



# San Bernardino Valley Water Conservation District

Helping Nature Store Our Water

## AMENDED OUTREACH & COMMUNICATIONS COMMITTEE AGENDA

Wednesday, September 25, 2024 – 10:00 a.m.

In accordance with [Governor Newsom's Executive Order N-25-20 and N-29-20](#), this meeting is being conducted via teleconference/Zoom. Anyone wishing to join the meeting can join via

**Zoom: Call in (669) 900-6833, Meeting ID: 849 8051 6635**

To join the Zoom Meeting online:

<https://us06web.zoom.us/j/84980516635?pwd=kpHTEta2ba3y6qfOrW4opbDzJiFvQf.1>

Note: Copies of staff reports and other documents relating to the items on this agenda are on file at the District office and are available for public review during normal District business hours. New information relating to agenda topics listed, received, or generated by the District after the posting of this agenda, but before the meeting, will be made available upon request at the District office and in the Agenda Package on the Districts website. It is the intention of the San Bernardino Valley Water Conservation District to comply with the Americans with Disabilities Act (ADA) in all respects. If you need special assistance with respect to the agenda or other written materials forwarded to the members of the Board for consideration at the public meeting, or if as an attendee or a participant at this meeting you will need special assistance, the District will attempt to accommodate you in every reasonable manner. Please contact Athena Laroche at (909) 793-2503 at least 48 hours prior to the meeting to inform her of your particular needs and to determine if accommodation is feasible. Please advise us at that time if you will need accommodations to attend or participate in meetings on a regular basis.

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### CALL TO ORDER

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#### 1. PUBLIC PARTICIPATION

*Members of the public may address the Board of Directors on any item that is within the jurisdiction of the Board; however, no action may be taken on any item not appearing on the agenda unless the action is otherwise authorized by Subdivision (b) Section 54954.2 of the Government Code.*

#### 2. ADDITIONS/DELETIONS TO AGENDA

*Section 54954.2 provides that a legislative body may take action on items of business not appearing on the posted agenda under the following conditions: (1) an emergency situation exists, as defined in Section 54956.5; (2) a need to take immediate action and the need for action came to the attention of the District subsequent to the agenda being posted; and (3) the item was posted for a prior meeting occurring not more than five calendar days prior to the date action is taken on the item, and at the prior meeting the item was continued to the meeting at which action is being taken.*

#### 3. APPROVAL OF MEETING MINUTES FROM FEBRUARY 09, 2023

#### 4. REVIEW OF 2023-2024 OUTREACH EFFORTS

#### 5. CALPOLY POMONA COLLEGE OF ENGINEERING SENIOR PROJECT UPDATE

1630 W. Redlands Blvd, Suite A  
Redlands, CA 92373  
Phone: 909.793.2503  
Fax: 909.793.0188  
www.sbvwd.org Email: info@sbvwd.org

#### BOARD OF DIRECTORS

Division 1:  
Richard Corneille

Division 2:  
Hillary Jenkins

Division 3:  
Robert Stewart

Division 4:  
John Longville

Division 5:  
Melody McDonald

#### GENERAL MANAGER

Betsy Miller

6. **CSU SAN BERNARDINO INSTITUTE FOR WATERSHED RESILIENCY  
(ATTACHMENT)**
7. **OUTREACH COMPONENT OF U.S. BUREAU OF RECLAMATION WATERSMART  
GRANT: KNOWLEDGE SYSTEMS DEVELOPMENT THROUGH INTEGRATED SANTA  
ANA RIVER MODEL ENHANCEMENTS TO QUANTIFY A CENTURY OF MANAGED  
AQUIFER RECHARGE**
8. **GEOSCIENCE INTEGRATED SAR REGIONAL MODEL PROJECT UPDATE**
9. **WATER WISE GARDEN AT SAN BERNARDINO COUNTY MUSEUM UPDATE**
10. **WATERWISE GARDEN AT HIGHLAND BRANCH LIBRARY**
11. **EXTENSION OF CONTRACT WITH THUNDERWHEEL FOR PR SERVICES**
12. **CONTRACT WITH KATZ AND ASSOCIATES FOR WEBSITE MODERNIZATION**
13. **DRAFT OUTREACH PLAN (ATTACHMENT)**
14. **COMMITTEE REPORT**

**Committee Members:**  
**John Longville, Chair**  
**Robert Stewart**

**Alternate:**  
**Hillary Jenkins**

**SAN BERNARDINO VALLEY WATER CONSERVATION DISTRICT**  
**MINUTES OF THE OUTREACH & COMMUNICATIONS COMMITTEE MEETING**  
**FEBRUARY 9, 2023**  
**10:00 A.M.**

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Chairperson Longville called the Outreach & Communications Committee Meeting to order at 10:14 A.M.

**OUTREACH & COMMUNICATIONS COMMITTEE MEMBERS PRESENT:**

John Longville, Chairman  
Robert Stewart, Director

**STAFF PRESENT:**

Betsy Miller, General Manager  
Athena Laroche, Recording Secretary  
Laura Torres, Assistant Engineer

**OTHERS PRESENT:**

Kimberli Munkres, ThunderWheel Communications  
Richard Corneille, Director

1. PUBLIC PARTICIPATION

Chairman Longville announced this as the time for any persons present, who so desire, to make an oral petition to the Outreach & Communications Committee. Hearing none, the meeting proceeded with the published agenda items.

2. ADDITIONS/DELETIONS TO AGENDA

There were none.

3. APPROVAL OF THE MINUTES OF THE FEBRUARY 19, 2021 MEETING

**It was moved by Director Stewart and seconded by Chairman Longville to approve the minutes of the February 19, 2021, Outreach & Communications Committee meeting. The motion was carried unanimously with all directors present voting in the affirmative.**

**Chairman Longville: Yes**

**Director Stewart: Yes**

4. REVIEW OF 2021-2022 OUTREACH EFFORTS

Ms. Munkres provided a PowerPoint presentation via Zoom. She reviewed the outreach and communication statistics, noting that 17 published features, news and editorials were released. It

was recommended that updates to the Outreach Plan follow the completion of the current Strategic Plan update process. Ms. Munkres reviewed awards, stating that there were five received for FY22, and thanking the team effort that made applying for them possible. She noted that several government agencies presented Daniel Cozad with proclamations for his retirement; others were presented to the District for its' 90<sup>th</sup> anniversary. Ms. Miller said that Deniene Rivenburg provided support for a recent grant application to U.S. Fish and Wildlife Service. Ms. Munkres said that the outreach team is reviewing opportunities to share the District's mission through community art, such as a mural on the back of the District building along the Metrolink line. Bulletin No. 5 has been released as of May 2022. She noted that the District rebranded the Active Recharge Transfer Projects (ARTP) to Program of the Expansion of Recharge Capacity (PERC). Ms. Miller said that Heather Dyer, General Manager of Valley Municipal, supported the branding update. Director Stewart noted that it is essential to communicate the new acronym to the public because PERC usually stands for percolation. Director Longville concurred with his recommendation. Ms. Munkres reviewed the stories shared from 2021-2023.

## 5. OUTREACH PLAN FOR 2023

Ms. Munkres said they are currently working on the mid-year annual report. Director Stewart asked if the consultants see a change in outreach efforts for the upcoming year. Ms. Munkres indicated that ThunderWheel has pulled back on social media efforts due to the current volatility of the political climate. The focus will be on videos, art, and other projects. Director Longville requested copies of the educational videos. Ms. Munkres said that they are on the District's YouTube channel, and she will forward a link to Committee.

Director Longville would like to increase presentations to increase public awareness of District functions and purpose. Ms. Munkres said that the previous Board presentations to various agencies and the public was halted by the pandemic. She noted that she would add this item to the interim planning process. Director Stewart supported Director Longville's recommendation. He also indicated that a handout on the District would be helpful. Ms. Miller noted that the District has prepared and printed informational postcards for outreach purposes. Ms. Munkres said that ThunderWheel has conducted significant outreach to the media and most reporters are now aware of the District. Ms. Miller said that she has received praise from partner agencies on the District's accomplishments. Director Longville stated that the fact that the District has the lowest groundwater charge in the region should be included in the information that is shared with the public. He said the District is doing extraordinarily well in keeping costs down for ratepayers. He noted that the District should name something after Bob Holcolm, who spearheaded the effort to keep our basin and prevent our water from going elsewhere. Director Stewart referred to a handout provided by Valley Municipal with bullet-point information on its functions. He also said that the public should know the lengths the District goes to conserve, including permitting efforts. Director Stewart said that the District needs to devise a plan to celebrate its 100<sup>th</sup> anniversary and include it in the budget. He said that it is essential to keep information current. Ms. Munkres commended staff for the support that is provided to the outreach team. Director Longville praised staff for their efforts.

Ms. Miller said Ms. Munkres agreed to be interviewed regarding the Strategic Plan. She expressed her interest in modeling the Bunker Hill Basin water levels under a scenario without District recharge to quantify our contributions and inform other groundwater recharge projects across the state. This could be completed using an existing model which would need to be revised to cover the District's data back to 1914. She discussed the possibility of obtaining grant funding for this project. Director Stewart said that we only need to go back as far back as when the basin was last full. Director Longville spoke in support of exploring this opportunity. Ms. Munkres asked for feedback on the Scrappy Awards, if this is something that the District still wants to continue. This award was to acknowledge our partners and individuals who demonstrate a mindful, prudent and collaborative problem-solving approach. Ms. Miller spoke in support of the concept but would like to change the name. Director Longville said "h2 Outstanding Leadership" may be a name to use for the awards. Ms. Munkres suggested a name that shows the collaborative aspect. Director Longville asked how often the awards would be done. He suggested a posthumous award for Bob Holcomb. Ms. Munkres suggested the consideration of a collection of awards. She said there could be a legacy and collaborative award and we can award them sporadically as appropriate opportunities arise. Director Stewart stated that there have been a number of fires in our area that have impacted our water quality. He said that we should show the public how fire impacts water quality and impacts the District.

6. COMMITTEE REPORT

This item was discussed previously.

7. ADJOURN

**It was moved by Director Stewart and seconded by Director Longville to adjourn the meeting. The motion was carried unanimously with all directors present voting in the affirmative.**

**Chairman Longville: Yes**

**Director Stewart: Yes**

There being no further business, the meeting adjourned at 11:24 a.m.

Dr. Jennifer B. Alford  
Director, CSUSB Institute for Watershed Resiliency  
Associate Professor, Geography and Environmental Studies  
Associate Director of Research, CSU WATER  
California Environmental Education Certification  
5500 University Parkway, San Bernardino, CA 92407

April 29, 2024

Ms. Betsy Miller  
General Manager, SBVWCD  
1630 W. Redlands Blvd, Suite A  
Redlands, CA 92373

Dear Ms. Miller,

I hope this letter finds you doing well. During our recent conversation at the CSU WATER conference I thought that exploring a partnership that benefits the work at San Bernardino Valley Water Conservations District's (SBVWCD) strategic goals and workforce development pipeline might be of interest. Through my experience in the classroom and working with local and regional organizations like yours, I saw an opportunity to collaborate through the [Institute for Watershed Resiliency](#) (IWR) program areas to provide students with learning experiences while also meeting the workforce needs of Inland Empire agencies. To provide learning resources and reduce equity gaps in employment, the IWR offers three program areas that focus on students obtaining diverse interdisciplinary experiences that position them to enter water and environmental resource careers.

During its first year of existence, IWR **supported 25 students** across the program areas outlined below.

### **Watershed Resiliency Career Pathways (WRCP) Fellowship**

The year-long WRCP Fellowship provides students with a multi-tiered learning pathway that empowers students to understand and experience the application of interdisciplinary perspectives in resolving water and environmental-centric community issues. Activities include watershed monitoring and assessment, obtaining CEQA and Project WET certifications, attending resource training, attending agency and community meetings, exploring Tribal perspectives and Traditional Ecological Knowledge (TEK), supporting K-12 environmental education, professional presentations, and applying geospatial analysis.

### Professional Development Incentive Programs (P-DIP)

Provide diverse avenues of financial support that encourage faculty to mentor students across professional development, research, and field experiences, as well as utilize the archives in the course curriculum. This offers students flexibility for those unable to make an annual program commitment provided by the WRCP program. P-DIP funding supports student professional development certificates, Faculty-Student-Community Research Collaboration, Faculty-Student-Community Field Experiences, and K-12 & Public Environmental Education Inquiry Curriculum Development.

### Field-based Learning, Outreach, & Workforce Scholarship (FLOWS)

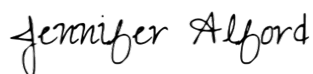
FLOWS provides multi-campus CSU-based research and service-learning opportunities for students and faculty through local, regional, and state water resource practitioners and community and Tribal leadership engagement. The experiences focus on community-ecological water issues and solutions across California's coast, mountains, valleys, and desert regions.

Looking ahead, the IWR is actively working to position itself as a [community-based resource hub](#) where our campus can better connect with and support your organization's needs. For the 2024-2025 fiscal year, we seek to sustain and expand current programs to more students so that the IWR can actively ensure your organization has a well-trained, local workforce pipeline to meet your growing and evolving needs.

As our [sponsorship and partnership](#) programs outline, there are many ways you can directly contribute to student success and the financial and administrative support IWR provides to our students, faculty, and community partners. With your generous donation, we can continue to offer solutions that train and engage the next generation of watershed resource professionals and leaders. *Every dollar counts towards benefiting our students and the unique ecosystems of the Inland Empire Region.*

I would welcome the opportunity to meet with you to identify how we can partner to develop and sustain a collaboration that benefits our collective interests in protecting and managing watershed resources for current and future generations.

Sincerely,



Jennifer Alford  
Director, [Institute for Watershed Resiliency \(IWR\)](#)  
California State University San Bernardino  
[jennifer.alford@csusb.edu](mailto:jennifer.alford@csusb.edu)

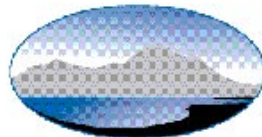


September 2024

**DRAFT**

San Bernardino Valley Water Conservation District

# OUTREACH PLAN



**San Bernardino Valley  
Water Conservation District**

Helping Nature Store Our Water

Package Page 8 of 79

**TABLE OF CONTENTS**

1. PURPOSE OF OUTREACH PLAN .....2

2. STRATEGIC PLAN OUTREACH PRIORITIES .....3

    STRATEGIC PLAN UNDERSTANDING.....3

    MISSION AND VISION .....3

    GOALS.....4

3. INTERESTED PARTIES DNA..... 15

    1. NON-GOVERNMENTAL ORGANIZATIONS (NGO).....15

    2. PUBLIC AGENCIES .....16

    3. LOCAL, STATE, AND FEDERAL ELECTEDS .....17

    4. INDUSTRY ORGANIZATIONS .....17

    5. ACADEMIA.....18

    6. STATE AGENCIES.....18

    7. FEDERAL AGENCIES .....18

    8. TRIBAL GOVERNMENTS.....19

    9. PRIVATE INDUSTRY.....19

    10. GENERAL PUBLIC .....19

4. COMMUNICATION & ENGAGEMENT TOOLS .....20

**APPENDICES**

Appendix A ..... Interested Party Profiles

Appendix B ..... Key Messages

Appendix C ..... Conference and Event Tracker

## 1. PURPOSE OF OUTREACH PLAN

The purpose of the San Bernardino Valley Water Conservation District (SBVWCD or District) Outreach Plan is to align the District's staff and Board with a shared understanding of the priority Outreach activities that will leverage the Strategic Plan (2028) with their interested parties and the communication tools available for use.

The goals for the Outreach Plan include but are not limited to:

### Educating

- Interested Parties about the District's priority programs, projects, and initiatives
- Internal and external aligned messaging
- Public on the importance of the District's Mission, Vision, and Goals and its positive impact on water and the environment

### Engaging

- The community with consideration for public input and comment
- Proactively to lead with aligned messaging on priorities
- Partners to collaboratively develop and build projects for the future
  - Public Agencies
  - Non-Governmental Organizations (NGO)
  - Private Industry
  - Tribal Governments
  - Federal and State Agencies
  - Academia
  - Industry Organizations
  - Local, State, and Federal Elected Officials
  - General Public

### Advancing

- The District's Mission, Vision, and Values
- Support for multi-benefit, multi-jurisdictional projects that build trust-based partnerships and deliver cost-effective solutions for the larger community
- Priorities to build momentum, maximize mutual benefits, and minimize disruption to balance a resilient, reliable water supply with dependable infrastructure delivery and enhance the District's relationship to its lands while serving the greater San Bernardino Valley

## 2. STRATEGIC PLAN OUTREACH PRIORITIES

Section 2.0 of the OUTREACH Plan provides an overview of SP28 priority Goals and Objectives, beginning with a summary of Strategic Plan understanding followed by discussions of the topics listed below:

- Strategic Plan Understanding
- Mission and Vision
- Goals
- Calendar

### STRATEGIC PLAN UNDERSTANDING

In 2023, the District adopted a Strategic Plan 2028 (SP28) to guide policy and implementation through 2028. In January 2024, the District engaged Strategy Driver, Inc. to develop and implement an Outreach Plan to develop a framework for maintaining close communication with our constituents. This Outreach Plan was developed to support engagement to elevate SP28 priority goals and objectives through specific programs, projects, and initiatives. Priorities will be determined and aligned through the annual budgeting process.

### MISSION AND VISION

The District's Mission and Vision, as stated in the SP28, are as follows:

#### Mission

*As one of California's first sustainable groundwater replenishment agencies, the District proactively recharges water, improving supply for the benefit of water users, local businesses, and native flora and fauna in a financially responsible way.*

*The District leverages our unparalleled expertise as stewards of the water and land, responsibly innovating in water and habitat conservation, harmonizing, and enhancing working landscapes, and enriching open space as a community asset.*

#### Vision

*With over a century of storing groundwater beneath our multi-functional lands and protecting diverse habitat and open space, our prescient District will continue to drive water availability, nature-based solutions, and collaborative partnerships to successfully expand our region's water reliability.*

*The District fosters economic vitality and endangered species to thrive compatibility in the face of competing resources. We advance sustainable climate-conscious practices to create a resilient future for our interconnected people and ecosystems for generations to come.*

**San Bernardino Valley Water Conservation District—Partnering With Nature To Store Our Water.**

## GOALS

The District’s Goals, as stated in the SP28, are listed below with corresponding communication and engagement opportunities for implementation.

- **Goal 1:** Water Supply Reliability through Groundwater Recharge
- **Goal 2:** Infrastructure Expansion and Operations Optimization
- **Goal 3:** Natural Resource Stewardship and Environmental Enhancement
- **Goal 4:** Community Engagement and Education
- **Goal 5:** Collaborative Partnerships
- **Goal 6:** Fiscal Commitment and Accountability
- **Goal 7:** Sustainable Organization & Governance

### Goal 1: Water Supply Reliability through Groundwater Recharge

Goal 1 Objective	Outreach Action	Launch Date
Objective 1A Evaluate potential partnership for regional recharge projects on both District and non-District lands.	<ul style="list-style-type: none"> <li>• <b>Evaluate Increased Local Recharge through Zanja Restoration:</b> Evaluate possible increased recharge benefits through restoration of the Historic Zanja               <ul style="list-style-type: none"> <li>○ Recharge groundwater</li> <li>○ Creative and multi-benefit project</li> <li>○ Local and regional partnerships</li> </ul> </li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• City of Redlands</li> <li>• Property Owners</li> <li>• Redlands Conservancy</li> <li>• San Bernardino County Flood Control District (SBCFCD)</li> <li>• Tribes</li> <li>• University of Redlands</li> </ul>	Q4 2024
	<ul style="list-style-type: none"> <li>• <b>Build understanding of regional project needs:</b> Connect with local and regional districts across Southern California to develop comprehensive understanding of regional groundwater projects and outstanding needs; offer District expertise, partnership and support</li> </ul>	Q3 2024
	<ul style="list-style-type: none"> <li>• <b>Rebraid streams:</b> Identify project areas within the District to rebraid streams as done in the Plunge Creek Conservation Project and partner with appropriate agencies to pursue as a project               <ul style="list-style-type: none"> <li>○ Recharge groundwater</li> <li>○ Create wetlands credits (PCCP = 13 acres)</li> <li>○ Restore native habitat</li> </ul> </li> </ul>	2026

Goal 1 Objective	Outreach Action	Launch Date
	<p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Chino Basin Water Conservation District</li> <li>• City of Colton</li> <li>• City of Rialto</li> <li>• City of San Bernardino</li> <li>• CSU San Bernardino (joint funding)</li> <li>• Inland Empire Utilities Agency</li> <li>• Los Angeles Department of Water and Power</li> <li>• Los Angeles Sanitation District Groundwater Replenishment Project</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Presentations</li> <li>• Plunge Creek</li> </ul>	Ongoing
<p>Objective 1A Support the Enhanced Recharge Project Phase 1B in collaboration with Western Municipal Water District (WMWD) and San Bernardino Valley Municipal Water District (SBVMWD)</p>	<ul style="list-style-type: none"> <li>• <b>Quantify Increased Recharge from Project:</b> Quantify increased recharge resulting from project completion after multiple years of operations (expected project completion date: Dec 2024) <ul style="list-style-type: none"> <li>○ Share quantified results of project with local interested parties in partnership with SBVMWD and WMWD</li> </ul> </li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Local and regional groundwater pumpers</li> <li>• SBVMWD</li> <li>• WMWD</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Presentation at BTAC, City Councils</li> </ul>	Q1 2028
<p>Objective 1B <i>(bullet 1)</i> During the tenure of the Groundwater Council, continue integrating the sustainability component of the groundwater charge for supplemental imported water sustainability efforts.</p>	<ul style="list-style-type: none"> <li>• <b>Continue close engagement with PERC partners and groundwater pumpers:</b> Share regular updates on the PERC projects with PERC partners and local and regional groundwater pumpers, demonstrating the District’s Values in action.</li> <li>• <b>Conduct PERC community outreach:</b> Following completion of the feasibility studies and cost benefit analyses, share study results and solicit input from ratepayers and agencies.</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• City of Riverside</li> <li>• Groundwater charge payees (individuals, organizations, and agencies)</li> <li>• Local and regional groundwater pumpers</li> <li>• San Bernardino County Flood Control District</li> <li>• SBVMWD</li> <li>• WMWD</li> </ul>	2024

Goal 1 Objective	Outreach Action	Launch Date
	<p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Presentations at BTAC, City Councils, Southern California water conferences</li> <li>• Signage on accomplishments</li> <li>• Newsletter</li> <li>• Enclosure in annual rate-setting letter</li> <li>• Annual reports</li> <li>• PERC journal article</li> </ul>	
<p>Objective 1B (<i>bullet 3</i>) Advance Program for the Expansion of Recharge Capacity (PERC) projects for potential joint use of flood management facilities for recharge.</p>	<ul style="list-style-type: none"> <li>• <b>Use of funds:</b> Communicate benefits from collection of Sustainability Component funds</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Sustainability Component ratepayers</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Enclosure in annual rate-setting letter</li> </ul>	Ongoing
	<ul style="list-style-type: none"> <li>• <b>Basin-sizing white paper:</b> Partner with Cal Poly Pomona on Senior Project to develop journal article sharing PERC recharge basin sizing methodology. When complete, collaborate on presentation of journal article, sharing widely among academia and groundwater/flood community</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Cal Poly Pomona</li> <li>• Presentation Audiences <ul style="list-style-type: none"> <li>○ County Engineer’s Association of California</li> <li>○ DWR</li> <li>○ FMA</li> <li>○ Funding Agencies</li> <li>○ GRA</li> <li>○ SGMA group</li> </ul> </li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Journal article</li> <li>• Presentation</li> </ul>	2024
	<ul style="list-style-type: none"> <li>• <b>Attend and Present at FMA:</b> Attend the Floodplain Management Association (FMA) Annual Conference held annually in September to learn more about similar projects in other areas. Co-present PERC with SBFCF.</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• SBFCF</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Presentation</li> </ul>	Labor Day week, annually

## Goal 2: Infrastructure Expansion and Operations Optimization

Goal 2 Objective	Outreach Action	Launch Date
Objective 2A Pursue opportunities to consolidate land ownership near District facilities as appropriate, to expand our ability to recharge groundwater and provide buffers for conservation of habitat.	<ul style="list-style-type: none"> <li>• <b>For-sale properties:</b> Identify areas that would benefit District operations and track for-sale properties.</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Willing sellers near District facilities</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Real estate listing sites, meeting with interested owners upon request</li> </ul>	2025
Objective 2B Coordinate with upstream operators on headwaters management to protect the District’s water supply.	<ul style="list-style-type: none"> <li>• Create a bi-annual Coordination Meeting with upstream operators</li> <li>• Participate in Joint Powers Authority for East End facilities acquisition and operation</li> </ul>	Q1 & Q3, annually
Objective 2C Continue our PERC partnership to increase the ability to recharge the local aquifer to its full potential through state-of-the-art engineering.	<ul style="list-style-type: none"> <li>• <b>PERC Awards:</b> When Feasibility Studies are complete, identify organizations to present the PERC process as well as award opportunities.</li> </ul>	Q1 2025
	<ul style="list-style-type: none"> <li>• <b>Grant Funding for PERC:</b> Identify and pursue grant funding opportunities for PERC (2024 Board Priority)                             <ul style="list-style-type: none"> <li>○ Grant application submitted</li> <li>○ Consultant responsible for developing a tracking method and tracking grant opportunities</li> </ul> </li> </ul>	2024
	<ul style="list-style-type: none"> <li>• <b>Share PERC Progress:</b> See 1B</li> </ul>	Ongoing
Objective 2D Obtain and maintain permits as required. Monitor for compliance through a comprehensive tracking database. Educate public and stakeholders on level of effort and schedule to obtain permits.	<ul style="list-style-type: none"> <li>• <b>Tracking tool:</b> Expand tool to track permits and compliance</li> <li>• <b>Streamline process:</b> Engage in initiatives that encourage improvements to and streamlining of permitting processes, share District permit tracking data with State or other officials/elected officials work on “cutting the green tape” efforts</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Elected officials</li> <li>• State officials</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Data from permit tracking tool</li> </ul>	Ongoing, tool in Q1 2025

### Goal 3: Natural Resource Stewardship and Environmental Enhancement

Goal 3 Objective	Outreach Action	Launch Date
<p>Objective 3A Share monitoring and management results to inform regional and national conservation efforts.</p>	<ul style="list-style-type: none"> <li>• <b>Wash Tours:</b> <i>See Objective 4G</i></li> <li>• <b>Publish journal articles:</b> Publish endangered species monitoring and management results in industry organization newsletters               <ul style="list-style-type: none"> <li>○ Frontiers in Ecology and the Environment</li> <li>○ Journal of Wildlife Management (TWS)</li> <li>○ Natural Areas Journal (NAA)</li> <li>○ Other appropriate journals</li> </ul> </li> <li>• <b>Host meetings:</b> Continue to host meetings with collaborators and interested parties to share key monitoring and management outcomes               <ul style="list-style-type: none"> <li>○ Local meetings with regional partners</li> <li>○ USFWS annual species meetings</li> <li>○ Wash Plan Preserve Management Committee</li> <li>○ Webinars to reach wider audience (for example via Natural Areas Association)</li> </ul> </li> <li>• <b>Share knowledge and expertise:</b> Share the District’s hard-won knowledge and expertise in protecting endangered species to support conservation efforts at a larger scale.               <ul style="list-style-type: none"> <li>○ In partnership with USFWS, support expansion of District’s program across entire species range</li> <li>○ Present development of and results from monitoring programs at appropriate conferences (for example: slender horned spineflower (SHSF) seed bulking case study at California Native Plant Society conference)</li> </ul> </li> <li>• <b>Educate students:</b> Share District’s work with students in Science, Technology, Engineering, and Math (STEM)               <ul style="list-style-type: none"> <li>○ Partner with Water Education Foundation’s <a href="#">Project WET</a> to create educational materials (e.g., identifying critters in their habitat)</li> <li>○ Partner with <a href="#">San Bernardino City Unified School District</a> to share materials</li> </ul> </li> <li>• <b>Learn from local tribes:</b> Request opportunities to learn traditional ecological knowledge from our region’s native tribes for incorporation into management programs</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• California Native Plant Society</li> <li>• California Society for Ecological Restoration</li> </ul>	<p>Ongoing</p>

Goal 3 Objective	Outreach Action	Launch Date
	<ul style="list-style-type: none"> <li>• Desert Institute</li> <li>• Dudek (SHSF projects)</li> <li>• Floodplain Management Association</li> <li>• Institute of the Environment and Sustainability at UCLA</li> <li>• National Habitat Conservation Plan Coalition (NHCCPC)</li> <li>• Native Plant Society</li> <li>• Natural Areas Association (NAA)</li> <li>• Natural Habitat Planning Coalition (Annual Meeting)</li> <li>• Natural Resources Defense Council</li> <li>• Northern CA Botanists</li> <li>• Public Policy Institute of California</li> <li>• Regional conservation partners</li> <li>• San Manuel Band of Mission Indians</li> <li>• Society for Ecological Restoration (SER) and California Chapter (SERCAL)</li> <li>• Southern CA Botanists</li> <li>• Southern CA Water Coalition</li> <li>• Sustainable Conservation</li> <li>• The Wildlife Society (TWS)</li> <li>• Urban Water Institute</li> <li>• U.S. Geological Survey (SBKR projects)</li> <li>• Water Education Foundation</li> <li>• Wildlife Society</li> <li>• Water Education Foundation</li> <li>• Academic journals</li> <li>• Agencies involved in completing mitigation requirements, including land and species management</li> <li>• Article/award partners <ul style="list-style-type: none"> <li>○ USGS (San Bernardino kangaroo rat)</li> <li>○ Dudek (Slender-horned spineflower)</li> </ul> </li> <li>• Local school districts</li> <li>• Regulatory agencies</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Conference/event presentations</li> <li>• District Website</li> <li>• Journal publications</li> <li>• Monitoring methods reports</li> <li>• Monitoring results reports</li> <li>• Published journal articles</li> <li>• Wash Plan Annual Report Executive Summary</li> </ul>	

Goal 3 Objective	Outreach Action	Launch Date
<p>Objective 3B Work with local and regional partners to limit unauthorized human activities on District owned and managed properties, including trespass, illegal dumping of debris, and the establishment of unauthorized encampments to minimize fire and other safety risks to humans and habitat.</p>	<ul style="list-style-type: none"> <li>• Wash Tour materials</li> <li>• <b>Steps4Life:</b> Continue partnership with Steps4Life to provide transitional housing via District-owned property</li> <li>• <b>Resources:</b> Provide staff additional training and resources for interaction with persons experiencing homelessness on District lands</li> <li>• <b>City/County Partnership:</b> Continue to support City of Redlands and San Bernardino County Department of Public Works as they pursue opportunities for risk reduction and outreach to the unhoused population in the Wash</li> <li>• <b>Service Organizations:</b> <ul style="list-style-type: none"> <li>○ Continue partnership with Steps 4 Life</li> <li>○ As resources allow, investigate opportunities to partner with additional local service organizations that assist people surrounding/in the Wash who are experiencing homelessness</li> </ul> </li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• City of Redlands</li> <li>• County of San Bernardino</li> <li>• County Engineer’s Association of California</li> <li>• Local Service Organizations <ul style="list-style-type: none"> <li>○ Homeless to Home</li> <li>○ Lighthouse Social Services Center</li> <li>○ Mary’s Mercy Center</li> <li>○ San Bernardino County Community Development and Housing Homeless Partnership</li> <li>○ Steps 4 Life</li> <li>○ Sweet Dreams</li> <li>○ Time for Change Foundation</li> </ul> </li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Materials for persons on District lands experiencing homelessness</li> <li>• Letters of Support for our partners’ grant applications</li> <li>• Collaborations with local artists to support persons experiencing homelessness and humanize the unhoused condition</li> </ul>	Ongoing
<p>Objective 3B Implement our plan and identify funding to partner with cities, the County, and local non-profit outreach organizations to resolve unauthorized occupancy and provide referrals for temporary and permanent housing and wellness programs.</p>	<p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• City of Redlands</li> <li>• County of San Bernardino</li> <li>• County Engineer’s Association of California</li> <li>• Local Service Organizations <ul style="list-style-type: none"> <li>○ Homeless to Home</li> <li>○ Lighthouse Social Services Center</li> <li>○ Mary’s Mercy Center</li> <li>○ San Bernardino County Community Development and Housing Homeless Partnership</li> <li>○ Steps 4 Life</li> <li>○ Sweet Dreams</li> <li>○ Time for Change Foundation</li> </ul> </li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Materials for persons on District lands experiencing homelessness</li> <li>• Letters of Support for our partners’ grant applications</li> <li>• Collaborations with local artists to support persons experiencing homelessness and humanize the unhoused condition</li> </ul>	
<p>Objective 3C Collaborate with the San Bernardino Valley Conservation Trust to</p>	<ul style="list-style-type: none"> <li>• <b>Educational materials:</b> Support the Trust in creation and distribution of materials to educate collaborators and interested parties and the public about the Trust’s goals, mission, clarifying</li> </ul>	2025

Goal 3 Objective	Outreach Action	Launch Date
<p>meet our permit requirements and demonstrate our land conservation and stewardship values to elevate conservation science.</p>	<p>the roles of the two agencies in their partnership, and commitment to conservation.</p> <ul style="list-style-type: none"> <li>• <b>Grants:</b> Continue the existing partnership for grant applications and acceptance between the District and the Trust.</li> <li>• <b>Funding:</b> Support the Trust in raising awareness related to donations and other funding opportunities (donation walk, trail sign)</li> <li>• <b>Community Mitigation Program:</b> Continue the existing partnership supporting mitigation needs by local agencies or businesses.</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Local agencies and businesses in need of mitigation</li> <li>• Residents, NGOs and agencies concerned about local conservation</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Educational materials</li> <li>• Website</li> <li>• Public fundraising campaign (example, “Adopt a” program)</li> </ul>	
<p>Objective 3C Leverage District expertise and knowledge to lead establishment and implementation of endangered species programs (e.g., San Bernardino kangaroo rat monitoring and habitat quality characterization, slenderhorned spineflower restoration).</p>	<ul style="list-style-type: none"> <li>• See Objective 3A, <i>Share Monitoring Results</i></li> </ul>	<p>2025</p>
<p>Objective 3D Leverage the success of the Plunge Creek Conservation Project to replicate and expand additional coordinated recharge and habitat restoration opportunities. Share successes broadly to advance demonstration of best management practices.</p>	<ul style="list-style-type: none"> <li>• <b>Track Grant Opportunities:</b> Track and evaluate grant opportunities to fund project expansion and monitoring partnerships (i.e., CSUSB)</li> <li>• <b>Present PCCP:</b> Continue presenting the results of the PCCP, especially following multiple years of data collection and adaptive management, as long-term outcomes become clear</li> <li>• <b>Feature in AR:</b> Leverage Accomplishments Report (AR) to celebrate PCCP in the District. <ul style="list-style-type: none"> <li>○ In next issue, include information about topics identified in the SP28 that we want to promote</li> </ul> </li> </ul>	<p>Q4 2024</p>

Goal 3 Objective	Outreach Action	Launch Date
	<ul style="list-style-type: none"> <li>• <b>Awards Program:</b> Review upcoming conferences and potential awards annually during Q4.</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Groundwater Resources Association</li> <li>• SERCAL</li> <li>• TNC</li> <li>• Wildlife Society</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• ACWA 2022 Innovation Award finalist distinction</li> <li>• Updated PCCP presentation</li> </ul>	
<p>Objective 3E Implement a trails system for hiking and biking to benefit the community at large with appropriate governance and protocols to protect both people and wildlands.</p>	<ul style="list-style-type: none"> <li>• <b>Coordinate with Cities:</b> Continue collaboration with the cities of Redlands and Highland</li> <li>• <b>Trails Committee:</b> Reactivate Trails Committee following MOU approval by cities and implement next steps towards opening the trail system</li> <li>• <b>Grant funding:</b> Identify grants and add grant opportunities to tracking file quarterly</li> <li>• <b>Education:</b> Consider development of educational program</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• City of Highland</li> <li>• City of Redlands</li> <li>• Community trail users</li> <li>• Redlands Conservancy</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Educational materials</li> <li>• Grant tracking file</li> <li>• Memorandum of Understanding (MOU)</li> <li>• Trails Master Plan</li> </ul>	2024

**Goal 4: Community Engagement and Education**

Goal 4 Objective	Outreach Action	Launch Date
<p>Objective 4A Communicate, educate, and engage on value of the District to our community by quantifying our impact on groundwater levels since recharge began in 1912, and share the effects of long-term aquifer recharge with local and</p>	<ul style="list-style-type: none"> <li>• <b>Present Groundwater Model Update Results:</b> Publish and distribute scientific paper about updated model, results, and District’s success. Present to community, partner, and industry organizations.</li> <li>• <b>Informational content:</b> Prepare informational material about the District’s history, mission, and project.</li> </ul>	2024

Goal 4 Objective	Outreach Action	Launch Date
<p>state governments and researchers working to promote aquifer recharge.</p>	<ul style="list-style-type: none"> <li>● <b>Infographic:</b> Create an interactive infographic to quantify outcomes from the District’s century of proactive groundwater stewardship</li> <li>● <b>Research reputation:</b> Seek insight into the District’s reputation relative to our Values with outside organizations.</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>● Dr Zoi Dokou, Sacramento State (partner for USBR WaterSMART Applied Science grant application)</li> <li>● Local, state, national and international groundwater proponents</li> <li>● Local community <ul style="list-style-type: none"> <li>○ California Water: Inland Empire Edition</li> </ul> </li> <li>● Scientific paper distribution <ul style="list-style-type: none"> <li>○ ACWA GW Committee</li> <li>○ DWR SGMA Group</li> <li>○ FMA (FloodMAR)</li> <li>○ GRA</li> <li>○ SAWPA</li> <li>○ Southern CA Water Coalition</li> <li>○ TNC</li> <li>○ Urban Water Institute</li> <li>○ WEF Groundwater 101</li> </ul> </li> <li>● Presentation audiences <ul style="list-style-type: none"> <li>○ ACWA</li> <li>○ ACWA Groundwater Committee</li> <li>○ Basin Technical Advisory Committee</li> <li>○ BSMAR, Biennial Symposium on Managed Aquifer Recharge (<i>Arizona Hydrological Society</i>)</li> <li>○ GRA</li> <li>○ Towards Sustainable Groundwater in Agriculture Conference</li> <li>○ Western Groundwater Congress</li> <li>○ WEF Groundwater 101</li> </ul> </li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>● Recharge modeling results</li> <li>● Modeling results PPT</li> <li>● Modeling results animation</li> <li>● Scientific paper</li> <li>● Letter to ratepayers re: modeling results</li> <li>● Conferences/Events <ul style="list-style-type: none"> <li>○ Present Plunge Creek results (received Spring 2022 ACWA Innovation Award)</li> </ul> </li> </ul>	

Goal 4 Objective	Outreach Action	Launch Date
	<ul style="list-style-type: none"> <li>○ Present model results at Toward Sustainable Groundwater in Agriculture Conference in SF in June, Western Groundwater Conference in Tahoe in fall 2024, if ready, Groundwater 101 by the Water Education Foundation, GRA, ACWA Groundwater Committee, and Basin Technical Advisory Committee</li> </ul>	
<p>Objective 4B Communicate, educate, and engage on our recognized thought leadership and insights on groundwater recharge; integration of sustainable land and species management with operations; and regional habitat conservation.</p>	<ul style="list-style-type: none"> <li>● Stand ready to offer expertise and experience from 112 years of recharge to individuals, businesses, NGOS and agencies who seek to steward groundwater/aquifers</li> <li>● Continue to share results of environmental monitoring and management programs (see Objective 3A)</li> <li>● Prepare informational materials on the human, economic, and environmental benefits of the Conservation District’s conscious operations approach <ul style="list-style-type: none"> <li>○ Present on Conservation Benefit Agreement for the Mill Creek Groundwater Recharge Facility</li> </ul> </li> <li>● Prepare graphical representations of the District ethos of groundwater recharge, regional habitat conservation, and integration of sustainable land and species management with operations.</li> <li>● <b>Public Outreach:</b> Collaborate with local educational specialists such as IERCD, local school districts, and the San Bernardino County Museum to prepare and host exhibits/educational programs on local native ecosystems using data collected through District and partner programs <ul style="list-style-type: none"> <li>○ Bee photographer event</li> </ul> </li> <li>● Attend groundwater events in other states that are progressively tackling groundwater challenges (i.e., Arizona, New Mexico, Nebraska, Texas, Florida)</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>● Local, state, and national groundwater proponents</li> <li>● Local, state, and national conservation and rewilding proponents</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>● Collateral</li> </ul>	<p>2025</p>

Goal 4 Objective	Outreach Action	Launch Date
<p>Objective 4C Communicate, educate, and engage on the District’s multi-beneficial accomplishments as technical and operational best management practices in sustainable groundwater and habitat management through aquifer recharge and recovery and habitat conservation (e.g., PERC, Plunge Creek Conservation Project, Mill Creek Diversion).</p>	<ul style="list-style-type: none"> <li>● <b>Website:</b> Meet the Experts section</li> <li>● <b>Strategic Outreach Report:</b> Create SBVWCD “Strategic Outreach Report” <ul style="list-style-type: none"> <li>○ Track engagement</li> <li>○ Include information about all the topics identified in the SP28+ that we want to promote</li> <li>○ Complementary to Annual Report</li> </ul> </li> <li>● <b>Merchandise:</b> Celebrate SBVWCD’s eco-community with compelling merchandise/giveaways <ul style="list-style-type: none"> <li>○ BMP Calendar (hard copy or digital) with images of sensitive species and monthly/annual best practices on the appropriate dates</li> <li>○ Business cards with variable backs with images of the various species District is protecting: image, name, one tidbit of info about what the District does for the species</li> <li>○ Playing cards with sensitive species on the backs</li> <li>○ Lapel <a href="#">pins</a> of species</li> <li>○ 5-minute shower timer (could be a fun shape like a bird)</li> <li>○ Mural in lobby</li> </ul> </li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>● Regional partners</li> <li>● People who pay our groundwater charge</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>● District merchandise</li> <li>● Business cards</li> </ul>	<p>2024</p>
<p>Objective 4C Present the District’s accomplishments at conferences and professional and academic associations. Present at local community organizations.</p>	<ul style="list-style-type: none"> <li>● Continue to apply for awards for District projects as appropriate</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>● Academic institutions <ul style="list-style-type: none"> <li>○ Cal Poly</li> <li>○ Desert Institute</li> <li>○ UC Davis <a href="#">World Water</a></li> <li>○ UC Davis <a href="#">groundwater</a></li> <li>○ University of Redlands</li> <li>○ USGS</li> </ul> </li> <li>● ACWA</li> <li>● American Planning Association</li> <li>● American Society of Agricultural and Biological Engineers</li> </ul>	<p>Q1 2025</p>

Goal 4 Objective	Outreach Action	Launch Date
	<ul style="list-style-type: none"> <li>• California Special Districts Association</li> <li>• Groundwater charge payees</li> <li>• <a href="#">Hydrogeology Journal</a></li> <li>• <a href="#">International Association of Hydrogeologists</a> (book series and newsletter)</li> <li>• <a href="#">International Water Management Institute</a></li> <li>• <a href="#">International Groundwater Conference</a></li> <li>• National Groundwater Association</li> <li>• Regional partners</li> <li>• Southern California Association of Governments</li> <li>• Southern California Water Coalition</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Slideshows</li> </ul>	
<p>Objective 4D Communicate, educate, and engage on our successful partnerships across the groundwater basin (i.e., PERC, Enhanced Recharge, Groundwater Council, Wash Plan Task Force, Woollystar Preserve Area managers).</p>	<ul style="list-style-type: none"> <li>• See <i>Goal 3</i></li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Project partners</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Partnerships fact sheet</li> <li>• Video</li> <li>• Presentation Circuit</li> </ul>	2025
<p>Objective 4E Communicate, educate, and engage on collaboration with our partners to create a cohesive, unified message about the importance of groundwater basins and the status of our basin.</p>	<ul style="list-style-type: none"> <li>• <b>Unify Messaging:</b> Collaborate with regional water agencies to create unified message about the local groundwater basin levels and management/stewardship actions <ul style="list-style-type: none"> <li>○ Consider survey/facilitated workshop approach</li> </ul> </li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• BTAC</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Consensus-based groundwater messages</li> <li>• Other educational materials as needed</li> </ul>	Q4 2024
<p>Objective 4F Communicate, educate, and engage on the District’s uniqueness through branding:</p> <ul style="list-style-type: none"> <li>• Evaluate branding updates to promote our leadership role in serving the symbiotic relationship between</li> </ul>	<ul style="list-style-type: none"> <li>• Consider a rebrand to serve as a foundation for new materials/updated website. <ul style="list-style-type: none"> <li>○ Evaluate the logo as it reflects the District’s Vision and dual goals of stewarding water</li> </ul> </li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• BTAC</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• New logo, website, collateral</li> </ul>	2026/ 2028

Goal 4 Objective	Outreach Action	Launch Date
<p>habitat conservation and groundwater recharge.</p> <ul style="list-style-type: none"> <li>• Celebrate our history as stewards of our aquifer and wildland.</li> </ul>		
<p>Objective 4G Communicate, educate, and engage on the role of the District in managing our public assets of open space, water security, and vital habitat that contribute to their lifestyles and livelihoods.</p> <p>Continue tours at recharge facilities to demonstrate operations, sponsor a water conservation demonstration garden, and invite new community leaders to participate and promote the District’s programs, projects, and initiatives.</p>	<ul style="list-style-type: none"> <li>• <b>Native Garden:</b> Continue sponsorship of a native water-wise garden at the San Bernardino County Museum <ul style="list-style-type: none"> <li>○ Partner with native plant expert(s) to promote the garden through a speaker series at SBC Museum or other appropriate venues</li> </ul> </li> <li>• <b>Wash Tours:</b> Continue to host interested parties for tours of the Wash to showcase environmental stewardship in action <ul style="list-style-type: none"> <li>○ Santa Ana River Science and Conservation Symposium</li> <li>○ Conferences held in the region</li> <li>○ Colleagues managing Habitat Conservation Plans and/or Natural Communities Conservation Plans in other areas</li> <li>○ Tribal land managers</li> <li>○ Researchers</li> <li>○ Environmental non-profits</li> </ul> </li> <li>• <b>Facilities Tours:</b> <ul style="list-style-type: none"> <li>○ Water-focused: Host facilities tours for groundwater pumpers, partners, and out-of-region groups interested in stewarding groundwater resources</li> <li>○ Environmental-focused: Continue District-led facility tours</li> <li>○ Consider District, partner- and/or volunteer-led Garden Docent Tours</li> </ul> </li> </ul>	<p>Garden design (2024), garden install (2025)</p> <p>2025</p>
	<ul style="list-style-type: none"> <li>• <b>District collateral:</b> Prepare a package of materials that explain the District and its programs that can be given to new community leaders, onboarding staff, and stakeholders when introducing new people to the District.</li> <li>• <b>Welcome Video</b> from the District Team</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Community</li> <li>• Staff from partner agencies</li> <li>• Local students</li> <li>• New community leaders</li> </ul>	

Goal 4 Objective	Outreach Action	Launch Date
	<p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Collateral</li> <li>• Video</li> </ul>	
<p>Objective 4H Communicate, educate, and engage on the District’s approach to supporting persons experiencing homelessness (e.g., District-leased property for transitional housing and support for independent living).</p>	<ul style="list-style-type: none"> <li>• <b>Share District Approach:</b> Prepare materials describing the District’s contribution to transitional housing and efforts to reduce risk for people they encounter on District lands. <ul style="list-style-type: none"> <li>○ Continue to present this approach at conferences (for example: CSDA panel)</li> <li>○ Provide co-presentations with Steps4Life</li> </ul> </li> <li>• <b>Provide materials:</b> Continue distributing outreach materials for staff to give to unhoused people they encounter.</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Agency landowners</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Materials developed by others</li> </ul>	<p>Q4 2024</p>
<p>Objective 4I Community invitations to understand our shared treasures and participate in the District’s natural resource stewardship activities, and engage support to minimize impact to habitat through outreach and key publications (e.g., educate and remove invasive plants, reduce littering and water consumption to retain sensitive species).</p>	<ul style="list-style-type: none"> <li>• <b>Educational materials:</b> Create and provide educational materials to schools <ul style="list-style-type: none"> <li>○ Info sheet on how water conservation benefits local species (e.g., “How to Help Protect Local Habitat”)</li> <li>○ Consider items to give to schools or to sell in the San Bernardino museum store</li> </ul> </li> <li>• <b>Children’s Book:</b> Partner with local author to create educational book for kids together that they sell for \$1 in the SB museum which becomes a donation for museum, Steps 4 Life, or the Trust</li> <li>• <b>Promote on website:</b> Move “Conservation to-do items” to a more prominent location in the new website structure.</li> <li>• <b>Link on materials:</b> Add hyperlink to the “How to Help” or “Conservation to-do items” info to the bottom of all District publications</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• IERCD (in-school program)</li> <li>• Local schools</li> <li>• Museum</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Info sheet</li> <li>• Children’s book</li> <li>• Website</li> </ul>	<p>2025</p>

Goal 4 Objective	Outreach Action	Launch Date
	<ul style="list-style-type: none"> <li>• 5-min shower timer (see District merchandise under Objective 4C) with info sheet on water conservation for species benefit</li> </ul>	
<p>Objective 4J The District’s established Qualified Water Efficient Landscaper program to expand outreach to potential conservation practitioners.</p>	<ul style="list-style-type: none"> <li>• Support local water conservation efforts by continuing to host QWEL trainings</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• People interested in QWEL training <ul style="list-style-type: none"> <li>○ Landscapers</li> <li>○ Agribusiness</li> <li>○ Irrigation installers</li> </ul> </li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• QWEL website</li> </ul>	2025
<p>Objective 4K Internships and collaborative partnerships with local and regional institutions to expand opportunities for education (e.g., IERCD, San Bernardino County Museum, Chino Basin Water Conservation District, universities).</p>	<ul style="list-style-type: none"> <li>• <b>College outreach:</b> Continue participating in university/college job fairs in the surrounding area</li> <li>• <b>Internships:</b> Continue District internship program for college students and recent graduates in accordance with project/staffing needs</li> <li>• <b>K-12 outreach:</b> Partner with IERCD to educate K-12</li> <li>• <b>PERC Senior Project:</b> Fund a Senior Project through CalPoly Pomona for students to learn engineering skills by studying portions of the the PERC projects</li> <li>• <b>Institute for Watershed Resiliency Partnership:</b> Partner to support job readiness for students interested in the water sector.</li> <li>• <b>University collaborations:</b> Continue providing research and field study opportunities for local university professors and students</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Community Colleges</li> <li>• Private Colleges</li> <li>• CalPoly Pomona</li> <li>• CSU San Bernardino</li> <li>• Loma Linda University</li> <li>• University of Redlands</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Job fairs</li> </ul>	Ongoing

### Goal 5: Collaborative Partnerships

Goal 5 Objective	Outreach Action	Launch Date
<p>Objective 5A Develop stronger connections to City Councils, Tribal Councils, and County Board of Supervisors to recognize benefits of District projects for our shared jurisdictions.</p>	<ul style="list-style-type: none"> <li>• <b>Meet with Local Officials:</b> Directors and/or GM connect with local leaders to provide the District materials and solicit ideas for collaboration.</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• San Manuel Band of Mission Indians Tribal Council</li> <li>• City Officials</li> <li>• County Officials</li> <li>• State Representatives</li> <li>• U.S. Representatives</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• PPTs</li> <li>• Strategic Plan</li> <li>• Brochures</li> </ul>	<p>2025</p>
<p>Objective 5B Partner with researchers to publish our modeling, recharge, and environmental data to increase District visibility across the state, enhance grant eligibility, and expand public benefit of work conducted with public funds.</p>	<ul style="list-style-type: none"> <li>• <b>Build and support partnerships:</b> Identify new partners and continue to collaborate with existing partners that share common goals with the District <ul style="list-style-type: none"> <li>○ Academic institutions</li> <li>○ Water and environmental NGOs</li> <li>○ Professional associations</li> <li>○ State agencies</li> <li>○ World Bank</li> </ul> </li> <li>• Continue grant collaborations for such research partnerships</li> </ul> <p><b>COLLAORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Consider all Collaborators/Interested Parties listed in this document</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Conference attendance</li> <li>• PPTs</li> <li>• White Papers</li> <li>• Publications</li> </ul>	<p>Ongoing</p>
<p>Objective 5C Encourage continued partnership with the Groundwater Council to ensure sustainability of healthy aquifer levels for water supply.</p>	<ul style="list-style-type: none"> <li>• <b>Support Groundwater Council goals</b> by participating in discussions of a future Groundwater Council renewal or alternative means to achieve the goal of recharging additional imported water to support local water resilience via improved groundwater levels over time</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• District Board</li> </ul>	<p>Q2 2024</p>

Goal 5 Objective	Outreach Action	Launch Date
	<ul style="list-style-type: none"> <li>• Bear Valley Mutual Water Company</li> <li>• City of Colton</li> <li>• City of Loma Linda</li> <li>• City of Redlands</li> <li>• City of Rialto</li> <li>• East Valley Water District</li> <li>• Loma Linda University</li> <li>• SBVMWD</li> <li>• San Bernardino Municipal Water Department</li> <li>• West Valley Water District</li> <li>• Yucaipa Valley Water District</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Outreach</li> </ul>	
<p>Objective 5D Coordinate with regulatory agencies early in project conceptualization to inform them of key projects and understand opportunities to leverage their mission where possible.</p>	<ul style="list-style-type: none"> <li>• <b>Coordinate with Regulators:</b> Continue coordination with regulatory agencies early and often during project development.</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Regulatory agencies</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Vary, based on project</li> <li>• Wash Plan Annual Report distribution list</li> </ul>	Ongoing
<p>Objective 5E Continue engaging with local water agencies on water reliability strategies to benefit the region (e.g., maximize recharge in wet years).</p>	<ul style="list-style-type: none"> <li>• <b>Continue to participate in regional water resiliency efforts</b> and engage in new programs/projects aligned with the District’s Mission and Values <ul style="list-style-type: none"> <li>○ <a href="#">Upper Santa Ana River Watershed IRUWMP</a></li> <li>○ Share District groundwater recharge expertise and experience across the region</li> <li>○ Pursue Watershed Resilience Plan grants when available</li> </ul> </li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• IRUWMP participants</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Upper Santa Ana River Watershed IRUWMP</a></li> </ul>	Q2 2024
<p>Objective 5F Coordinate closely with local aggregate producers to identify mutually beneficial lands feasible for mining and District-related activities in addition to partnering on mine reclamation,</p>	<ul style="list-style-type: none"> <li>• <b>Aggregate Producers:</b> Continue regular communication with local aggregate producers who are Wash Plan Participating Entities and/or lease land from the District.</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• CEMEX</li> <li>• Robertson’s Ready-Mix, Ltd.</li> </ul>	Annually

Goal 5 Objective	Outreach Action	Launch Date
anticipating eventual closures and opportunities to support groundwater recharge and habitat conservation.	<p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Strategic Plan distribution or update</li> </ul>	
5H. Build upon our existing relationships and long-term partnerships to focus on stewardship initiatives related to the Santa Ana River Wash (e.g., San Manuel Band of Mission Indians, Wildlife Conservation Board).	<ul style="list-style-type: none"> <li>• <b>Promote stewardship for the Wash</b> by: <ul style="list-style-type: none"> <li>○ Building a calendar of events by interested parties and partners to allow District to support/attend</li> <li>○ Working with the San Manuel Band of Mission Indians to incorporate traditional ecological knowledge into the District’s practices</li> <li>○ Adaptively manage and expand the Plunge Creek Conservation Project</li> <li>○ Research grant opportunities, complete pre-award meetings, etc.</li> <li>○ Participating in meetings to coordinate Wash HCP management with the Santa Ana Woolly Star Preserve Area and the River HCP Preserve</li> <li>○ Supporting the SAR Science and Conservation Symposium</li> </ul> </li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Bureau of Land Management</li> <li>• San Bernardino County Flood Control District</li> <li>• SBVMWD</li> <li>• San Manuel Band of Mission Indians</li> <li>• Wildlife Conservation Board</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Event calendar</li> <li>• Symposium and/or similar regional events</li> </ul>	Q2 2024
5I. Strengthen our relationship with the Conservation Trust to improve nongovernmental organization (NGO) and political leadership alliances to explore opportunities that create joint value (e.g., grants).	<ul style="list-style-type: none"> <li>• <b>Fact sheet:</b> Support the Trust in developing a fact sheet about the Conservation Trust that clearly defines the Trust and how it’s different from the District.</li> <li>• <b>Visual identity:</b> Support the Trust in developing a visual identity for the Trust so it has its own log and materials and carry though the website.</li> </ul>	Q3 2024
	<ul style="list-style-type: none"> <li>• <b>Co-host guests:</b> Co-host guests to visit the District and tour the lands (e.g., hosted Secretary of the Interior)</li> <li>• <b>Pursue grants:</b> Identify and submit on grants (e.g., BLM)</li> </ul>	Ongoing

Goal 5 Objective	Outreach Action	Launch Date
	<p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>Local leaders with interest in conservation</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>District/Trust tours</li> <li>Fact sheets</li> </ul>	
<p>5J. Maintain a productive intergovernmental working relationship with San Bernardino County Flood Control District to achieve mutual Goals (e.g., PERC, Woollystar Preserve Area).</p>	<ul style="list-style-type: none"> <li><b>Continue collaborating</b> with San Bernardino County Flood Control District and discuss opportunities to share project successes (e.g., co-present)</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>San Bernardino County Flood Control District</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>Apply for awards on co-created projects (FMA)</li> <li>Co-present at FMA conference</li> </ul>	2026
<p>5K. Leverage our legislative relationships to educate our state and federal representatives on the District’s crucial Mission to minimize barriers and create opportunities.</p>	<ul style="list-style-type: none"> <li><b>Share results of long-term regional dedication to aquifer stewardship:</b> <ul style="list-style-type: none"> <li>Attend meetings scheduled with local and state elected officials by CSDA, California Groundwater Coalition, etc.</li> <li>Schedule meetings to share groundwater stewardship successes with local and state elected officials</li> <li>Share materials on District work with legislators when appropriate</li> <li>Solicit grant support letters from local elected officials</li> </ul> </li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>See IP sheet</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>Local, State, and Federal Electeds IP sheet</li> </ul>	Ongoing
<p>Acknowledge the beneficial uses and continue to exercise the District’s Water Rights to serve our Mission and protect our assets.</p>	<ul style="list-style-type: none"> <li><b>TBD by David</b></li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>TBD by David</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>TBD by David</li> </ul>	
<p>Support operation of dams for water conservation (e.g., Forecast-Informed Reservoir Operations).</p>	<ul style="list-style-type: none"> <li><b>Promote Forecast Informed Reservoir Operations (FIRO)</b> with our local partners <ul style="list-style-type: none"> <li>Participate in FIRO Steering Committee</li> <li>Educate partners on FIRO</li> </ul> </li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>Elected officials</li> <li>Entities who pay our groundwater charge</li> </ul>	2025

Goal 5 Objective	Outreach Action	Launch Date
	<b>TOOLS</b> <ul style="list-style-type: none"> <li>• Communications with bi-annual billing</li> </ul>	
5L. Partner with contiguous HCPs to maximize the “Santa Ana Supershed” for statewide recognition for both conservation and propagation of sensitive species by seeking joint funding, developing monitoring programs, data analysis, sharing lessons learned and innovative technologies, and promoting award-winning achievement.	<ul style="list-style-type: none"> <li>• <b>Lead formation of the Santa Ana Supershed</b> with contiguous HCPs:               <ul style="list-style-type: none"> <li>○ Consider hosting Supershed workshop, panel, or session to define the group, the advantages of being a Supershed, and short- and long-term goals in conjunction with the Santa Ana River Science Symposium</li> <li>○ Invite similar agencies (e.g., Regional Water Authority) to participate</li> </ul> </li> </ul> <b>COLLABORATORS/INTERESTED PARTIES</b> <ul style="list-style-type: none"> <li>• Adjacent HCPs and associated agencies</li> <li>• Engage local legislators</li> </ul> <b>TOOLS</b> <ul style="list-style-type: none"> <li>• Workshop</li> </ul>	2028

### Goal 6: Fiscal Commitment and Accountability

Goal 6 Objective	Outreach Action	Launch Date
Objective 6E Continue leveraging grant strategies and dedicate resources to manage and respond to state and federal grant opportunities (e.g., habitat conservation, new facilities).	<ul style="list-style-type: none"> <li>• <b>Pursue grant funding</b> for the District’s projects:               <ul style="list-style-type: none"> <li>○ Identify grant opportunities (beyond PERC) to accomplish the District’s objectives</li> <li>○ Build a multi-year grant outlook document</li> </ul> </li> </ul> <b>COLLABORATORS/INTERESTED PARTIES</b> <ul style="list-style-type: none"> <li>• Funding agencies</li> </ul> <b>TOOLS</b> <ul style="list-style-type: none"> <li>• Grant outlook spreadsheet</li> </ul>	Ongoing

### Goal 7: Sustainable Organization & Governance

Goal 7 Objective	Outreach Action	Launch Date
Objective 7C Develop a protocol for onboarding new Board Directors and transferring institutional context from those leaving the Board, to foster uninterrupted governance.	<ul style="list-style-type: none"> <li>• <b>New Director Onboarding:</b> Prepare New Director Onboarding materials, including:               <ul style="list-style-type: none"> <li>○ Procedures</li> <li>○ Timeline, including major decisions and recurring events</li> <li>○ Roles and Responsibilities</li> <li>○ Guiding Principles</li> </ul> </li> </ul> <b>COLLABORATORS/INTERESTED PARTIES</b> <ul style="list-style-type: none"> <li>• Board of Directors</li> <li>• Management team, including GM</li> </ul>	TBD

Goal 7 Objective	Outreach Action	Launch Date
	<p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• Onboarding document</li> </ul>	
<p>Objective 7F Optimize both Staff and Board through identifying professional development and training to advance our leading-edge Vision.</p>	<ul style="list-style-type: none"> <li>• <b>Water Leaders Program:</b> Encourage staff to apply for WEF Water Leaders Program</li> <li>• ACWA training</li> <li>• Legislative training</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• District Staff</li> <li>• GM</li> <li>• ACWA</li> <li>• WEF</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• WEF program</li> </ul>	<p>2025</p>
<p>Objective 7I Empower professional partnerships between the District Board and Staff through clear roles and responsibilities and guiding principles to successfully implement the Strategic Plan.</p>	<ul style="list-style-type: none"> <li>• <b>Annual one-on-one meetings of Board Directors</b> with GM to discuss Strategic Plan implementation and partnering roles</li> </ul> <p><b>COLLABORATORS/INTERESTED PARTIES</b></p> <ul style="list-style-type: none"> <li>• Board Directors</li> <li>• GM</li> </ul> <p><b>TOOLS</b></p> <ul style="list-style-type: none"> <li>• SP 28</li> </ul>	<p>Annual</p>

## 2024 ENGAGEMENT ACTIVITIES CALENDAR

JANUARY 2024							FEBRUARY 2024							MARCH 2024							APRIL 2024							MAY 2024							JUNE 2024						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7				1	2	3	4				1	2	3	1	2	3	4	5	6	7			1	2	3	4	5						1	2	
8	9	10	11	12	13	14	5	6	7	8	9	10	11	4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9
15	16	17	18	19	20	21	12	13	14	15	16	17	18	11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16
22	23	24	25	26	27	28	19	20	21	22	23	24	25	18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23
29	30	31					26	27	28	29				25	26	27	28	29	30	31	29	30						27	28	29	30	31			24	25	26	27	28	29	30

JULY 2024							AUGUST 2024							SEPTEMBER 2024							OCTOBER 2024							NOVEMBER 2024							DECEMBER 2024						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	2	3	4	5	6	7				1	2	3	4						1	1	2	3	4	5	6				1	2	3						1				
8	9	10	11	12	13	14	5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
15	16	17	18	19	20	21	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
29	30	31					26	27	28	29	30	31	23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	23	24	25	26	27	28	29		
													30																				30	31							

2024 ACTIONS	STARTING	ENDING	MANAGER
1A. Consider joining efforts to restore Zanja	JAN 1	DEC 31	M. Mitrovich
1A. Research regional projects	JUL 1	DEC 31	
1B. Attend FMA	SEP 3	SEP 6	B. Miller
1B. Basin-sizing white paper and internship	JUL 1	TBD	
1B. Strengthen PERC relationships	Ongoing	Ongoing	
2C. PERC Funding	JAN 1	DEC 31	
2C. Share PERC progress	Ongoing	Ongoing	
2C. Conduct PERC community outreach	Ongoing	Ongoing	
3A. Wash Tours	Ongoing	Ongoing	
3A. Newsletter Articles	Ongoing	Ongoing	
3A. Host meetings with Interested Parties	Ongoing	Ongoing	
3A. Approach PPIC	Ongoing	Ongoing	
3B. Continue Steps 4 Life partnership	Ongoing	Ongoing	
3B. Resources for interaction with unhoused persons	Ongoing	Ongoing	Michael Guizar
3B. City/County partnership for outreach & grants	Ongoing	Ongoing	
3B. Service Organization Partnerships	Ongoing	Ongoing	
3E. Coordinate with Cities on trails program	JUN 1	OCT 1	
3E. Reactivate Trails Committee	JUN 1	OCT 1	
3E. Update Trails Master Plan	JUN 1	OCT 1	
3E. Identify and track grants for trails	JUN 1	OCT 1	
4A. Share model results	JUN 1	OCT 1	
4A. Create promotional content	JUN 1	OCT 1	
4A. Interactive infographic	JUN 1	OCT 1	
4A. Research and boost reputation	JUN 1	OCT 1	
4C. In Action Report	JAN 1	DEC 31	
4C. District merchandise	JAN 1	DEC 31	
4E. Unified messaging about groundwater basin	OCT 1	DEC 31	
4H. Share approach to helping unhoused people	OCT 1	DEC 31	
4H. Provide outreach materials to staff	OCT 1	DEC 31	

2024 ACTIONS	STARTING	ENDING	MANAGER
4H. Repeat and replicate CSDA panel	OCT 1	DEC 31	
4K. College outreach	Ongoing	Ongoing	
4K. K-12 outreach	Ongoing	Ongoing	
4K. PERC publication	Ongoing	Ongoing	
4K. WEF Water Leaders	Ongoing	Ongoing	
4K. SHSF publication	Ongoing	Ongoing	
5B. Build and support partnerships	Ongoing	Ongoing	
5C. Support Groundwater Council	JUL 1	OCT 1	
5D. Coordinate with regulatory agencies	Ongoing	Ongoing	
5E. Participate in regional efforts	APR 1	DEC 31	
5F. Outreach to mining companies	JAN 1	DEC 31	
5H. Promote stewardship for the Wash	APR 1	JUN 30	
5I. Conservation Trust fact sheet	JUL 1	OCT 1	
5I. Conservation Trust visual identity	JUL 1	DEC 31	
5I. Conservation Trust guests and grants	Ongoing	Ongoing	
5K. Improve District visibility with elected officials	Ongoing	Ongoing	
6E. Create schedule to discuss grants w funding agencies / electeds	JUL 1	OCT 1	
6E. Create and maintain 2-year grant outlook document	JUL 1	OCT 1	
7I. One-on-one meetings with Board Directors	Annual	Annual	B. Miller

DRAFT

### 3. INTERESTED PARTIES DNA

Generally, the Conservation District’s interested parties fall into at least one of the categories shown on **Figure 1**. Detailed descriptions of each of the Interested Parties listed in Section 3 and more are provided as **Appendix A: Interested Party Profiles**.



Figure 1. Partnership Categories

#### 1. NON-GOVERNMENTAL ORGANIZATIONS (NGO)

NGOs include non-profits and non-governmental organizations that have an interest such as environmental, tribal, disadvantaged communities, and community-based organizations.

- California Society for Ecological Restoration
- Center for Biological Diversity
- Desert Institute
- Endangered Habitats League
- Local service organizations that assist people surrounding/in the Wash who are experiencing homelessness

- Steps 4 Life
- Homeless to Home
- Lighthouse Social Services Center
- Mary's Mercy Center
- San Bernardino County Community Development and Housing Homeless Partnership
- Sweet Dreams
- Time for Change Foundation
- National Habitat Conservation Plan Coalition
- Native Plant Society
- Natural Areas Association
- Natural Resources Defense Council
- Public Policy Institute of California
- San Diego Zoo
- The Wildlife Society
- Wash Plan Preserve Management Committee

## **2. PUBLIC AGENCIES**

Public agencies include any district, city, or county involved to enforce ordinances, policies, and local permitting.

### 2A. Districts

- Bear Valley Mutual Water Company
- East Valley Water District
- Inland Empire Resource Conservation District
- Orange County Flood Control District
- San Bernardino County Flood Control District
- San Bernardino Valley Municipal Water District
- Santa Ana Watershed Project Authority
- Southern California Association of Governments
- West Valley Water District
- Western Municipal Water District
- Western Riverside County Regional Conservation Authority
- Yucaipa Valley Water District

### 2B. Cities and Counties

- City of Colton
- City of Highland
- City of Loma Linda
- City of Redlands
- City of Rialto
- San Bernardino County

#### 2C. Multi-agency Organizations

- Conservation Trust
- Wash Plan Preserve Management Committee
- Basin Technical Advisory Committee
- Groundwater Council
- Santa Ana Watershed Project Authority (SAWPA)

### **3. LOCAL, STATE, AND FEDERAL ELECTEDS**

This group of interested parties are elected or appointed at the local, state, and federal level and have interest in the District from a policy, political, or funding perspective.

- State Representatives
  - Assemblymember Eloise Gómez Reyes
  - Senator Rosilicie Ochoa Bogh
- U.S. Representatives
  - Senator Laphonza Butler
  - Senator Alex Padilla
  - Representative Jay Obernolte
  - Representative Raul Ruiz
  - Representative Judy Chu
  - Representative Pete Aguilar
  - Representative Norma J. Torres
  - Representative Young Kim

### **4. INDUSTRY ORGANIZATIONS**

Industry organizations include associations and other groups for professionals in the water and natural resources industries.

- American Planning Association
- American Public Works Association (APWA)
- American Society of Agricultural and Biological Engineers

- Association of California Water Agencies (ACWA)
- California Special Districts Association
- Floodplain Management Association
- Groundwater Council
- Groundwater Resources Association of California
- International Association of Hydrogeologists
- International Water Management Institute
- National Habitat Conservation Plan Coalition
- Natural Areas Association
- Northern California Botanists
- Southern California Botanists
- Southern California Water Coalition
- Urban Water Institute
- Water Education Foundation

## **5. ACADEMIA**

Educational partners such as universities, colleges, and school districts.

- Cal Poly Pomona
- CSU Sacramento
- CSU San Bernardino
- Desert Institute
- Loma Linda University
- University of California, Davis
- University of Redlands

## **6. STATE AGENCIES**

State agencies include water, power, natural resources, and transportation agencies that have an interest in the District from a regulatory, policy, right of way or funding perspective at the state level.

- California Department of Fish and Wildlife
- California Department of Natural Resources
- California Department of Water Resources
- State Water Resources Control Board

## **7. FEDERAL AGENCIES**

Federal agencies include those with interest in the District for water, power, and/or natural resources from a regulatory, policy, right of way, or funding perspective at the federal level.

- U.S. Army Corps of Engineers (USACE)
- U.S. Bureau of Land Management (BLM)
- U.S. Bureau of Reclamation (USBR)
- U.S. Fish and Wildlife Service (USFWS)
- U.S. Geological Survey (USGS)

## **8. TRIBAL GOVERNMENTS**

Tribal governments include native tribes and bands of indigenous peoples of California.

- San Manuel Band of Mission Indians

## **9. PRIVATE INDUSTRY**

Private industry includes businesses such as utilities, aggregate mining, and chambers of commerce.

- Chambers of Commerce
- Construction Materials Pacific, LLC (CEMEX)
- Growers/Landowners
- (Real Estate Leasor)
- Riverside Public Utilities
- Robertson's Ready-Mix, Ltd.
- San Diego Gas
- Vulcan Materials Company (Vulcan)

## **10. GENERAL PUBLIC**

The public is not represented as an organization but rather as individuals with interest in the Conservation District's activities (e.g., residents).

#### 4. OUTREACH TOOLS

Throughout the project, several approaches and tools will be utilized to heighten awareness of District. Direct outreach as well as broad communication will be key to keeping Interested Parties informed and engaged throughout project phases. Tools that may be used throughout the process to ensure consistent and transparent communication are included below in **Table 1**.

**Table 1: Tools to Facilitate Outreach**

TOOL	CADENCE
District Website	Update as needed
Newsletter (internal)	Quarterly
Written letters (postal mail) <ul style="list-style-type: none"> <li>• Personalized annual letter to ratepayers stating how their funds were used</li> <li>• Inserts with bi-annual billing</li> </ul>	Bi-annual
Social Media <ul style="list-style-type: none"> <li>• Facebook</li> <li>• Next Door</li> </ul>	Prior to and following major milestones
Eblasts	As needed
FAQs/Fact Sheets <ul style="list-style-type: none"> <li>• Partnerships</li> <li>• Groundwater sustainability and state of the basin (as unified message, developed with partners)</li> <li>• How conservation benefits native species</li> </ul>	Updated Quarterly
Media Relations <ul style="list-style-type: none"> <li>• Radio</li> <li>• News</li> <li>• Editorials</li> </ul>	Prior to and following major milestones
Presentations <ul style="list-style-type: none"> <li>• Technical model results</li> <li>• Plunge Creek</li> <li>• PERC and basin-sizing</li> <li>• Accomplishments Report in slideshow form</li> <li>• Groundwater sustainability and state of the basin (as unified message, developed with partners)</li> </ul>	As often as possible. Look for opportunities to co-present with project partners.
Scientific/White Papers <ul style="list-style-type: none"> <li>• Endangered species monitoring and management (SBKR, SHSF)</li> <li>• Seed bulking case study</li> <li>• PERC</li> <li>• Model results (nature-based solutions for groundwater sustainability)</li> <li>• Basin-sizing</li> </ul>	During and following major projects and innovative initiatives
Awards <ul style="list-style-type: none"> <li>• Endangered species monitoring and management</li> <li>• PERC basin sizing</li> </ul>	<ul style="list-style-type: none"> <li>• When planning to attend a conference, look in advance for opportunities to apply for awards.</li> <li>• In 2025, apply for ACWA’s Clair A. Hill Agency Award for Excellence</li> </ul>

<ul style="list-style-type: none"> <li>• Leverage model results for District’s impact on groundwater sustainability via recharge</li> <li>• Plunge Creek</li> <li>• Apply together with SBCFCD for co-created projects</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage existing awards when practical</li> </ul>
<p>Merchandise</p> <ul style="list-style-type: none"> <li>• BMP Calendar</li> <li>• Business cards w variable backs</li> <li>• Playing cards w sensitive species on backs</li> <li>• Lapel pins</li> <li>• 5-minute shower timer</li> <li>• Mural in lobby</li> <li>• Children’s book</li> </ul>	<p>Annually, consider development of one of the suggested items.</p>
<p>Planning Documents</p> <ul style="list-style-type: none"> <li>• Update Trails Master Plan</li> <li>• Strategic Plan 2028</li> </ul>	<p>Periodically</p>
<p>District Collateral</p> <ul style="list-style-type: none"> <li>• Welcome packet</li> <li>• Annual reports</li> <li>• District leadership through conscious operations (including native species as stakeholders)</li> <li>• Educational materials (endangered species, habitat)</li> <li>• New Director onboarding package</li> <li>• Board/Staff Roles &amp; Responsibilities document</li> </ul>	<p>Annual</p>
<p>Trust Collateral</p> <ul style="list-style-type: none"> <li>• Educational materials</li> <li>• Trust website update</li> </ul>	<p>Per Calendar</p>
<p>Outreach Meetings</p> <ul style="list-style-type: none"> <li>• See IP Profiles and Calendar</li> </ul>	<p>Regularly</p>
<p>Events</p> <ul style="list-style-type: none"> <li>• Briefings</li> <li>• Open Houses</li> <li>• Santa Ana Supershed workshop</li> <li>• Tours</li> <li>• Adopt a Kangaroo Rat program</li> <li>• College job fairs</li> <li>• Pancake Breakfasts</li> <li>• Kiwanis Club</li> <li>• Lions Club</li> <li>• Rotary Club</li> <li>• Farm Bureau</li> <li>• Board of Supervisors</li> <li>• Chamber Meetings</li> <li>• Others</li> </ul>	<p>2X year</p>
<p>Graphics</p> <ul style="list-style-type: none"> <li>• Modeling results animation</li> <li>• District ethos graphic (GW recharge plus habitat conservation with sustainable land and species management as part of operations)</li> </ul>	<p>2024</p>

Property Postings/Signage	As needed
Advertising	As needed
Video <ul style="list-style-type: none"> <li>• District partnerships</li> <li>• Groundwater sustainability and state of the basin (as unified message, developed with partners)</li> </ul>	Prioritize Annually
Tracking tools <ul style="list-style-type: none"> <li>• Conference tracker spreadsheet</li> <li>• Permit tracker spreadsheet</li> <li>• Grant tracker database or spreadsheet</li> </ul>	2-year lookahead updated monthly

DRAFT

## **APPENDIX A**

### **Interested Party Profiles**

Interested Party Profiles are included for the following:

1. Non-Governmental Organizations (NGO)
2. Public Agencies
  - 2A. Districts
  - 2B. Cities and Counties
  - 2C. Multi-agency Organizations
3. Local, State, and Federal Electeds
4. Industry Organizations
5. Academia
6. State Agencies
7. Federal Agencies
8. Tribal Governments
9. Private Industry
10. General Public

Detailed information for each Interested Party group includes:

- Relationship(s) to District
- District benefits to the organizations
- District perceived threats to the organizations
- Potential District Opportunities
- Interested Party contacts
- Lead responsible for communication
- Outreach approach to improve District's position
- Six-month priority actions
- Completed activities

## 1. Non-Governmental Organizations (NGO)

This IP Profile includes information about NGOs in or near the District's boundary:

- California Society for Ecological Restoration (SERCAL)
- Center for Biological Diversity
- Desert Institute
- Endangered Habitats League
- Local service organizations assisting people experiencing homelessness
  - Steps 4 Life
  - Homeless to Home
  - Lighthouse Social Services Center
  - Mary's Mercy Center
  - San Bernardino County Community Development and Housing Homeless Partnership
  - Sweet Dreams
  - Time for Change Foundation
- National Habitat Conservation Plan Coalition (NHCCP)
- Native Plant Society
- Natural Areas Association
- Natural Resources Defense Council (NRDC)
- Public Policy Institute of California (PPIC)
- Redlands Conservancy
- San Diego Zoo
- Society for Ecological Restoration (SER)
- Southern California Water Coalition
- The Nature Conservancy
- The Wildlife Society (TWS)
- Urban Water Institute
- Water Education Foundation (WEF)

### Relationships to District

- 

### District Benefits to the Organizations

- Improved habitat conditions for endangered and threatened species
- Opportunity for nature-based solutions
- Environmental mitigation opportunities

### District Perceived Threats to the Organizations

- 

### Potential District Opportunities

- Sharing endangered species monitoring and management results
- Partnerships to reduce risk for people surrounding/in the Wash who are experiencing homelessness
- Coordination on trails project
- Elevate District's reputation
- New partnerships

Potential Funders or Co-Grant Applicants?  YES  NO

Why?

### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
Steps 4 Life	Cynthia McGuigan	Founder	(909) 335-1488	
Center for Biological Diversity				
Desert Institute				
Endangered Habitats League				
NHCPC				
Native Plant Society				
Natural Areas Association				
NRDC				
PPIC				
Redlands Conservancy				
San Diego Zoo				
SERCAL				
The Nature Conservancy				
TWS				
Urban Water Institute				
WEF				

### Lead Responsible for Communication

GM  Board  Staff  Other

Name

### Outreach approach to improve District's position

How will the District better improve their position with these organizations?

- 

### Six Month Priority Actions

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
3A	Invite interested parties for tours of the Wash	TWS, NRDC	Ongoing		
3A	Publish endangered species monitoring and management results in industry organization newsletters: <ul style="list-style-type: none"> <li>• Conservation Connections (NHCPC)</li> <li>• Natural Areas Journal (NAA)</li> <li>• Natural Resources Defense Council</li> <li>• Journal of Wildlife Management (TWS)</li> </ul>	NHCPC, NAA, NRDC, TWS	Ongoing		
3A	Host meetings with Interested Parties to share key monitoring and management outcomes	SERCAL, Desert Institute, FMA,	Ongoing		

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
		NHCPC, Native Plant Society, NAA, NRDC, Northern CA Botanists, PPIC, Southern CA Botanists, Southern CA Water Coalition, TWS, WEF			
3A	Form partnership with Public Policy Institute of California (PPIC) to share “developing monitoring and management programs” as a topic	PPIC	Ongoing		
3B	Continue partnership with Steps4Life to provide transitional housing via District-owned property	Steps 4 Life	Ongoing		
3B	Investigate opportunities to partner with additional local service organizations that assist people surrounding/in the Wash who are experiencing homelessness: <ul style="list-style-type: none"> <li>• Homeless to Home</li> <li>• Lighthouse Social Services Center</li> <li>• Mary’s Mercy Center</li> <li>• San Bernardino County Community Development and Housing Homeless Partnership</li> <li>• Sweet Dreams</li> <li>• Time for Change Foundation</li> </ul>	see bullet list in Action column	Ongoing		
3E	Coordinate on Trails project	Redlands Conservancy	Q3 2024		
4A	Seek insight into the District’s reputation with outside organizations. Elevate the District’s profile to promote a reputation for innovation, dedication, and natural solutions. Consider distributing a survey to outside organizations on if/how SBVWCD is known.	All NGOs	Q3 2024		
4C	Celebrate SBVWCD’s eco-community with compelling merchandise/giveaways	All	2024		
5B	Identify new partners and continue to collaborate with existing partners that share common goals with the District	Environmental Associations	Ongoing		

**Completed Activities**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

## 2A. Public Agencies: Districts

This IP Profile includes information about districts in or near SBVWCD’s boundary:

- Bear Valley Mutual Water Company
- East Valley Water District
- Inland Empire Resource Conservation District (IERCD)
- Irvine Ranch Water District (IRWD)
- Orange County Flood Control District
- San Bernardino County Flood Control District (SBCFCD)
- San Bernardino Valley Municipal Water District (SBVMWD)
- Southern California Association of Governments (SCAG)
- West Valley Water District
- Western Municipal Water District (WMWD)
- Western Riverside County Regional Conservation Authority (WRCRCA)
- Yucaipa Valley Water District

### Relationships to District

- SBVMWD and SBCFCD are on the Santa Ana Wollystar Preserve Area management committee
- Most of these districts are on the Groundwater Council

### District Benefits to the Organizations

- How the District benefits the organizations: TBD

### District Perceived Threats to the Organizations

- Any perceived threats the District poses to the organizations: TBD

### Potential District Opportunities

- Regional projects
- Joint funding opportunities
- PERC partnerships
- Elevate District’s reputation
- Unified messaging about the state of the groundwater basin

Potential Funders or Co-Grant Applicants?  YES  NO

Why? 

Potential for joint projects
------------------------------

### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
Bear Valley MWC				
East Valley WD	Michael Moore	General Manager	(909) 885-4900	
IERCD	Mandy Parkes	District Manager	(909) 885-6473	mparkes@iercd.org
IRWD	Paul Cook	General Manager	(949) 453-5300	GenManager@IRWD.com
Orange County FCD				
SBCFCD				
SBVMWD				
SCAG				
West Valley WD				
WMWD				
WRCRCA				

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
Yucaipa Valley WD				

**Lead Responsible for Communication**

GM  Board  Staff  Other

Name

**Outreach approach to improve District’s position**

How will the District better improve their position with these organizations?

- Increase engagement with SBVMWD to build a stronger partnership PERC so SBVWCD is included in outreach and engagement efforts (including GM tours)
- Identify venues and opportunities to co-present Enhanced Recharge Project results

**Six Month Priority Actions**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
1A	Research nearby/overlapping districts and communicate with staff to gather intel on potential regional projects	All Districts, cities, counties, and multi-agency organizations	Q3 2024		
1B	Build relationships with PERC partner organizations to help widen partners’ perceptions. Support understanding that the District both conducts operations AND designs, prioritizes, and builds projects.	SBVMWD, WMWD, SBCFCD	2024		
2C	Identify and pursue funding opportunities for PERC	SBVMWD, WMWD, SBCFCD	Q1 2024		
2C	Keep PERC partners updated on progress	SBVMWD, WMWD, SBCFCD	Ongoing		
2C	Prior to PERC project construction, communicate with ratepayers and community agencies to share positive, affirming information about PERC.	SBVMWD, WMWD, SBCFCD	Ongoing		
3A	Host meetings with Interested Parties to share key monitoring and management outcomes		Ongoing		
4A	Create an interactive infographic to show the District’s progress and proactive management through ESRI’s GW modeling and celebrate partnerships	SBVMWD	Q3 2024		
4A	Seek insight into the District’s reputation with outside organizations. Elevate the District’s profile to promote a reputation for innovation, dedication, and natural solutions. Consider distributing a survey to outside organizations on if/how SBVWCD is known.	All Districts	Q3 2024		
4C	Celebrate SBVWCD’s eco-community with compelling merchandise/giveaways	All	2024		

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
4E	Create unified messaging with our neighboring agencies about the state of the groundwater basin	East Valley Water District, SBVMWD	Q4 2024		

**Completed Activities**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

## 2B. Public Agencies: Cities and Counties

SBVWCD is located in the City of Redlands. This IP Profile includes information about cities/county in or near the District's boundary:

- City of Redlands
- City of Colton
- City of Highland
- City of Loma Linda
- City of Rialto
- City of Riverside
- San Bernardino County

### Relationships to District

- City of Redlands Mayor Tejeda is on the Santa Ana River Wash Committee

### District Benefits to the Organizations

- How the District benefits the cities/county: TBD

### District Perceived Threats to the Organizations

- Any perceived threats the District poses to any city/county: TBD

### Potential District Opportunities

- Partnership to restore Historic Zanja
- Reduce risk for people experiencing homelessness on District lands
- Cooperate with Highland and Redlands on trails system
- Get to know the cities on the west end of the District
- Unified messaging on the state of the groundwater basin

Potential Funders or Co-Grant Applicants?  YES  NO

Why? 

Potential for joint projects
------------------------------

### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
City of Redlands	Charles Duggan, Jr	City Manager	(909) 798-7510	cduggan@cityofredlands.org
City of Redlands	Eddie Tejeda	Mayor	(909) 798-7533	--
City of Colton	William R. Smith	City Manager	(909) 370-5051	citymgr@coltonca.gov
City of Colton	Frank J. Navarro	Mayor	--	fnavarro@coltonca.gov
City of Highland	Carlos Zamano	City Manager	(909) 864-6861	--
City of Highland	Penny Lilburn	Mayor	909-864-6861, x306	plilburn@cityofhighland.org
City of Loma Linda	T. Jarb Thaipejr	City Manager	(909) 799-2811	Jthaipejr@lomalinda-ca.gov
City of Loma Linda	Phill Dupper	Mayor	(909) 799-2819	pdupper@lomalinda-ca.gov
City of Rialto	David Carmany	City Manager	909-820-2689	dcarmany@rialtoca.gov
City of Rialto	Deborah Robertson	Mayor	--	--
City of San Bernardino		City Manager		
City of San Bernardino	Helen Tran	Mayor		

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
San Bernardino County	Dawn Rowe	Chair, Board of Supervisors	909.387.4855	<a href="mailto:Supervisor.Rowe@bos.sbcounty.gov">Supervisor.Rowe@bos.sbcounty.gov</a>
San Bernardino County	Col. Paul Cook (Ret.)	Vice Chair, Board of Supervisors		
San Bernardino County	Jesse Armendarez	Supervisor		
San Bernardino County	Curt Hagman	Supervisor		
San Bernardino County	Joe Baca, Jr.	Supervisor		
San Bernardino County	Noel Castillo	Director of Public Works		Noel.Castillo@dpw.sbcounty.gov

**Lead Responsible for Communication**

GM  Board  Staff  Other

Name

**Outreach approach to improve District’s position**

How will the District better improve their position with these organizations?

- City of Redlands Strategic Plan 2022-2028: [https://www.cityofredlands.org/sites/main/files/file-attachments/redlandsstrategicplan\\_final.pdf?1651172526](https://www.cityofredlands.org/sites/main/files/file-attachments/redlandsstrategicplan_final.pdf?1651172526)

**Six Month Priority Actions**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
1A	Evaluate and consider joining efforts to restore historic Zanja	Redlands			
1A	Get to know the cities on the west end of the District	Rialto, Colton, San Bernardino	Q3 2024		
3A	Host meetings with Interested Parties to share key monitoring and management outcomes		Ongoing		
3B	Continue to partner with City of Redlands and San Bernardino County Department of Public Works to pursue opportunities for risk reduction and outreach to the unhoused population in the Wash, including pursuit of grant opportunities	Redlands, SB County			
3E	Continue outreach to collaborate on Trails project with cities (approval expected Summer 2024)	Redlands, Highland	Q3 2024		
5C	Support Groundwater Council	All cities			
4C	Celebrate SBVWCD’s eco-community with compelling merchandise/giveaways	All	2024		
4E	Create unified messaging with our neighboring agencies about the state of the groundwater basin	Redlands, Loma Linda	Q4 2024		

### Completed Activities

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

## 2C. Public Agencies: Multi-agency Organizations

This IP Profile includes information about the following multi-agency organizations:

- **Conservation Trust:** “San Bernardino Valley Conservation Trust’s mission is to directly support the protection and stewardship of lands and endowments protecting natural resources, endangered species habitats, open space and outdoor recreational areas in the San Bernardino Valley through the Wash Plan and other future projects. The California Department for Fish and Wildlife has approved our application to Hold and Manage Mitigation Lands in the region.”
  - SBVWCD
  - SBVMWD
  - IERCD
- **Wash Plan Preserve Management Committee:** Consistent with the Wash Plan (Section 5.2.2), the Preserve Management Committee (PMC), which, at a minimum, includes a representative of the Conservation District, Flood Control (in accordance with its ITP), and one representative each from the USFWS, CDFW, BLM, and Santa Ana River WSPA Management Committee, is to provide technical advice, recommendations, and feedback to the Conservation District’s Preserve Manager on activities undertaken in support of implementation of the Wash Plan consistent with the Natural Resource Management Plan, including recommendations for approval of the annual management and monitoring budget and report.
  - SBVWCD
  - USFWS
  - CDFW
  - BLM
  - SBCFCD
  - Orange County FCD
  - SBVMWD
- **Basin Technical Advisory Committee (BTAC):** The BTAC is comprised of retail water agencies, flood control, wholesale water agencies, and other stakeholders that collectively represents nearly 1.5 million people. The BTAC works collaboratively on water-related issues and water resources management within the upper Santa Ana River Watershed.
  - SBVWCD
  - Bear Valley MWC
  - City of Colton
  - East Valley WD
  - City of Loma Linda
  - City of Redlands
  - City of Rialto
  - City of Riverside
  - SBCFCD
  - San Bernardino Municipal Water Department
  - SBVMWD
  - West Valley WD
  - Western MWD
  - Yucaipa Valley WD
- **Groundwater Council:** The goals of the Groundwater Council are to prepare for and coordinate the management of groundwater supply resources throughout the Basin, and to coordinate maintenance of conveyance and recharge facilities to expedite such management.
  - SBVWCD
  - Bear Valley Mutual Water Company
  - City of Colton
  - City of Loma Linda
  - City of Redlands
  - City of Rialto
  - East Valley Water District
  - Loma Linda University

- SBVMWD
- San Bernardino Municipal Water Department
- West Valley Water District
- Yucaipa Valley Water District
- **Santa Ana Watershed Project Authority (SAWPA):** SAWPA focuses on a broad range of water resource issues including water supply reliability, water quality improvement, recycled water, wastewater treatment, groundwater management, brine disposal, and integrated regional planning. Its stated mission is to develop and maintain regional plans, programs, and projects that will protect the Santa Ana River basin water resources to maximize beneficial uses within the watershed in an economically and environmentally responsible manner.
  - Eastern Municipal Water District
  - Inland Empire Utilities Agency
  - Orange County Water District
  - SBVMWD
  - Western Municipal Water District
- **Santa Ana Wollystar Preserve Area management committee:** The Santa Ana River Woolly-Star Preserve Area (WSPA) is an existing 764-acre area preserve established as mitigation for impacts to woolly-star resulting from the construction and operation of the Seven Oaks Dam.
  - SBVWCD
  - Bureau of Land Management
  - San Bernardino County Flood Control District (SBCFCD)
  - SBVMWD

**Relationships to District**

- 

**District Benefits to the Organizations**

- 

**District Perceived Threats to the Organizations**

- 

**Potential District Opportunities**

- Communicate what the District does with the Sustainability Component funds
  - Continue collecting Sustainability Component
  - Demonstrate thoughtful and beneficial use of funds
- Distribute scientific paper about updated model, results, and District’s success
- Create unified messaging about the state of the groundwater basin
- Continue to conduct meetings of the Santa Ana Wollystar Preserve Area Management Committee
- Consider partnership for grant funding

**Potential Funders or Co-Grant Applicants?**  YES  NO

Why? Opportunity for shared projects

**Interested Party Contacts**

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
Conservation Trust	John Longville, SBVWCD	CT Board VP		
Conservation Trust	David Raley, SBVWCD	CT Board President		
Conservation Trust	Brad Buller, IERCD	CT Board Director		
Conservation Trust	Paul Kielhold, SBVMWD	CT Board Director		

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
Wash Plan Preserve Management Committee				
BTAC				
Groundwater Council				
SAWPA				
Santa Ana Woollystar Preserve Area Management Committee				

**Lead Responsible for Communication**

GM  Board  Staff  Other

Name

**Outreach approach to improve District’s position**

How will the District better improve their position with these organizations?

**Six Month Priority Actions**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
1B	Communicate what the District does with the Sustainability Component funds to demonstrate thoughtful and beneficial use	Groundwater Council	Ongoing		
3A	Host meetings with Interested Parties to share key monitoring and management outcomes	Wash Plan Preserve Management Committee	Ongoing		
4A	Publish and distribute scientific paper about updated model, results, and District’s success. Present to industry organizations.	SAWPA			
4C	Celebrate SBVWCD’s eco-community with compelling merchandise/giveaways	All	2024		
4E	Create unified messaging with our neighboring agencies about the state of the groundwater basin	BTAC	Q4 2024		
5C	Support Groundwater Council members by continuing with existing GWC structure until June 2024, then considering Board action to continue GWC (part 2) based on level of benefit	GW Council members	Q2 2024		
5H	Conduct meetings of the Santa Ana Woollystar Preserve Area management committee	Santa Ana Woollystar Preserve Area	Q2 2024		

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
		management committee			
5I	Create fact sheet about the Conservation Trust that clearly defines the Trust and how it's different from the District.	Conservation Trust	Q3 2024		
5I	Develop visual identity for the Trust so it has its own log and materials and carry though the website.	Conservation Trust	Q3 2024		
5I	Identify and submit on grants	Conservation Trust, BLM	Ongoing		

**Completed Activities**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

### 3. Local, State, and Federal Electeds

This IP Profile includes information about interested parties who are elected or appointed at the local, state, and federal level and have interest in the District from a policy, political, or funding perspective.

#### Relationships to District

- 

#### District Benefits to the Organizations

- 

#### District Perceived Threats to the Organizations

- 

#### Potential District Opportunities

- 

Potential Funders or Co-Grant Applicants?  YES  NO

Why?

#### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
State Elected	Eloise Gómez Reyes	Assemblymember		
State Elected	Rosilicie Ochoa Bogh	Senator		
Federal Elected	Laphonza Butler	Senator		
Federal Elected	Alex Padilla	Senator		
Federal Elected	Jay Obernolte	Representative		
Federal Elected	Raul Ruiz	Representative		
Federal Elected	Judy Chu	Representative		
Federal Elected	Pete Aguilar	Representative		
Federal Elected	Norma J. Torres	Representative		
Federal Elected	Young Kim	Representative		

#### Lead Responsible for Communication

GM  Board  Staff  Other

Name

#### Outreach approach to improve District's position

How will the District better improve their position with these organizations?

- Increase District visibility by meeting quarterly with priority electeds and following up as necessary
- Provide electeds with information about the District including a brochure and welcome packet

**Six Month Priority Actions**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
4C	Celebrate SBVWCD's eco-community with compelling merchandise/giveaways	All	2024		
5K	Improve District visibility with elected officials: <ul style="list-style-type: none"> <li>• Set up quarterly schedule to meet with priority electeds and follow up as necessary</li> <li>• Utilize brochure and welcome packet to interact with legislators when the opportunity is available</li> <li>• Identify grant opportunities to have electeds promote on behalf of the District</li> </ul>	All (see Interested Party Contacts)	Ongoing		
6E	Pursue grant funding for the District's projects. Set up a schedule to meet with funding agencies and legislators.	Funding agencies	Ongoing		

**Completed Activities**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

## 4. Industry Organizations

This IP Profile includes information about associations and other groups for professionals in the water and natural resources industries:

- American Planning Association (APA)
- American Public Works Association (APWA)
- American Society of Agricultural and Biological Engineers
- Association of California Water Agencies (ACWA)
- California Special Districts Association (CSDA)
- Floodplain Management Association (FMA)
- Groundwater Resources Association of California (GRA)
- International Association of Hydrogeologists
- International Water Management Institute
- National Habitat Conservation Plan Coalition (NHCP)
- Natural Areas Association
- Northern California Botanists
- Southern California Botanists
- Southern California Water Coalition (SCWC)
- Urban Water Institute (UWI)
- Water Education Foundation (WEF)

### Relationships to District

- 

### District Benefits to the Organizations

- 

### District Perceived Threats to the Organizations

- 

### Potential District Opportunities

- Present District’s accomplishments at conferences
- Host meetings to share endangered species monitoring and management outcomes
- Partner to reduce risk for people experiencing homelessness in and around District lands

Potential Funders or Co-Grant Applicants?  YES  NO

Why?

### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
APA				
APWA				
American Society of Agricultural and Biological Engineers				
ACWA				
CSDA				

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
FMA				
GRA				
International Association of Hydrogeologists				
International Water Management Institute				
NHPCP				
Natural Areas Association				
Northern California Botanists				
Southern California Botanists				
UWI				
WEF				

**Lead Responsible for Communication**

GM  Board  Staff  Other

Name

**Outreach approach to improve District’s position**

How will the District better improve their position with these organizations?

- 

**Six Month Priority Actions**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
1A	Groundwater 101 Workshop	WEF	April 2024	Betsy, Milan	
1A	Attend ACWA Spring Conference (Sacramento)	ACWA	May 2024	Betsy	
1A, 1B	Attend FMA Conference (Las Vegas)	FMA	September 2024		
1A	Attend WEF International Groundwater Conference (San Francisco)	WEF	June 2024		
3A	Host meetings with Interested Parties to share key monitoring and management outcomes	WEF	Ongoing		
3B	Continue to partner with City of Redlands and San Bernardino County Department of Public Works to pursue opportunities for risk reduction and outreach to the unhoused population in the Wash, including pursuit of grant opportunities	County Engineer’s Association of California	Ongoing		

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
4C	Celebrate SBVWCD's eco-community with compelling merchandise/giveaways	All	2024		
4K	Partner with WEF Project WET to educate K-12	WEF	Ongoing		
4K	Encourage staff to apply for WEF Water Leaders Program	WEF	Ongoing		
5B	Identify new partners and continue to collaborate with existing partners that share common goals with the District	WEF	Ongoing		

**Completed Activities**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

## 5. Academia

This IP Profile includes information about the District’s educational partners such as universities, colleges, and school districts:

- Cal Poly Pomona
- CSU Sacramento
- CSU San Bernardino
- Desert Institute
- Loma Linda University
- University of California, Davis
- University of Redlands

### Relationships to District

- 

### District Benefits to the Organizations

- 

### District Perceived Threats to the Organizations

- 

### Potential District Opportunities

- Partner with University of Redlands to assist with restoration of the historic Zanja

### Potential Funders or Co-Grant Applicants? YES NO

Why?

### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
CSU Sacramento	Dr. Zoi Doku	USBR WaterSMART grant partner		
Cal Poly Pomona				
CSU Sacramento				
CSU San Bernardino				
Desert Institute				
Loma Linda University				
UC Davis				
University of Redlands				

### Lead Responsible for Communication

- GM  Board  Staff  Other

Name

### Outreach approach to improve District’s position

How will the District better improve their position with these organizations?

**Six Month Priority Actions**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
1B	Partner with Cal Poly Pomona on internship to develop white paper sharing PERC recharge basin sizing methodology.	Cal Poly Pomona	2024		
4A	Publish and distribute scientific paper about updated model, results, and District's success. Present to industry organizations.	ACWA GW Committee, DWR SGMA Group, FMA, GRA, SAWPA, Southern CA Water Coalition, TNC, Urban Water Institute, WEF Groundwater 101			
4C	Celebrate SBVWCD's eco-community with compelling merchandise/giveaways	All	2024		
4K	Continue university/college outreach in the 5-county area, including internships and job fairs	Cal Poly Pomona, CSU San Bernardino, Loma Linda University, University of Redlands	Ongoing		
4K	Develop publication piece with CalPoly Pomona on sharing the new basin-sizing method developed as part of PERC	Cal Poly Pomona	Ongoing		
4K	Develop publication piece with University of Redlands on understanding the pollinators for slender-horned spineflower	University of Redlands	Ongoing		
5B	Identify new partners and continue to collaborate with existing partners that share common goals with the District	Academic institutions	Ongoing		

**Completed Activities**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

## 6. State Agencies

This IP Profile includes information about agencies with interest in the District for water, power, and/or natural resources from a regulatory, policy, right of way, or funding perspective at the state level:

- California Department of Fish and Wildlife (CDFW)
- California Department of Natural Resources (CDNR)
- California Department of Water Resources (DWR)
- State Water Resources Control Board (SWRCB)

### Relationships to District

- 

### District Benefits to the Organizations

- 

### District Perceived Threats to the Organizations

- 

### Potential District Opportunities

- 

Potential Funders or Co-Grant Applicants?  YES  NO

Why?

### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
CDFW				
CDNR				
DWR				
SWRCB				

### Lead Responsible for Communication

GM  Board  Staff  Other

Name

### Outreach approach to improve District's position

How will the District better improve their position with these organizations?

- 

### Six Month Priority Actions

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
4C	Celebrate SBVWCD's eco-community with compelling merchandise/giveaways	All	2024		

<b>Obj. #</b>	<b>ACTION</b>	<b>IPs</b>	<b>WHEN</b>	<b>WHO</b>	<b>STATUS</b>
5B	Present to DWR, State Water Board, Regional Boards, other regulators to build credibility	DWR, SWRCB, Regional Boards, other regulators	Ongoing		
5D	Continue coordination with regulatory agencies early and often during project development.	Regulators	Ongoing		
5H	Promote stewardship for the Wash by meeting with Wildlife Conservation Board about grants for the region	Wildlife Conservation Board			
6E	Pursue grant funding for the District's projects. Set up a schedule to meet with funding agencies and legislators.	Funding agencies	Ongoing		
6E	Maintain 2-year grant outlook spreadsheet (similar to conference schedule)	Funding agencies	Ongoing		

**Completed Activities**

<b>Obj. #</b>	<b>ACTION</b>	<b>IPs</b>	<b>WHEN</b>	<b>WHO</b>	<b>STATUS</b>

## 7. Federal Agencies

This IP Profile includes information about agencies with interest in the District for water, power, and/or natural resources from a regulatory, policy, right of way, or funding perspective at the federal level:

- U.S. Army Corps of Engineers (USACE)
- U.S. Bureau of Land Management (BLM)
- U.S. Bureau of Reclamation (USBR)
- U.S. Fish and Wildlife Service (USFWS)
- U.S. Geological Survey (USGS)

### Relationships to District

- 

### District Benefits to the Organizations

- 

### District Perceived Threats to the Organizations

- 

### Potential District Opportunities

- 

Potential Funders or Co-Grant Applicants?  YES  NO

Why?

### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
USACE				
BLM				
USBR				
USFWS				
USGS				

### Lead Responsible for Communication

GM  Board  Staff  Other

Name

### Outreach approach to improve District's position

How will the District better improve their position with these organizations?

-

### Six Month Priority Actions

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
3A	Host meetings with Interested Parties to share key monitoring and management outcomes	USFWS	Ongoing		
3A	Partner for articles/awards for endangered species monitoring and management	USGS	Ongoing		
4C	Celebrate SBVWCD's eco-community with compelling merchandise/giveaways	All	2024		
5D	Continue coordination with regulatory agencies early and often during project development.	Regulators	Ongoing		
6E	Pursue grant funding for the District's projects. Set up a schedule to meet with funding agencies and legislators.	Funding agencies	Ongoing		
6E	Maintain 2-year grant outlook spreadsheet (similar to conference schedule)	Funding agencies	Ongoing		

### Completed Activities

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

## 8. Tribal Governments

This IP Profile includes information about tribal governments, native tribes, and bands of indigenous peoples operating within or near the District boundary:

- San Manuel Band of Mission Indians

### Relationships to District

- 

### District Benefits to the Organizations

- 

### District Perceived Threats to the Organizations

- 

### Potential District Opportunities

- 

Potential Funders or Co-Grant Applicants?  YES  NO

Why?

### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
San Manuel Band of Mission Indians	Lynn Valbuena	Chairwoman, Tribal Council		
San Manuel Band of Mission Indians	Johnny Hernandez, Jr.	Vice Chairman, Tribal Council		
San Manuel Band of Mission Indians	Audrey Martinez	Secretary, Tribal Council		
San Manuel Band of Mission Indians	Latisha Prieto	Treasurer, Tribal Council		
San Manuel Band of Mission Indians	Edward Duro	First Governing Council Member		
San Manuel Band of Mission Indians	Laurena Bolden	Second Governing Council Member		
San Manuel Band of Mission Indians	Karina Torres	Culture Seat Member, Tribal Council		

### Lead Responsible for Communication

GM  Board  Staff  Other

Name

### Outreach approach to improve District's position

How will the District better improve their position with these organizations?

**Six Month Priority Actions**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
4C	Celebrate SBVWCD's eco-community with compelling merchandise/giveaways	All	2024		
5H	Collaborate with the San Manuel Band of Mission Indians to incorporate traditional ecological knowledge into the District's practices	San Manuel Band of Mission Indians	Q2 2024		

**Completed Activities**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

## 9. Private Industry

This IP Profile includes information about businesses such as utilities and aggregate mining companies operating within or near the District boundary:

- Chambers of Commerce
- Construction Materials Pacific, LLC (CEMEX)
- Growers/Landowners
- (Real Estate Leasor)
- Riverside Public Utilities
- Robertson’s Ready-Mix, Ltd.
- San Diego Gas
- Vulcan Materials Company (Vulcan)

### Relationships to District

- 

### District Benefits to the Organizations

- 

### District Perceived Threats to the Organizations

- 

### Potential District Opportunities

- 

Potential Funders or Co-Grant Applicants?  YES  NO

Why?

### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
Redlands Chamber of Commerce				
CEMEX				
Riverside Public Utilities				
Robertson’s Ready-Mix, Ltd.				
San Diego Gas				
Vulcan				

### Lead Responsible for Communication

GM  Board  Staff  Other

Name

### Outreach approach to improve District’s position

How will the District better improve their position with these organizations?

**Six Month Priority Actions**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
3A	Partner for articles/awards for endangered species monitoring and management	Dudek	Ongoing		
4C	Celebrate SBVWCD's eco-community with compelling merchandise/giveaways	All	2024		
5F	Develop an outreach strategy for interaction with mining companies that includes regular communication and cooperation. <ul style="list-style-type: none"> <li>• Construction Materials Pacific, LLC</li> <li>• Robertson's Ready-Mix, Ltd.</li> <li>• Vulcan Materials Company</li> </ul>	Mining companies including bullet list in Action column and more as appropriate	Annually		

**Completed Activities**

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

## 10.General Public

The public is not represented as an organization but rather as individuals with interest in the District’s activities (e.g., residents).

### Public Relationship to District

- 

### District Benefits to the Public

- 

### District Perceived Threats to the Public

- 

### Potential District Opportunities

- 

### Interested Party Contacts

ORGANIZATION	NAME	POSITION	PHONE	EMAIL
See District Database				

### Lead Responsible for Communication

GM  Board  Staff  Other

Name

### Outreach approach to improve District’s position

How will the District better improve their position with the public?

- 

### Six Month Priority Actions

Obj. #	ACTION	IPs	WHEN	WHO	STATUS
4C	Celebrate SBVWCD’s eco-community with compelling merchandise/giveaways	All	2024		

### Completed Activities

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

Obj. #	ACTION	IPs	WHEN	WHO	STATUS

## **APPENDIX B**

### **KEY MESSAGING**

## KEY MESSAGING WORKSHEET

Key messages will be developed on priority Goal and Objective basis. Following are the categories of consideration to be filled out in advance of engagement and collateral development by the assigned Outreach Manager. Examples are provided below.

GOAL/OBJECTIVE	COMMENT THEMES AND TOP COMMENTS	ADDITIONAL INFORMATION NEEDED TO DEVELOP RESPONSES/MESSAGES	TOOL
<b>Environmental Benefits</b>			
<ul style="list-style-type: none"> <li>2C (PERC)</li> </ul>	<ul style="list-style-type: none"> <li>PERC is creating nature-based solutions to improve native habitat and open space while enhancing groundwater recharge.</li> </ul>	<ul style="list-style-type: none"> <li>Check with PERC Project Manager</li> <li>Ask District PERC team to enhance messaging</li> </ul>	<ul style="list-style-type: none"> <li>Website</li> <li>PERC collateral</li> <li>Fact sheet</li> <li>Presentations to IPs</li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>		<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<ul style="list-style-type: none"> <li></li> </ul>		<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>
<b>Water Supply Reliability</b>			
<ul style="list-style-type: none"> <li>2C (PERC)</li> </ul>	<ul style="list-style-type: none"> <li>PERC provides groundwater recharge to be stored for dry years, improving water supply reliability.</li> </ul>	<ul style="list-style-type: none"> <li>Check with PERC Project Manager</li> <li>Ask District PERC team to enhance messaging</li> </ul>	<ul style="list-style-type: none"> <li><b>See above</b></li> </ul>
<b>Funding</b>			
<ul style="list-style-type: none"> <li>2C (PERC)</li> </ul>	<ul style="list-style-type: none"> <li>PERC was funded with X grant and groundwater fees investing in the beneficiaries' water reliability portfolio.</li> </ul>	<ul style="list-style-type: none"> <li>Check with PERC Project Manager</li> <li>Ask District PERC team to enhance messaging</li> </ul>	<ul style="list-style-type: none"> <li><b>See above</b></li> </ul>
<b>Groundwater Sustainability</b>			
<ul style="list-style-type: none"> <li>2C (PERC)</li> </ul>	<ul style="list-style-type: none"> <li>PERC provides sustainable groundwater by creating opportunities to store water for people and habitat and utilize it when it is most needed.</li> </ul>	<ul style="list-style-type: none"> <li>Check with PERC Project Manager</li> <li>Ask District PERC team to enhance messaging</li> </ul>	<ul style="list-style-type: none"> <li><b>See above</b></li> </ul>
<b>Regional and Local Economy</b>			
<ul style="list-style-type: none"> <li>2C (PERC)</li> </ul>	<ul style="list-style-type: none"> <li>PERC stabilizes the economy by ensuring water reliability during drought to sustain agriculture production that creates jobs and food security as well as municipal drinking water.</li> </ul>	<ul style="list-style-type: none"> <li>Check with PERC Project Manager</li> <li>Ask District PERC team to enhance messaging</li> </ul>	<ul style="list-style-type: none"> <li><b>See above</b></li> </ul>
<b>Disadvantaged Communities</b>			
<ul style="list-style-type: none"> <li>2C PERC)</li> </ul>	<ul style="list-style-type: none"> <li>PERC provides groundwater reliability that serves agriculture, local business, and municipal water affordably while providing job opportunities</li> </ul>	<ul style="list-style-type: none"> <li>Check with PERC Project Manager</li> <li>Ask District PERC team to enhance messaging</li> </ul>	<ul style="list-style-type: none"> <li><b>See above</b></li> </ul>
<b>Agricultural / Mining Benefits</b>			

GOAL/OBJECTIVE	COMMENT THEMES AND TOP COMMENTS	ADDITIONAL INFORMATION NEEDED TO DEVELOP RESPONSES/MESSAGES	TOOL
<ul style="list-style-type: none"> <li>2C (PERC)</li> </ul>	<ul style="list-style-type: none"> <li>PERC provides groundwater reliability that serves agriculture, local business, and municipal water affordably while providing job opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Check with PERC Project Manager</li> <li>Ask District PERC team to enhance messaging</li> </ul>	<ul style="list-style-type: none"> <li><b>See above</b></li> </ul>
<b>Public Benefits</b>			
<ul style="list-style-type: none"> <li>2C (PERC)</li> </ul>	<ul style="list-style-type: none"> <li>PERC provides a public service through open space, stores precious groundwater, and preserves habitat as a community asset while keeping water rates low.</li> </ul>	<ul style="list-style-type: none"> <li>Check with PERC Project Manager</li> <li>Ask District PERC team to enhance messaging</li> </ul>	<ul style="list-style-type: none"> <li><b>See above</b></li> </ul>

**APPENDIX C**

**CONFERENCE/EVENT TRACKER**

## Conference and Event Tracker

A Conference and Event Tracker spreadsheet was developed to serve as a two-year lookahead for the District.

Data for each event in the spreadsheet include:

- Event title
- Location
- Start and end dates
- List of anticipated attendees
- Awards given at event with deadlines for application
- Goals for staff attending the event
- Actions to facilitate attendance
- Notes including website registration links

A screenshot of the tracking spreadsheet is shown below for reference. [Access the spreadsheet here.](#)

AWARDS									
Conference/Event	Location	Start Date	End Date	Atte	Awar	Deadli	Goals	Actions	Notes
<b>ACVA Fall</b>	Palm Desert	12/3/2024	12/5/2024	Betsy Director ?	multiple	Sept 1 annually	• Present GW model results to GW Committee • Attend GW Committee on Tues AM • Meet w Brian Lockwood, PV Water Agency • Meet w Montgomery & Associates with Ellen on first night	• Coordinate through GW Chair • Investigate opportunity to	
<b>ACVA Spring</b>	Sacramento	5/7/2024	5/8/2024	Betsy	n/a	March 1 annually			<a href="https://www.acva.com/events/2024-spring-conference-espof">https://www.acva.com/events/2024-spring-conference-espof</a>
<b>Basin Technical Advisory Committee</b>	In-person and virtual	6/3, 8/5, 12/8		Betsy	n/a	n/a	• Present GW Model Results		Dates posted on SBVMVD calendar: <a href="https://www.sbvmvd.com/board-of-directors/calendar">https://www.sbvmvd.com/board-of-directors/calendar</a>
<b>Biennial Symposium on Managed Aquifer Recharge (BSMAR)</b>	Tucson, AZ	4/3/2024	4/6/2024		Herman Bouwer Award	end of the year			*award typically given to an individual, but agencies qualify <a href="https://shydrosoo.org/formembers/b-smar/">https://shydrosoo.org/formembers/b-smar/</a>
<b>California Native Plant Society</b>	TBD	TBD	TBD					Check for posts (no conference currently on the	<a href="https://www.cnps.org/events">https://www.cnps.org/events</a>
<b>California Society for Ecological Restoration (SERCAL)</b>	University of Redlands	5/8/2024	5/10/2024						<a href="https://sercal.org/registration-2024">https://sercal.org/registration-2024</a> Classes offered but no info on a conference <a href="https://socialtrees.org/desert-institute-classes/">https://socialtrees.org/desert-institute-classes/</a>
<b>Desert Institute</b>	varies				n/a	n/a		This year's in-person conference was Feb 2024; keep a look out for 2025	Conference updates: <a href="https://www.envirobank.org/page/conferenceupdates">https://www.envirobank.org/page/conferenceupdates</a> <a href="https://environmentalmarketsconference.com/">https://environmentalmarketsconference.com/</a>
<b>Environmental Bankers Association</b>	Virtual	9/11/2024	9/12/2024			new last year			
<b>Environmental Markets Conference</b>	Pittsburgh	4/29/2024	5/2/2024					• Consider coordinating with SBV Flood • Submit abstract?	award info: <a href="https://floodplain.org/page/awards">https://floodplain.org/page/awards</a>
<b>Floodplain Management Association (FMA)</b>	Las Vegas	9/3/2024	9/6/2024	Betsy	12 awards	4/28/2024	• Present PERC? • Increase interaction with flood managers		
<b>GRA: Western Groundwater Congress</b>	Lake Tahoe	10/7/2024	10/9/2024				• Present GW Model Results		
<b>Groundwater Council</b>				Betsy	n/a	n/a	• Present GW Model Results		
<b>International Symposium on Managed Aquifer Recharge (ISMAR)</b>	Stellenbosch, South	4/28/2025	5/2/2025	Betsy					<a href="https://ismar12.org.za/">https://ismar12.org.za/</a>
<b>National Habitat Conservation Plan Coalition Annual Meeting</b>	Palm Springs	12/10/2024	12/12/2024						<a href="https://www.nhpccoalition.org/2024-annual-meeting/">https://www.nhpccoalition.org/2024-annual-meeting/</a>
<b>Natural Areas Conference (NAC)</b>	Kansas	10/7/2024	10/10/2024						<a href="https://naturalareas.org/2024_natural_areas_conference.php">https://naturalareas.org/2024_natural_areas_conference.php</a>
<b>Northern California Botanists</b>	Chico	1/8/2024	1/9/2024					Check for post re: 2025	<a href="https://norcalbotanists.org/symposia/">https://norcalbotanists.org/symposia/</a>
<b>Southern California Botanists</b>	Pomona College	annual, Oct/Nov						Check for post re: 2024	<a href="https://socalbot.org/symposia/">https://socalbot.org/symposia/</a>
<b>Southern California Water Coalition</b>	varies	annual, Oct/Nov						Check for post re: 2024 annual dinner	Quarterly lunches and Annual Meeting/Dinner <a href="https://socalwater.org/events/">https://socalwater.org/events/</a>
<b>Urban Water Institute</b>	Palm Springs	2/21/2024	2/23/2024					Check for posts (spring '24 done; is there a fall conf?)	<a href="https://urbanwater.com/conferences/">https://urbanwater.com/conferences/</a>
<b>Water Education Foundation (WEF) International Groundwater Conference</b>								Register: <a href="https://www.eventbrite.com/e/toward-sustainable-groundwater-in-agriculture-linking-science-policy-tickets-71477819567">https://www.eventbrite.com/e/toward-sustainable-groundwater-in-agriculture-linking-science-policy-tickets-71477819567</a>	
"Toward Sustainable Groundwater in Agriculture and Policy" 2024: 3rd International Conference Linking Science and Policy"	San Francisco	6/18/2024	6/20/2024	Betsy Milan			• Present GW Model Results • Set up meetings with s, y, z	Set up meetings with other attendees	<a href="https://www.watereducation.org/foundation-event/toward-sustainable-groundwater-agriculture">https://www.watereducation.org/foundation-event/toward-sustainable-groundwater-agriculture</a>
<b>WEF Annual Groundwater 101 Workshop</b>	Sacramento	4/4/2024	4/5/2024	Betsy			• Present GW Model Results • Set up meetings with s, y, z	Call for papers opens Summer 2024	<a href="https://www.watereducation.org/foundation-event/water-101-workshop-basics-beyond-1">https://www.watereducation.org/foundation-event/water-101-workshop-basics-beyond-1</a>
<b>Wildlife Society: Western Section</b>	Visalia	2/3/2025	2/7/2025						<a href="https://wsw-west.org/">https://wsw-west.org/</a>