

2.2 Stakeholder Involvement and Outreach



Santa Ana River Watershed Conference 2013

Stakeholder Involvement and Outreach

Engaging stakeholder involvement in a large, diverse watershed is challenging. It is unlikely that any one individual “knows” all of the stakeholders, and as such, the development of mailing lists and notification of workgroup meetings can be daunting. The One Water One Watershed (OWOW) process was designed to be different from other planning processes. One critical difference is that OWOW was designed to be a “bottom-up”, rather than a “top-down” process. By encouraging participation from different groups of people and those holding varying viewpoints from throughout the Watershed, the capacity to reach larger numbers of stakeholders also grew.

Similar to our OWOW 1.0 Plan, many of the same procedures, processes, structures and tools were used for stakeholder outreach. However, in some cases where these tools were not deemed effective in reaching adequate numbers of an interest group, they were not used under OWOW 2.0 planning. Thus an evolving process of determining the most effective means of reaching out to involve stakeholders and groups occurred. For example, three (3) forms of outreach used under OWOW 1.0 planning were discontinued under OWOW 2.0 planning. These included the Podcasts, Beam Blasts, and virtual web-based meetings based on relatively light use. New social media outreach tools were established in place of those tools.

For a full timeline of major OWOW 2.0 milestones, including stakeholder outreach events like the OWOW 2.0 Conferences, see **Appendix M**.

Pillars

The OWOW Pillars represent one of the most effective means to insure public involvement in the planning process. Invites to participate in the Pillar meetings are made through the planning process and are voluntary in nature. Members of the public may choose to participate in one or many Pillars based on their level of interest. Each Pillar is led by a subject area expert, and that person receives a list of volunteers, but as a Pillar leader he/she can also invite potential participants to attend and support the planning efforts. For example, a water supply expert likely knows other water supply experts within and outside the region. These individuals were invited to the process and were an important addition to the vast mailing list maintained by SAWPA. Each Pillar Co-chair is responsible for maintaining a list of contacts interested in their particular Pillars, and SAWPA provides names of additional contacts. The knowledge and contacts of the Pillars provide an important link to watershed stakeholders.

Most of the Pillars were based on water resource strategies similar to the water resource strategies defined in the California Water Plan Update. However, in some cases, special Pillars were established to expand outreach and involvement, such as the Disadvantaged and Tribal Communities Pillar and the Government Alliance Pillar. The Disadvantaged and Tribal Communities Pillar is addressed under **Chapter 5.11 Disadvantaged and Tribal Community**. The work of the Government Alliance Pillar is addressed under **Chapter 5.12 Government Alliance**.

Outreach Audience

The list of stakeholders involved in our most recent integrated regional water management planning is one of the most extensive ever taken by any regional water management group. The master contacts database includes a rather diverse base of over **4,000 stakeholders**. The focus of the database is to include those entities having an interest in water and representatives from cities located within the watershed. It includes representatives from **120 agencies** associated with water, including flood control, water conservation districts, and water supply agencies. It also includes representatives from the **63 incorporated cities** within the watershed, including mayors, key department heads, city council members, and planning commissioners. The database also includes an up-to-date list of members of the California legislature.

Also included are representatives from County, State, and Federal government; Indian Tribes, the real estate community, members of the environment and environmental justice, agricultural and development communities, consultants, trade associations, academia, non-profit organizations, and others simply interested in water.

The working relationship in the development of the IRWM plan was very positive overall, collaborative, and in many cases, long term. Through SAWPA's history of administering collaborative working groups and task forces, strong working relationships were built with the many entities listed below. The collaborative efforts through workgroup or task forces, also known as SAWPA's Roundtable or Task Forces, are described in detail under **Chapter 2.3 Collaboration, Coordination and Integration**.

With so many organizations and agencies, overlap to some extent exists and some facilities and infrastructure may be shared. However, based on the long history of cooperation and past integrated water resource planning, conflicts and competing policies have been minimal among the members that affect integrated water planning and management.

1 Wholesale and retail water purveyors; including a local agency, mutual water company, or a water corporation as defined by Section 241 of the Public Utilities Code:

Banning Heights Mutual Water Company	Municipal Water District of Orange County
Bear Valley Mutual Water Company	Muscoy Mutual Water Company
Beaumont Cherry Valley Water District	Nuevo Water Company
Big Bear Municipal Water District	Orange County Water District
Box Springs Mutual Water Company	Orange Park Acres Mutual Water District
Cucamonga Valley Water District	Pine Cove Water District
Eagle Valley Mutual Water Company	Rancho California Water District
East Orange County Water District	Rancho Santa Margarita Water District
East Valley Water District	Riverside Highlands Water Company
Eastern Municipal Water District	Running Springs Water District
El Toro Water District	San Antonio Water Company
Elsinore Valley Municipal Water District	San Bernardino Valley Municipal Water District
Fern Valley Water District	San Geronio Pass Water Agency
Fontana Water Company	Santa Ana River Water Company
Gage Canal Company	Santiago County Water District
Home Gardens County Water District	Serrano Water District
Idyllwild Water District	Southern California Water Company
Inland Empire Utilities Agency	Terrace Water Company
Irvine Ranch Water District	Trabuco Canyon Water District
Lake Hemet Municipal Water District	West Valley Water District
Lee Lake Water District	Western Heights Mutual Water Company
Marygold Mutual Water Company	Western Municipal Water District
Meeks & Daly Water Company	Yorba Linda Water District
Mesa Consolidated Water District	Yucaipa Valley Water District
Monte Vista Water District	

SAWPA has worked directly with these agencies and companies through our collaborative workgroups and task forces. All were contacted and invited to participate in the OWOW process.



2 Wastewater Agencies:

Big Bear Regional Wastewater Authority

Orange County Sanitation District

Western Riverside County Regional Wastewater Authority

Where wastewater divisions and departments are operated by a city or by joint water and wastewater entities, these agencies are shown under the city or water agency categories. SAWPA has worked extensively with each of the wastewater agencies through the Santa Ana River Dischargers Associations and on several task force efforts, such as the Santa Ana River Use Attainability Analysis, the TIN TDS Task Force, and the Basin Monitoring Program Task Force. The wastewater agencies were particularly active in the water quality pillar and the water recycling pillar efforts of OWOW.

3 Flood Management Agencies:

Riverside County Flood Control & Water Conservation District

San Bernardino County Public Works

Orange County Flood Control Division

SAWPA has a strong and positive working relationship with all three (3) flood control agencies through their involvement in the Flood Risk Management Pillar, the Stormwater Quality Standards Task Force, the various TMDL task forces administered by SAWPA, the brine line improvement coordination, and through low impact development projects and other forums.



Release at Prado Dam

Municipal and County Governments and Special Districts:

City of Anaheim	City of Orange
City of Banning	City of Perris
City of Beaumont	City of Placentia
City of Big Bear Lake	City of Pomona
City of Brea	City of Rancho Cucamonga
City of Buena Park	City of Redlands
City of Calimesa	City of Rialto
City of Canyon Lake	City of Riverside
City of Cerritos	City of Running Springs
City of Chino	City of San Bernardino
City of Chino Hills	City of San Jacinto
City of Claremont	City of Santa Ana
City of Colton	City of Seal Beach
City of Corona	City of Stanton
City of Costa Mesa	City of Temecula
City of Cypress	City of Tustin
City of Diamond Bar	City of Upland
City of Eastvale	City of Villa Park
City of Fontana	City of Wildomar
City of Fountain Valley	City of Westminster
City of Fullerton	City of Yorba Linda
City of Garden Grove	City of Yucaipa
City of Grand Terrace	Riverside County
City of Hemet	County of San Bernardino
City of Highland	Orange County Board of Supervisors
City of Huntington Beach	Orange County Public Facilities & Resources Department
City of Irvine	Orange County Resources & Development Management Department
City of Jurupa Valley	Riverside County Department of Waste Management
City of La Habra	Riverside County Park & Open Space District
City of Lake Elsinore	San Bernardino County Board of Supervisors
City of Lake Forest	Big Bear Lake Department of Water & Power
City of Lakewood	Big Bear City Community Services District
City of Loma Linda	Edgewater Community Services District
City of Los Alamitos	Jurupa Community Services District
City of Menifee	Rubidoux Community Services District
City of Montclair	Riverside County Economic Development Agency
City of Moreno Valley	Chino Basin Water Conservation District
City of Murrieta	San Bernardino Valley Water Conservation District
City of Newport Beach	San Timoteo Watershed Management Authority
City of Norco	Chino Desalter Authority
City of Ontario	Lake Elsinore and San Jacinto Watersheds Authority

SAWPA has conducted extensive outreach to these entities including presentations to City Councils, Boards of Supervisors, and involved cities and counties in the OWOW governance, and worked with many under various workgroups and task forces and in some cases, even served on the these organizations' boards.

5 Electrical Corporation, as defined in Section 218 of the Public Utilities Code:

Southern California Public Power Authority

So Cal Edison

Power Sol Energy

Colmac Energy Inc.

SAWPA has been a strong supporter of the American Society of Civil Engineers Inland Empire Infrastructure Report Card, serving as Chair of the Report Card prepared in 2005. In 2008, an update to the Report Card was prepared, which included the involvement of the electrical corporations listed above. Briefings about the OWOW planning process were shared with the Report Card committee and the results were incorporated into the OWOW Plan. For the OWOW 2.0 Plan, a new pillar was formed to specifically address the water-energy nexus. See **Chapter 5.13 Energy and Environmental Impact Response** for more details.

6 Native American Tribes that have Lands within the Region:

Morongo Band of Mission Indians

San Manuel Band of Mission Indians

Santa Rosa Band of Mission Indians

Soboba Band of Luiseño Indians

Temecula Band of Luiseno Mission Indians

Since OWOW 1.0, significant progress has been made with outreach and involvement of the native American tribes with the establishment of the Disadvantaged and Tribal Pillars, and participation of a tribal member on the OWOW Steering Committee.

7 Self-supplied Water users, including Agricultural, Industrial, Residential and Park Districts, School Districts, Colleges and Universities, and Others:

March Air Reserve Base

SAWPA has worked with the March Air Reserve Base through the Lake Elsinore/Canyon Lake Nutrient TMDL Task Force, which receives briefings on the OWOW process.

8

Environmental Stewardship Organizations Including Watershed Groups, Fishing Groups, Land Conservancies, and Environmental Groups

Audubon Society
 Endangered Habitats League
 Sierra Club, San Geronio Chapter
 Newport Bay Naturalists & Friends
 Santa Ana River Watershed Alliance
 Santa Ana Watershed Association
 Coastal Coalition
 Southern California Wetlands Restoration Project
 Friends of the Northern San Jacinto Valley
 Friends of the Santa Ana River
 San Jacinto River Watershed Council
 Inland Empire WaterKeeper
 Orange County CoastKeeper
 Western Riverside Regional Conservation Authority
 Redlands Conservancy
 California Coastal Conservancy
 Riverside Land Conservancy
 San Gabriel & Lower Los Angeles Rivers & Mountains Conservancy
 The Nature Conservancy
 The Wildlands Conservancy
 San Jacinto Basin Resource Conservation District
 Inland Empire Resource Conservation District
 Riverside Corona Resource Conservation District

Recognizing the importance of the relationship of water and the environment, SAWPA has worked actively to involve the environmental community under the Natural Resources Stewardship Pillars, and in the many collaborative workgroups and task forces. Examples include the Santa Ana Fish Conservation group, the Emerging Constituents Workgroup, the Arundo Removal Programs, and Mitigation Banks. In some cases, SAWPA serves on the boards of these organizations.

9

Community Organizations, Including Land Owner Organizations, Taxpayer Groups, and Recreational Interests:

Trails 4 All
 Jurupa Area Recreation & Park District
 Santa Ana River Trail & Parkway Partnership
 Orange County Conservation Corps
 March Joint Powers Authority
 Canyon Lake Property Owners Association

10

Industry Organizations Representing Agriculture, Developers, and other Industries Appropriate to the Region:

American Society of Civil Engineers
 Building Industry Association of Riverside County
 Building Industry Association: Baldy View Chapter

- Inland Action Group
- Valley Group
- Green Valley Initiative
- Raincross Group
- Riverside County Farm Bureau
- San Bernardino County Farm Bureau
- Milk Producers Council
- Western Riverside County Agricultural Coalition

SAWPA has worked actively to involve several recreational communities in the OWOW planning process and in the many collaborative workgroups and task forces. Examples include the Santa Ana Fish Conservation group, the Emerging Constituents Workgroup, the Santa Ana River Trails group, the Arundo Removal Programs, and Mitigation Banks. In some cases, SAWPA serves on the boards of these organizations.

The feedback and involvement of the building and agricultural industry are important components to the development of the OWOW Plan. Representatives from these organizations have actively participated in various OWOW conferences and outreach meetings. A representative from the Farm Bureau served as Co-chair on the Natural Resources Stewardship Pillar. A strong relationship has developed with the Western Riverside County Agricultural Coalition and various farm bureaus, through SAWPA facilitation of TMDL task forces and other collaborative efforts.

11	State, Federal, and Regional Agencies or Universities that have Specific Responsibilities or Knowledge within the Region:	
	Association of California Water Agencies	California Department of Water Resources
	South Coast Air Quality Management District	Caltrans
	Southern California Association of Governments	Santa Ana Regional Water Quality Control Board
	Western Governors Association	U.S. National Park Service
	University of California Riverside	USDA Forest Service, PSW
	University of California Irvine	U.S. Bureau of Reclamation
	California Baptist University	U.S. Army Corps of Engineers
	Cal State University, Fullerton	U.S. National Marine Fisheries Service
	California Department of Fish and Game	

The four universities have worked as consultants and participants in many multi-agency efforts with SAWPA, including the ASCE Report Card, demographic studies for watershed as part of the SAWPA IRWM, joint research projects, the Emerging Constituents Program Task Force, and many other forums. The working relationship with State agencies is very strong particularly with the Santa Ana Regional Water Quality Control Board through their participation in just about every workgroup and task force effort, as well as OWOW planning. The importance of working closely with State and Federal agencies was deemed so vital that a Pillar known as the Government Alliance was formed under OWOW 2.0. Details of their involvement are described under **Chapter 5.12 Government Alliance**.

DAC Members and Representatives, Including Environmental Justice Organizations, Neighborhood Councils, and Social Justice Organizations:

Latino Health Network

Rialto Singe Center

Latino Health Access

Riverside County Housing Authority

California Latino Water Coalition

Of the many agencies and stakeholders involved in the process, particular emphasis was placed on conducting outreach to Disadvantaged Communities and Environment Justice interests. As part of the planning process, it became apparent that in order to fulfill the goal of direct involvement in the environmental justice community, it would be necessary to go directly to communities within disadvantaged census tracts and engage residents directly. It appeared implausible that adequate, unbiased information could be collected from meetings structured like those in the usual water resources planning process. It also became apparent that outreach would need to be conducted in a bilingual setting, as many residents were Spanish speaking and uncomfortable providing information in English.

In order to get the widest possible assessment of the concerns of the residents in minority and/or low income communities in the three counties, the Disadvantaged and Tribal Communities Pillar conducted significant outreach. Details of these efforts are described under **Chapter 5.11 Disadvantaged and Tribal Communities**.

Other Interested Groups Appropriate to the Region:

Chino Basin Watermaster	SE Corporation
Basin Technical Group of San Bernardino Valley	Stantec
Inland Empire Utilities Agency Chino Creek Planning Group	The Irvine Company
Newport Bay Watershed Executive Committee	Southern California Water Committee
San Antonio Canyon Stakeholders Committee	Inland Empire Economic Partnership
Santa Ana River Dischargers Association	Canyon Lake Chamber of Commerce
California Foundation on Environment and the Economy	Chino Valley Chamber of Commerce
National Water Research Institute	Corona Chamber of Commerce
Urban Water Institute	Greater Riverside Chamber of Commerce
Water Education Foundation	Lake Elsinore Chamber of Commerce
Brown and Caldwell	Ontario Chamber of Commerce
CDM	San Bernardino Area Chamber of Commerce
David Taussig & Associates	Temecula Valley Chamber of Commerce
Ferguson Group	Cities of Murrieta and Temecula Business Group
Iger & Associates	Western Riverside Council of Governments
Kennedy Jenks	Western Riverside Council of Governments
RBF	

SAWPA Email Blasts

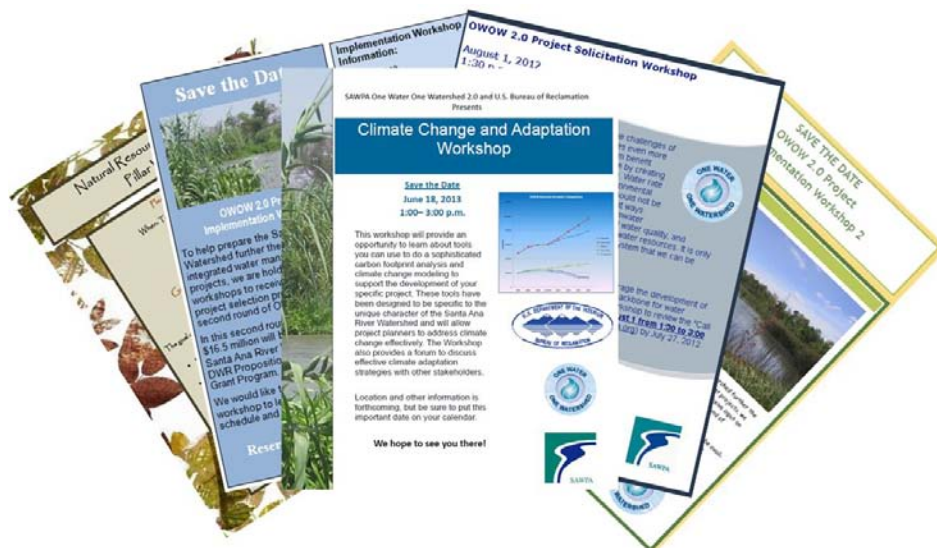
SAWPA primarily provided communication to stakeholders based on an extensive electronic mailing list maintained on by SAWPA. The list is updated regularly, and anyone requesting information is added to the list using software known as “Constant Contact”. Email contact allows regular communication with a broad group of stakeholders throughout the watershed. The mailing list also includes stakeholders outside the watershed who are interested in the watershed issues.

The master contacts database includes a rather diverse base of approximately 4,000 stakeholders. The focus of the database is those having an interest in water and representatives from cities located within the watershed. It includes representatives from 121 agencies associated with water; from flood control, water conservation districts, and water supply agencies. It also includes contacts from the 66 incorporated cities within the watershed, including mayors, key department heads, City Council Members, and Planning Commissioners. The database also includes an up-to-date list of members of the California legislature.

Also included are representatives from County, State, and Federal governments, Indian Tribes, the real estate community, members of the environmental, agricultural and development communities, consultants, trade associations, academia, media, nonprofit organizations, and others simply interested in water.

Public Meetings, Conferences and Presentations

The core of any public outreach program is the direct contact with interested stakeholder groups. As part of the OWOW process, SAWPA staff has made over 50 presentations to specific stakeholder groups to both inform and to invite participation. Since September 2011, SAWPA has hosted multiple workshops, forums, and presentations in San Bernardino County, Orange County, and Riverside County—to discuss the benefits of collaboration and multi-benefit watershed projects. Emphasis was placed on the next generation of OWOW planning with the kick off of OWOW 2.0 as not simply an update, but the “Implementation” phase of the OWOW plan. The OWOW 1.0 Plan adopted by the SAWPA Commission in November of 2011 was posted on the SAWPA website for reference as stakeholders kicked off the planning work on the OWOW 2.0 Plan.



Since September 2011, SAWPA has hosted its third and fourth annual OWOW watershed conferences on April 25, 2012, at the National Orange Show Events Center in San Bernardino, CA, and on April 11, 2013, at the Westin South Coast Plaza Hotel, Costa Mesa, CA. These events were well attended, each with over 400 attendees. The conferences serve as a very effective opportunity to invite the public to become involved in OWOW, to discuss the OWOW plan development to date, and the new DWR IRWM Plan standards and IRWM Proposal Solicitation Packages under Proposition 84. The conferences also serve to reinforce the OWOW plan goals to encourage a watershed focus, and encourage collaboration in developing multi-benefit projects. Participants identified greater operational efficiencies and reduced environmental impacts as benefits of these kinds of projects.



SAWPA staff also has provided briefings and presentations to a number of specific groups. The presentations included a review of the OWOW program and an invitation to participate in the process. Representative presentations to specific groups are summarized below.

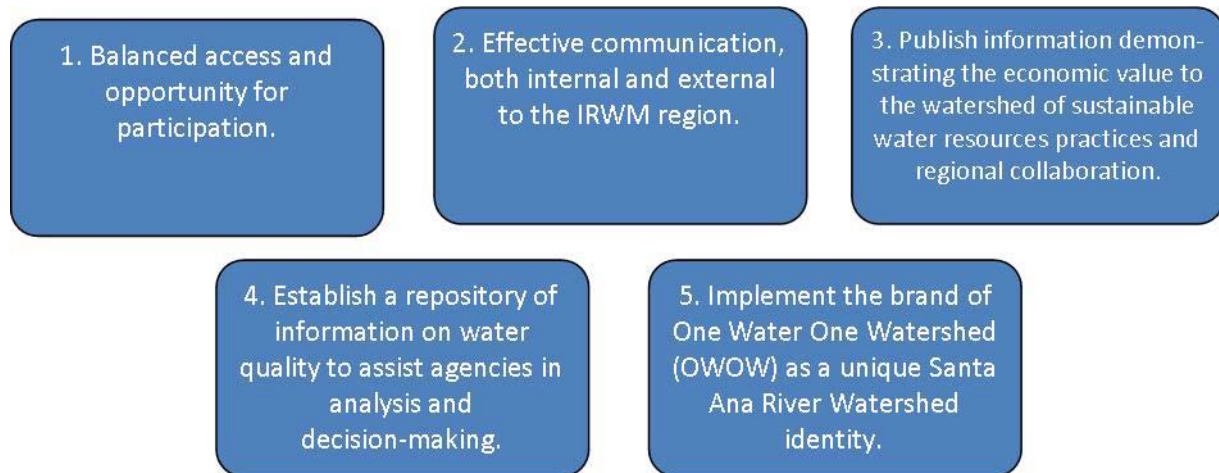
- Cities
- Agricultural Groups
- Business/Economic Development Groups
- Watershed Councils and Groups
- Presentations to Organizations

Expanded Stakeholder Outreach – Social Media

Under OWOW 2.0, stakeholder outreach expanded in the watershed to more interaction with universities/colleges, the business community, and the public, with the development of new tools and outreach materials. One of the growing sets of tools is the use of social media. Social networking and the tools used to reach out increase the avenue for communicating OWOW goals and encourage involvement and collaboration to broad and diverse audiences. Consequently, SAWPA has folded in social media as a component of its overall public outreach for its strategic plan, as well as support of OWOW outreach.

In the design of an OWOW social media program, SAWPA has built upon the public outreach vehicles used in the past under OWOW 1.0 Plan, such as SAWPA e-newsletter and e-blasts to create additional traffic to the SAWPA website. Further, based on the linkages that exist between social media tools such as websites, Facebook, Twitter, YouTube, and blogs, viewership has increased resulting in more stakeholder interest and participation in the development of the Plan, and consideration of increased integration of future projects and programs that will meet the goals of the Plan.

In the development of social media tools, one of our first steps was to define the goals, strategy, and audience for these tools. In recognition of the multiple roles of SAWPA, new social media tools sought to support mutual goals of the organization, as well as to support the outreach and collaboration necessary for OWOW 2.0 planning. The establishment of strategic goals for public outreach area was a necessary first step. They are listed as follows:



The goals listed above are supported through traditional SAWPA communication efforts and through social media. Particular outreach activities are well suited to social media tools. For example, providing clear, understandable and valuable information to the public is effectively accomplished through social media.

What is our Message?

SAWPA provides leadership and information to all stakeholders in reaching the goal of a sustainable Santa Ana River Watershed. The following key message points describe SAWPA's role in accomplishing this OWOW vision and serves as a guide that is consistently weaved into our outreach.

1. SAWPA is a collaborator/facilitator emphasizing a watershed focus and as such, can provide tools and models useful for addressing watershed issues.
2. Water Ethic is crucial for implementing an integrated watershed vision - every stakeholder should know:
 - a. Where does your water come from?
 - b. How much of it do you use?
 - c. What do you put into the water before it leaves?

- d. Where does it go after you use it?
3. SAWPA is a “go to” place, providing valuable information to our stakeholders useful for the implementation of creative solutions to watershed issues.
4. SAWPA is a State model for leadership in watershed planning and can provide a forum and tools for development of integrated solutions.
5. SAWPA is a leader in developing new ways to see and to respond to problems, and we share this information and insight with our stakeholders.
6. Multi-function, multi-beneficial projects are the most cost effective ways of working, and SAWPA provides facilitation/information to support these projects.
7. SAWPA’s collaborative models are “WIN-WIN” and adaptable to multiple problems.
8. The world is changing and SAWPA can help manage the change in the way we do business, especially as we face;
 - a. Climate change
 - b. Increased stress on resources
 - c. Reduced financial resources for single purpose projects
9. SAWPA emphasizes the use of local resources as it provides more reliability and sustainability.
10. Sustainability makes good economic and resource sense, and SAWPA serves as a resource to model sustainability.
11. SAWPA continues to develop and share new models for working in response to changing conditions.

Who is our Target Audience(s)?

One of the most important aspects of developing a social media outreach plan is to identify SAWPA’s audience. With over six million residents in the Santa Ana River Watershed and in the IRWM region, our audience is diverse in age and communication style. Social media outreach can reach an audience that is diverse in both of these categories. As much as information is distributed to stakeholders via email, it is important to note that email is not the preferred mode of communication of younger stakeholders. Through social media, SAWPA has the ability to immediately connect to a much broader geographic audience by providing valuable information, creating and expanding the value of a water ethic for the 21st Century, and encouraging resource stewardship.

SAWPA’s audiences include:

- **All residents of the Santa Ana River Watershed:** For example, the young mom/family concerned about the quality of their drinking water, or the retired resident on a fixed income, or the political advocate. An effort using social media would be particularly effective in these circumstances. SAWPA currently is partnering with its member agencies to provide all watershed residents with unbiased, fact-based information regarding “Emerging Constituents”.
- **Decision leaders and elected officials: SAWPA is a leader in providing information and cooperative models for decision leaders** from water and general government, senior management and technical staffs from agencies engaged in water and resource management, the regulatory community, and NGOs. For example, the OWOW Planning effort provides information to all those interested in the management of water and in some cases, provides general stakeholder information to those interested in water. In other cases, the OWOW planning process provides

focused technical information to water resource practitioners. In each case, the appropriateness of communication outreach needs to be considered. In the case of more technical or detailed information, email or other means of communication may be more effective.

- **Stakeholders Engaged in the SAWPA Roundtable Process:** SAWPA convenes a number of roundtable efforts focused on discrete problems or issues within the watershed. The content is often technical in nature and is best communicated through other means such as email, but the actions of these groups often have results of interest to broader audiences. In these cases, social media may be used to provide updates to the broader audience (e.g., emerging constituents’ task force group).

SAWPA typically has engaged in a “business to business” (B2B) outreach model; however, by establishing a strong social media presence, SAWPA reaches out to a wider variety of audiences than we traditionally have reached.

Through social media presence, SAWPA provides a virtual venue to invite collaboration and encourage interaction from others, to inspire and educate watershed residents, and provide Web-based information. Under OWOW 2.0 and the use of social media, SAWPA has driven even more visitor traffic to its website, promoting itself as the State’s role model for integrated regional watershed management planning, sharing its expertise and knowledge with others, and becoming known as a trendsetter for innovation and collaboration, as well as establishing a brand of a sustainable Santa Ana River Watershed.

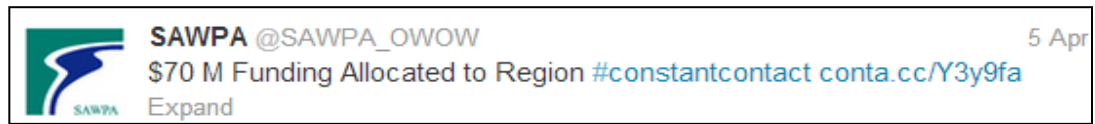
SAWPA’s website is considered as “home base”:

1. By using appropriate social media tools such as Linked In, Facebook, YouTube and Twitter, SAWPA drives more visitor traffic to its website.
2. Through Linked In, Twitter, YouTube and Facebook, SAWPA expands its outreach efforts for events and services provided by SAWPA. For example, Twitter is used to provide real time messaging of conferences and events watershed-wide.
3. Social media provides powerful tools to network and engage in the political process. Many of SAWPA’s stakeholders are key decision leaders in water resource management, and SAWPA’s integrated approach helps engender a unified voice for political action in a regional manner.
4. With such a large geographic area in the Santa Ana River Watershed, 2,650 square miles and stretching across three counties – Orange, Riverside, and San Bernardino, social media allows SAWPA to provide outreach to a diverse population in an economical and resource-saving manner.
5. SAWPA’s website provides links inviting visitors to join us on Facebook, Twitter, YouTube, and LinkedIn.



Twitter: https://twitter.com/sawpa_owow

SAWPA currently uses Twitter as a social media tool for providing updates and timely information of interest to watershed stakeholders. Frequency of stakeholder contact occurs at least weekly.



YouTube: <http://www.youtube.com/user/SAWPATUBE>

In efforts to increase SAWPA's social media presence, videos are uploaded to YouTube. Videos are used to promote OWOW events.



Constant Contact

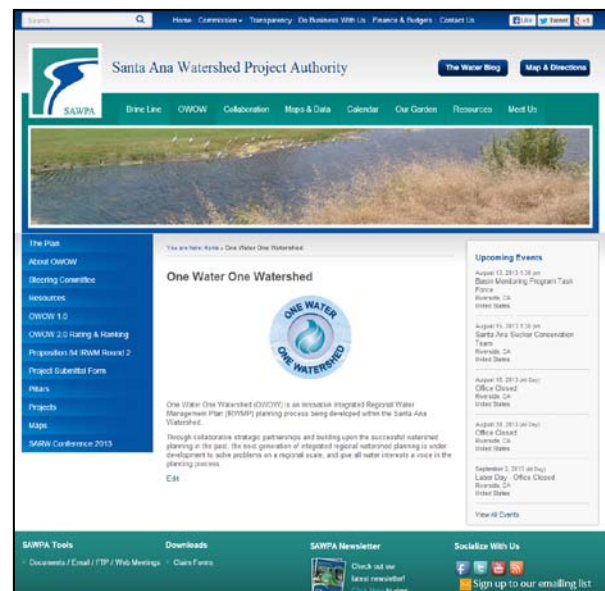
SAWPA, as the regional IRWM group for the OWOW 2.0 Update, held numerous workshops and speaking engagements about OWOW, sent out numerous email blasts announcing OWOW related events and actions, and distributed OWOW newsletters by email blasts. The email blasts are sent by an email marketing company called Constant Contact that reaches over 3,000 stakeholders throughout the watershed.

Website Update

To support the OWOW planning process, SAWPA has made improvements to its website, including the dedication of resources to an OWOW webpage. The OWOW webpage created in 2010 provides watershed stakeholders and the public with various information and updates relating to SAWPA's integrated regional watershed management program.

Upcoming Events <http://www.sawpa.org/events/>

The SAWPA website events calendar's versatile options allow viewers to choose the type of events they want to see. By selecting the OWOW option, viewers are shown an up-to-date calendar of upcoming OWOW events such as workshops, pillar meetings, and releases from DWR. When opening an event, the viewer has access to agendas and any other documents pertaining to that event.



Web Links

The webpage provides viewers access to a number of links to the OWOW plan, as well as program background information, tools, forms, and data.

<p>About OWOW http://www.sawpa.org/owow/about-owow/</p>	<p>OWOW Plan (IRWMP) http://www.sawpa.org/owow/the-plan/</p>	<p>How do I get involved? http://www.sawpa.org/owow/how-do-i-get-involved/</p>	<p>Governance http://www.sawpa.org/owow/steering-committee/</p>
<p>Viewers are provided with the history of OWOW. From the “Four Horsemen of the Apocalypse” concept to the importance of collaboration in future projects, the “About OWOW” page allows the viewer to understand the many purposes of OWOW.</p>	<p>Viewers have access to the current OWOW plan. Each chapter is linked separately in order to facilitate the downloading process of the plan.</p>	<p>This page engages the viewer’s involvement in SAWPA’s various ways of staying connected to the OWOW process. This is done by encouraging viewers to sign up to SAWPA’s emailing list, joining an OWOW pillar workgroup, and allowing viewers to obtain past workshop’s agendas, meeting notes, and presentations.</p>	<p>This page gives the viewer an opportunity to get to know the OWOW Steering Committee by providing a brief background on the elected officials. Viewers also can download the Steering Committee agenda packets.</p> <p>Current OWOW Pillars are also listed by Pillar names with their respective SAWPA staff contacts.</p>
<p>Project Database http://www.sawpa.org/owow/project-submittal-form/</p>	<p>OWOW Tools http://www.sawpa.org/owow/owow_tools/</p>	<p>Resources http://www.sawpa.org/owow/resources/</p>	
<p>SAWPA allows agencies to submit their projects for consideration to be included in the OWOW Plan. A list of submitted projects also is available.</p>	<p>This page allows viewers to obtain access to computer support tools that support our modern water management goals. Viewer will find the Greenhouse Gas Emissions Calculator, Climate Change Analysis, and, soon to come, Watershed Report Card.</p>	<p>Viewers are provided with materials that will allow them to be better informed about OWOW.</p>	