you, please provide that to us. It was in the bill several times.

D.Pilpel: As WSIP ramps down, how much of this will be embedded and just be ongoing as part of the operating program as opposed to construction or capital?

M.Barry: It's already ongoing; this was just a slice of what we're doing. There's a very active social media program going on. It's all just evolving in that way. We have a lot of printed materials, etc.

D.Pilpel: My suggestion is that it's not just entirely tied to projects, because those end. As much as we're building, we should continue to maintain those relationships.

T.Jue: For the work in Sunol, we have a great working relationship with the people out there. What happens after we leave and are done with the construction work? What do we do to still stay engaged with communities where the work is completed?

M.Barry: A lot of the issues there relate to projects, some relate to operations. We try to tackle those issues in a more holistic manner.

A.Jensen: There are all kinds of communications situations that are different. There are different times in the evolution of a project, agency, etc. There's no one mechanism and it's a constant quest to do better. The other observation is that there is very little statutory requirement for the things discussed here.

8. Discussion and Possible Action: **Public Outreach and Communications Resolution** – proposed resolution and handout

Discussion:

K.Donovan: What is this resolution intending to do?

T.Jones: The intent of the resolution is to look at the big picture. We've had presentations recently discussing outreach. What came out of the conversation is that SFPUC is doing a lot already.

J.Clary: A lot more activity will happen in the city; how is SFPUC going to handle it in a way that reinforces their objectives and satisfies the public's need for information? I don't think it's a bad thing to do this resolution because it helps, but this needs to be less general.

A.Jensen: If it's construction in the street, it's not WSIP because most of the city work has been done. It may be about SSIP, repair & replacement (R&R), or unscheduled maintenance. If the resolution was focused on how does SFPUC or City (Department of Public Works also digs up the street) let people know what's going to happen and can they do a better job, it would be easier for me to identify with that and vote.

K.Donovan: Are we asking SFPUC to investigate an issue or are we asking them to do better? Is it the campaign/rates outreach as this is a completely separate issue? The actual people affected by construction may not be getting the notices.

T.Jones: We're not going to have something that is ready to vote on tonight, but I would love to see this committee continue working on this. I don't disagree with anything that's going on with WSIP and SSIP, I just don't like the fact that rates have doubled and will double again. Without some reinforcement on outreach and meeting people where they need to be met, there will be a lot of backlash. If you want to take it up as a committee I'd be grateful. Your new Chair can move the resolution forward if this committee chooses to.

R.Hansen: I agree that D.Pilpel, as the new Chair, should be the one to move forward on these issues.

T.Jue: If it's a specific program we're working on or if there are ways to improve communications and outreach, please let us know.

T.Jones: I went to the Sunnydale post project celebration and it could be done better. SFPUC staff had nametags with "staff" instead of the person's name. I suggest adding the staff person's name so that it is more personal. There were a number of times when even the community was complaining about something, but they still seemed pretty happy about not having sewage backing up when it rained. Some people had specific questions on certain projects and staff directed them to 311.

T.Jue: That's pretty common. It's the City as a whole, not just SFPUC. We have some information on sister agency projects, but not all.

D.Pilpel: I will think about this, but I am not sure if we'll come up with something immediately. We have something embedded in this resolution regarding ongoing outreach, communications, and rates. It's interesting to note that Rachel Gordon from the SF Chronicle is now the new Director of Communications at Department of Public Works (DPW). Perhaps we can better integrate communications between SFPUC and DPW.

9. Future agenda items

Civinomics report on recycled water survey results.

D.Pilpel will produce a new list of ongoing discussion items.

10. Adjournment at 06:57 p.m. R.Hansen moved; J.Clary seconded. Passed without objection.