

AGENDA STAFF REPORT

MEETING NAME: REGULAR BOARD MEETING

MEETING DATE: SEPTEMBER 17, 2026

FROM: MARION CHAMPION, ASSISTANT GENERAL
MANAGER

FOR: ACTION



APPROVE CV WATER COUNTS REGIONAL COMMUNICATIONS SUPPORT AGREEMENT WITH HUNTER JOHNSON, PUBLIC AFFAIRS BUDGET AUGMENTATION AND REIMBURSABLE COST RECOVERY JOB

STAFF RECOMMENDATION

It is recommended to authorize the General Manager to execute an Agency Services Agreement with Hunter Johnson for regional CV Water Counts communications support in an amount not to exceed \$157,000, approve a \$139,500 augmentation to the Public Affairs Budget, and establish a \$139,500 reimbursable job to administer program costs and collect reimbursements from participating agencies.

SUMMARY

CV Water Counts is a regional partnership of Coachella Valley water agencies, including MSWD, CVWD, DWA, IWA, CWA, and Myoma Dunes, that promotes water conservation, efficient water use, and public awareness through coordinated outreach, education, and community engagement programs. Program administration rotates among the member agencies. For FY 2026-27, the CV Water Counts Committee has requested that MSWD serve as the administering agency, responsible for contract administration, invoice processing, consultant payments, and financial reporting on behalf of the partnership. This rotating structure ensures shared responsibility for program oversight and management.

ANALYSIS AND FISCAL IMPACT

Program administration costs are shared equally among participating agencies, while advertising expenses are allocated based on each agency's geographic service area (see attachment for a breakdown). MSWD's share was approved in the FY 2026-27 Budget; however, because MSWD will serve as the administering agency this year, a budget augmentation and reimbursable job are needed to process invoices, manage payments, and account for reimbursements from partner agencies.

BUDGET INFORMATION & STRATEGIC PLAN IMPLEMENTATION

Action Cost:	Current FY Cost:	Future FY Cost:	Funding Source	Acct/Project No.
\$157,000	\$157,000	\$0	101-505-53000	
Covered in current FY budget?		Adjustment Needed?	Current Balance:	Balance if Approved:
No, only MSWD's \$17,500 share has been previously approved		Yes	\$27,416.02	\$184,416.02
Strategic Plan Goal Alignment:				
This item is consistent with SMART Goal 1.2 Enhancing customer education				

ATTACHMENTS

Attachment 1 - CV Water Counts Agency Service Agreement, Attachment 2- CV Water Counts 2026-2027 Year Budget Breakdown