

# NEWSLETTER

## WATER AND POWER ASSOCIATES, INC.

320 Cambridge Drive -- Arcadia, CA. 91007 -- (626) 445-7376

*Water and Power Associates, Inc. is a nonprofit, independent, private organization incorporated in 1971 for informing and educating its members, public officials and the general public on critical water and energy issues affecting the citizens of Los Angeles, of Southern California, and of the State of California.*

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Nancy I. Day

## JANUARY 2006

### President's Message

## THE FUTURE OF LOS ANGELES

Some people say that Los Angeles has seen its best days. Some say we are on a downward slide from which we may never recover. I say that happily, Mayor Antonio Villaraigosa has a plan. Mayor Villaraigosa has a positive and dynamic vision for the future, and I am optimistic that he is moving the City of Los Angeles in the right directions to make his vision a reality. *But he can't do it alone.* For this to happen, we each must get behind the Mayor and his vision and work with him to realize a better future.

Although the Los Angeles Times characterized the Mayor's dream as "utopian," I believe what he sees represents an accurate assessment of our opportunities and challenges. There is nothing in his plan that cannot be accomplished. But, he can't do this without our help. Here's my view of where and how we can get on board this express train to the 21st Century:

1. Los Angeles is the bridge connecting the manufacturing capacity of the Far East to the burgeoning markets in the West. For Angelenos this means **we must fight hard to get the resources needed to maintain and improve the critical infrastructure we need to efficiently receive and move goods to market.** Our Ports, our railroads, our highways, and our goods movement systems must keep pace with world class standards. Our congressional delegation and our State legislature must work as **one** to make sure the dollars needed for this investment are available. Our role as individuals is to let our elected officials know what we want them to do, and show them that we will elect only those individuals willing to share our dream and step up to the tasks. *(continued on page 2)*

### Annual Board of Directors and General Membership Meeting

Saturday, February 11, 2006, 10:00 A.M.  
A-level of the JFB.

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# THE FUTURE OF LOS ANGELES

*President's message,  
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2. **World markets are as diverse as the people of Los Angeles and for that we are grateful and proud.** We have the ability to leverage our diversity to capture a competitive advantage. By working together as one community, we can bring the benefits of world markets to our door.

3. **Our business success must bring with it improved quality of life.** We cannot be willing to sacrifice clean air, clean water and domestic security to achieve our future success. This means that we must be willing to structure our personal lives to use our non-renewable resources more carefully. Let's pay for the benefits of clean air by investing in "green" power. Let's invest in peak power demand reduction, avoiding the need to build and pay for power generators that are used only a few hours per year. Let's build more water storage and recycle waste water to ensure our future water supply, and work to clean up the pollution now generated by the commerce in and around our Ports. Let us be vocal advocates for the marriage of business growth and quality of life!

4. **Our vast intellectual capital will help us increase our capacity to attract and grow businesses that lead the world in design, technology, communication, and entertainment.** The jobs generated by these businesses will raise the standard of living for our community. By ensuring the future of our city, we ensure the retention of this vital intellectual capital.

5. **The new Los Angeles will grow in ways that recognize the value of time and our limited capacity for physical growth.** It is critical that we do a better job of planning where we construct homes and commercial development to leverage our investment in public transportation. Time and money will be put to better use and we will work to make this a reality by investing in improved land use planning and implementation. Our current fractionalized government services will be brought together to improve community service delivery and optimize public dollar investments. We must demand more of our public officials – and they must demand more of themselves.

6. **There is no excuse for schools that don't meet the needs of students.** Our education delivery system must be relevant to today's challenges and produce students who are exceptionally skilled in the basics (math, English and science). Alternatives to college must be readily available to meet the needs of students who want to pursue advanced technical and specialized skills. It is essential that the individuals who comprise our diverse communities stand together in support of quality public schools for everyone. We cannot achieve our 21st Century future if we fail to prepare our children.

I believe we, you and I, working together, can make a difference. I ask that you join with me as we work along side our Mayor to ensure that Los Angeles is a truly world class city of the future. He cannot do the job without our help. Our actions, collectively and individually, can make the difference. 


## Saint Francis Dam Script Proposed

Upon the suggestion of Water and Power Associates member **Leon Furgatch**, a film about the Saint Francis Dam disaster may ultimately reach the nation's screens. *David Phoenix*, an educator and screenwriter, has taken on the task of writing a script about the disaster after being impressed with file material provided by Leon and a tour of the site in July 2005 arranged by Dave Oliphant and Ed Lewis



*Leon Furgatch,  
W&PA Member*

Leon involved Phoenix after collaborating with him on another script, now circulating in several studios, about a disaster involving his Marine fighter squadron in World War II.

Phoenix is a professor of psychology, history, and English at Pierce College, in the San Fernando Valley. 

*Submitted by Dave Oliphant*



## OUR RECENT BOARD MEETING GUESTS

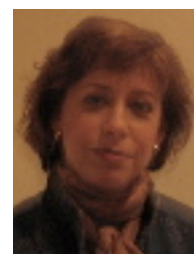
Our guests help to keep us informed about many issues affecting the citizens of Los Angeles. They bring stimulating ideas, experiences and challenging viewpoints. They make our tasks more fun, and for this, **we thank them!**



**David A. Abel**  
*ABL Reports /*  
*ABL, Inc.*  
Publisher and  
Editor-in-Chief



**Susan Cloke,**  
*State of California*  
Board Member  
*California Environmental*  
*Protection Agency,*  
*California Regional Water*  
*Quality Control Board,*  
*Los Angeles Region,*



**Linda Grimes,**  
*Eighteenth Street*  
*Marketing and*  
*Management Services*



**Victor Murillo**  
*LADWP Retiree -*  
*Water System*

**Mary D. Nichols,**  
*L.A. Water and Power*  
*Board of Directors, President*  
*UCLA Institute of the*  
*Environment, Director.*  
Professor of Law;



**Don Pappe,**  
*LADWP Retiree*



**Josh Stephens,**  
*The Planning Report,*  
Editor,



**Anh-Thu Pham**  
*LADWP Corporate Communications,*  
*Graphics Manager*

**Walter S. Zeisl**  
*LADWP*  
*Corporate*  
*Communications;*  
*Manager of*  
*Environmental*  
*Communications*  
*and Educational*  
*Services*



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### Not pictured:

**Ed Fruedenberg,** *President EDS Communications Associates; LADWP Public Affairs Retiree*  
**Dennis G. Majors, P.E.;** *MWD Engineering Program Manager, Water Resource Management Group*

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**HAPPY NEW YEAR**





## BOOK REVIEW

### NEGOTIATING TRIBAL WATER RIGHTS:

Fulfilling Promises in the Arid West,

by **Bonnie G. Colby, John E. Thorson, and Sarah Britton.**

Tucson: University of Arizona Press, 2005. 191 pp. Maps, Figures, Tables, Photos. Paper, \$35. Order from University of Arizona Press, 355 S. Euclid, Suite 103, Tucson, AZ 85719; (520) 621-1441; [www.uapress.arizona.edu](http://www.uapress.arizona.edu).

In 1908 the United States Supreme Court, in *Winters v. United States*, stated that Native American tribes held reserved rights to water on their reservations. Since many reservations predated white settlement in arid western regions, the *Winters* decision in theory gave Indian tribes an important legal precedent in water rights. However, theory did not mean practice. For most of the twentieth century the *Winters* doctrine was ignored as towns grew into cities and irrigated agriculture became big business. Only in recent decades have the courts recognized the claims of Indian tribes based on their water rights under the *Winters* doctrine.

Bonnie Colby and her two co-authors, along with other contributors, examine the complexities surrounding tribal water rights. There are federal reserved water rights, pueblo water rights, and innumerable questions on leased land, practically irrigated acreage (PIA) standards, environmental issues, and government concerns at municipal, county, state, and local levels. The authors find the best hope of dealing with these issues is through negotiation. Lawsuits have dragged on for decades, and even negotiated settlements always seem to find loose threads, as the authors ask "How final is final?" They offer cautious optimism as the centennial of the *Winters* decision draws near. Tribal rights to water have been permanently recognized, Indians and non-Indians are communicating, and the tribes have secured control over the management of their resources.



By *Abraham Hoff*



In writing this book, the authors present a manual rather than a narrative, providing "information and ideas to fuel productive and well-informed dialogue among the many tribal and nontribal stakeholders who rely upon the waters of the western United States" (p. xxi). As such, the book will be useful for anyone involved in water negotiations, be they Indians, municipal water board members, attorneys, and others. However, I disagree with their hope that it will attract the general public as the information is densely written. They suggest that "readers not electing to read all sidebars and essays may skim through the main text for an introduction to a topic without losing continuity" (p. xxii). This in effect calls for reading the book twice, once for the text and again for the sidebars. I found alternating between text and sidebars (there are many of them) distracting. Several examples of California tribes will be of interest to people in the State, but the book offers a broader context in examining issues for tribes throughout the West.



### LADWP Board of Commissioners Moves to Accelerate Renewable Energy Goal to 20% by 2010

The Board of Water and Power Commissioners for the Los Angeles Department of Water and Power (LADWP) took the first step today [December 20, 2005] toward increasing renewable energy sources to 20 percent of the City's power mix by 2010 — seven years ahead of the renewable portfolio standard (RPS) goal that was adopted by the Board and the City Council earlier this year.

Board President Mary E. Nichols asked LADWP management to begin meeting with neighborhood councils, homeowners, businesses and other stakeholders to discuss the accelerated RPS goals. The accelerated renewable energy plan, which was presented to the Board during a December 13 workshop, outlines how LADWP would further diversify its retail energy mix to meet the goal of 20 percent by 2010 by procuring renewable energy resources to own and/or purchase. The renewable resources will include a mix of wind, geothermal, biomass, landfill gas, small hydroelectricity, and solar power.

"This Board believes we must plan for a greener Los Angeles and that we can meet future energy needs with cleaner resources while continuing high standards of reliability and maintaining a competitive price," said Nichols. "We are all concerned about potential requirements to cut emissions of carbon dioxide and about the wild fluctuations in natural gas prices. LADWP needs to be investing in renewable energy as a form of self protection as well as to benefit the environment by reducing greenhouse gas emissions."



LADWP Media Release by: Carol Tucker;  
Article submitted by LeVal Lund.

## MAYOR VILLARAIGOSA APPOINTS NEW BOARD MEMBERS TO METROPOLITAN WATER DISTRICT

Continuing his commitment to a cleaner and more environmentally conscious Los Angeles, Mayor Antonio R. Villaraigosa completed the appointment of four new members to the Metropolitan Water District's Board of Directors on December 2, 2005.

The Metropolitan Water District is responsible for the drinking water to nearly 18 million people in the Southern California region. Board members are tasked with ensuring the supply of high-quality water to meet the region's needs in an environmentally and economically responsible way. The Water District currently delivers 1.7 billion gallons of water per day to a 5,200-square-mile service area.

"My appointees' expertise and commitment to public service will serve our city and region well," said Mayor Villaraigosa. "These leaders represent the diversity that makes Los Angeles great."

The Mayor appoints four members to the board, whose votes account for nearly 19% on a weighted scale. They are among 37 total Board members.

### **The four new members of the board are:**

**Aaron Grunfeld,**

*an attorney specializing in regulatory issues;*

**John Murray,**

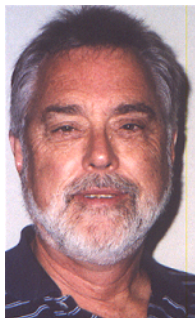
*the president and CEO of the Southern California Minority Business Development Council;*

**Nancy Sutley,**

*Deputy Mayor of the City of Los Angeles for Energy and Environment; and,*

**Jesus Quiñonez,**

*a lawyer with a focus on private and public sector labor organizations.* 🌸



*Media release by Office of the Mayor  
City of Los Angeles. Joe Ramallo.  
Article submitted by  
Steve Erie*

## Tony Rossmann Gives DWP Kudos On Conservation

**At the 60th anniversary meeting of the Colorado River Water Users Association (CRWUA) a former DWP adversary on Owens Valley water litigation gave DWP recognition for having the best water and electrical conservation programs in the nation.**

Antonio Rossmann, Attorney, was a speaker at the CRWUA meeting held in Las Vegas, Nevada on December 15, 2005. Currently he is lecturer in water resources law at the University of California at Berkeley (Boalt Hall). Rossmann, along with other Inyo County attorneys, challenged the DWP environmental impact report on Owens Valley groundwater pumping as not complying with the California Environmental Quality Act (CEQA). He contended that CEQA in 1977 required DWP to expand their voluntary water conservation program to a mandatory program. He said: "---this law (CEQA) forced the City of Los Angeles to change from adversary to collaborator in the Owens Valley, and a generation ago to require mandatory water conservation that enables L.A. today to serve a third larger population on essentially its 1977 water budget. If there is one California law that has helped L.A. live within its water means and at peace with its neighbors and both ecologically and politically redeem the city from the Babylonian fate to which the 20th century critics had condemned it – it is CEQA".

Speaking before representatives from the seven Colorado River Basin States, Rossmann said environment impact reports are necessary to resolve water issues. He noted that other western states don't have a CEQA-like requirement, and rely only on the federal National Environmental Protection Act (NEPA).

On Colorado River water rights issues he was concerned that the Secretary of the Interior has the sole authority to make water allocation decisions if the seven states do not agree. Rossmann proposed that a Colorado River Commission be established to represent the seven basin states, Indian tribes and others to resolve river issues. In his concluding remarks he again praised the DWP for having the nation's best water and electric conservation programs. 🌸

*Article submitted by  
LeVal Lund*



# AN UNINFORMED PUBLIC ...

(Summary of the presentation by Ed Freudenburg about Department Public Relations)



By Dave Oliphant

"An uninformed public is a suspicious public," was the statement used to introduce Ed Freudenburg, who spoke to the Water & Power Associates Board on the public relations needs of a public utility such as DWP.

Ed spent 27 years in the Public Affairs Division of the Department, retiring in 1998 as its Division Director. Among other responsibilities he conducted public information programs for new power plants, transmission line projects and water facilities, and served as a prime DWP spokesperson to the press while managing media relations. In 1998, he became the first Corporate Communications Manager for the California Power Exchange (CalPX) doing "hands-on" public communications work for the CalPX. In January 2000, he formed E-D-S Communications Associates. His clients have included Southern California Public Power Authority, Glendale Water and Power, Pasadena Water and Power (where he is currently coordinating activities for its May 2006 centennial celebration), and TKS Research & Consulting. Among other local projects, he worked on the Magnolia Power Project in Burbank, and conducted three national utility regulator surveys for Standard & Poors.

Speaking candidly, Ed believes the Department's current public relations problems began when the former Public Affairs division was broken up in 1996. Commencing under Mayor Riordan, Fleishman Hilliard (FH) was brought in, took over major portions of the public relations program, and created a disconnection between upper management and the DWP people who had experience in dealing with the utility's issues and the media. FH alone sat in on management decisions as sole advisor on media relations.

Freudenburg set forth the following ten requirements for a good public relations program:

**1.** Top management must make a commitment to consider the public relations implications of management decisions as part of their normal decision-making process. They need to ask how decisions will impact the public's view.

**2.** The Department must make public communications a priority management function for activities with public impacts. Bring the PR people in to help develop strategy, messages and activities for public communications goals. In the mid-'80s, there was more access to management staff, and sometimes documents would be changed because of public relations implications.

**3.** There should be a Public Relations Director - a professional person who has access to the General Manager - and who reports to the General Manager - someone in charge who is able to go to the General Manager and say, with regard to public relations concerns, "Here's what we need to do."

**4.** There should be a "return to the basics" of providing updated materials on the Department's functions, resources and history. For example, there should be a new brochure on the Power System, not updated since before 2000.

**5.** Utilize independent contractors to prepare materials if the Department staff is overloaded. Use people who understand and are familiar with the public utility business. Avoid use of large firms with high overheads.

**6.** Make better use of the internet to provide information to neighborhood councils, retirees, and the public. Use publications such as Contact or Intake as E-Contacts or an E-Intakes.

**7.** Restore the media relations programs of the early '80s and middle '90s. Public relations staff should be involved in decisions. Have background material available and be a resource for the media. Make quick responses to the media. Policy decisions handled by management need to respond timely to the media. Responses to media should be the same or the next day at the latest.

**8.** Meet with editorial boards. In the distant past, management through the the General Manager or the Public Affairs Director, met with editorial boards two or three times a year. When they know you face-to-face, editors and writers are less antagonistic and more receptive to your views.

**9.** Consider increasing staff and budgetary resources to do the necessary things in house.

**10.** Encourage the value of "institutional memory" in order to build employee pride and as a means of publicizing DWP's historic role in the development of Los Angeles and Southern California. (Cont'd on page 7.)



(continued from page 6)

Under FH, staff became disconnected from policy and all policy was reviewed from a PR standpoint, if at all, by FH. For better or worse, at present the Public Relations Director is the General Manager. Associates President Nancy Day suggested that there needs to be a Chief Operating Officer position and that person should be responsible for public relations and report to the General Manager who should be the political figure.

Editorial writers criticize the City, its proprietary departments, and other public entities such as the Board of Education, for spending money on public relations programs. Why, they ask, should a governmental agency, need a public relations department. Yet, those same writers search for and are quick to publish anything negative about the public agencies. Politicians jump on the negative bandwagon, too, as an easy way to get votes. Consequently, **the public may never hear the positive activities side of the agencies, and members of the public develop a jaundiced view. An uninformed public is a suspicious public. When a public agency regularly keeps the public informed of its activities, it gains the trust of the public.** 🐝

### ***“GAP study: Public relations on upswing”***

2004 was a “bounce-back” year that saw strong growth in many key indicators of health for the PR profession, according to the third annual Public Relations Generally Accepted Practices Study (GAP III), published by the USC Annenberg Strategic Public Relations center (SPRC) and sponsored by the Council of Public Relations Firms.

**JERRY SWERLING, SPRC director and principal investigator on the study, says, “The most stunning finding of the GAP III is that according to hundreds of senior-level PR people, their CEOs now believe that PR is the No. 1 contributor to organizational success, ahead of marketing, finance, sales and others.”** The complete report can be found at [Annenberg.usc.edu/sprc](http://Annenberg.usc.edu/sprc).

*Submitted by Leon Furgatch from the current Annenberg Agenda Winter 2005-06 (USC Annenberg School for Communication):*

## Historical Preservation Committee (HPC)

*By David Oliphant*



This committee, composed of Associates Board members, interested DWP personnel, and retired DWP persons, jointly chaired by Board member Dave Oliphant and DWP Exhibits and Displays Manager Thu Pham, has been working on a number of projects to preserve DWP institutional history. Among the projects are: archiving and storing historical artifacts, materials and other memorabilia; collecting and making video and audio recordings of people with institutional knowledge of the Department's history; and **establishing a learning center and museum to educate the public on the Department's history and current activities in providing state-of-the-art utility services to the community.** What follows is an update of our current activities.

The HPC's **Archival Subcommittee** is chaired by Victor Murillo, ably assisted by Tom McCarthy, LeVal Lund, and Thu Pham, among others. After visiting a number of museums, learning centers and the like, and speaking to the curators and archivists, the Archival Committee determined that the best database system for Department storage would be PastPerfect and recommended that this system be used. Its flexibility and ease of use for different kinds of memorabilia storage proved the optimum system. With the purchase of the software and the provision of two or three PCs, identification and storage of historical items at facilities made available at Crenshaw Commercial Office can commence. In addition, the Department has commenced the process to create a position for a full-time archivist in the future, to manage this activity. Members of the Associates and the Retired Employees Association, with appropriate training, may be able to assist by inputting initial data to commence the storage.

*(continued on page 8).*



*By Dave Oliphant*

(Continued from page 7)

The HPC's **Audio/Video Interview SubCommittee** consists of Jim Wickser, Mike Moore and Thu Pham. Early in 2005, Thu Pham and Peter Garra went to the Owens Valley and conducted valuable video interviews of Bob Phillips and Catherine Mulholland, who preserved their recollections of early Department history. These interviews will be added to the collection of more than 40 transcripts of interviews by Dick Nelson of significant DWP personnel, interviews by Steve Erie of Bob Phillips and of Mike Ely, and other transcripts in the Department's files. Jim and Mike are preparing a list of additional persons to interview.

The **Mulholland Scattergood Learning Center and Museum (MSLC) Establishment SubCommittee**, chaired by Dick Dickinson, continues to work toward the establishment of DWP museum and learning center. Dick is putting together a management plan, incorporating the work that has been done previously, and adding additional research as it is completed. Members of the HPC have visited any number of museums, including among others the Flight Path Learning Center, Police Museum, Fire Museum, Cabrillo Aquarium, the Nethercut Museum, and the Huntington Library. The activities of your Associates members, in assisting the Department in the 2002 DWP 100th Anniversary displays, and the current William Mulholland 150th Anniversary exhibit, provided us with useful exposure to the kinds of problems involved in setting up and managing displays. Dave Oliphant, Ken Downey and Bill Williams are preparing documents for the formation of a nonprofit corporation which, if appropriate, could be used to manage such a facility as well as raise funds for its' operation. *Recently, Jim Wickser spoke to General Manager Ron Deaton about the museum and learning center concept. The GM, while concerned about having a location which is centrally available for school visits and exhibits of interest to school children, has been very supportive of the museum idea.* We hope to have a total package completed in the spring which could be presented to management for its consideration. Meanwhile, a number of facilities have been suggested for a MSLC location.

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## Annual Board of Directors and General Membership Meeting

**Saturday, February 11, 2006, 10:00 A.M.**  
**A-level of the JFB.**

*Remember to bring your DWP I.D.*

## Historical Preservation

The MSLC **Activities Learning Center SubCommittee**, composed of Dorothy Fuller and Walter Zeisl, has been looking at the kind of activities in which a learning center might be involved. Walter will be concentrating on school activities from elementary through high school. Dorothy will be concentrating on adult activities. Walter's expertise with Department educational activities, from preparation of materials to conducting activities such as the Science Bowl, and Dorothy's years of work with the Muses of the California Science Center, are the sort of experiences that provide a strong background. It is proposed that the museum will deal with both the Department's history and its current activities in leadership of the water and power industry. The learning center will provide interactive educational and entertaining functions designed to interest and intrigue school-age youngsters, encourage them in actions to benefit the community such as conservation of energy use, and encourage them to consider the utility field for careers. A further suggested feature would be a study laboratory where historians and educators could view DWP documents, recorded materials and writings, for accurate historical knowledge. ❀



**We will be mailing (or e-mailing) membership renewal requests soon. Please respond immediately or you will probably forget.**

**Member dues are our only source of income, so you are keeping our organization alive with your memberships and contributions.** ❀

*Vince Foley, Membership Chair*