



## IMPERIAL IRRIGATION DISTRICT RESOLUTION NO. 66-2022

### Enhancements to Public Affairs Efforts and Programming

**WHEREAS**, the Imperial Irrigation District is a consumer-owned utility organized in 1911, has been solely responsible for retail delivery of water to Imperial Valley farms and wholesale delivery to the cities and towns since 1922, and since 1936 has become the public power provider to all of the Imperial Valley and a large part of the Coachella Valley; and

**WHEREAS**, in 1958, the district formed its first ever department dedicated to public affairs activities following a report that evaluated improvements to organizational operations, having found that *"The district is an instrument of the people, created by them and dedicated to their needs. The kind of relationship it enjoys with the people has a vital influence on its future,"* further suggesting that the district is *"obligated to keep its owners — the public — informed on district activities and plans"* and that a favorable public impression would *"permit it to assume a posture of leadership"* and *"assist in attracting and holding good caliber employees"*; and

**WHEREAS**, resources and staffing dedicated to public affairs efforts and programming have declined in recent decades, with IID falling far below average in support dedicated to such public facing activities compared to similar public water and power utilities across California; and

**WHEREAS**, the need for robust community outreach, government affairs, public information, and public benefits programming has not declined, but substantially increased alongside the growth of the district's customer base and complexity of issues faced; and

**WHEREAS**, stakeholders, members of the public, and community organizations have called on the district to increase transparency, communication, education, and outreach to keep the public informed and aware of district matters and plans; and


**WHEREAS**, in coming years, issues of critical importance to the customer-owners that the district serves, namely, chronic drought on the Colorado River and the renegotiation of key operating guidelines, rapid changes in the energy sector including the transition to renewable energy and the future potential of regionalization, and revenue adjustments required to maintain and improve service to ratepayers will necessitate and require enhancements to the district's public affairs efforts and programming.

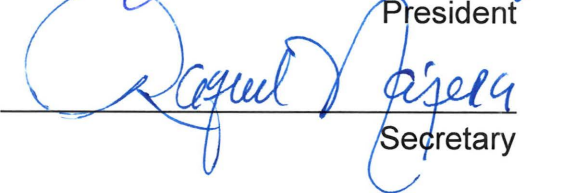
**NOW, THEREFORE, BE IT RESOLVED**, that the Imperial Irrigation District Board of Directors identifies enhanced public affairs efforts and programming as key district priorities and hereby forms a Public Affairs Workgroup composed of two directors and the general manager, and/or their designees, to develop written recommendations to effectuate these aforementioned goals for board consideration by February 15, 2023.

**PASSED AND ADOPTED** this 20<sup>th</sup> day of December, 2022.



**IMPERIAL IRRIGATION DISTRICT**

  
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President

  
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Secretary