

Santa Ana Watershed Project Authority Strategic Assessment – Roundtables PATs

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Santa Ana Watershed Project
Authority**

December 6, 2016

SAWPA Strategic Assessment

- Strategic Assessment began in early 2016
- Facilitator was Paul Brown, Paul Redvers Brown, Inc.
- Goals, Objectives, Critical Success Factors and Processes, Activities, and Tasks were developed for three SAWPA Business Lines



SAWPA “Business Lines”



Facilities
Operations &
Management
(Brine Line)



Collaborative
Planning &
Facilitation
(Roundtables)



One Water One
Watershed
(OWOW)



Paul Brown Interview Findings on Roundtables Business Line



Collaborative Planning & Facilitation (Roundtables)

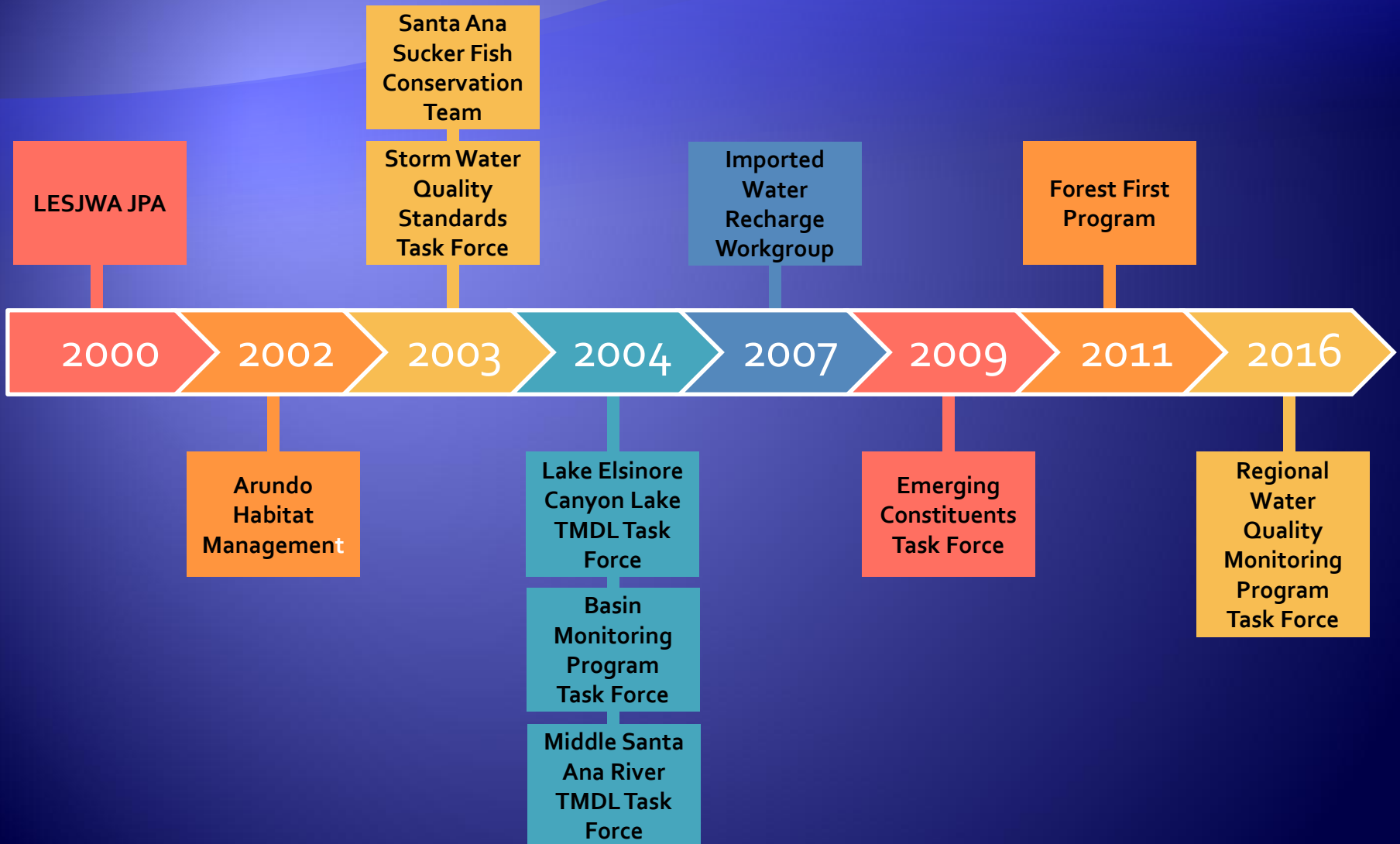
- SAWPA's original business
- Purpose of 1967 Joint Exercise of Powers Agreement (JPA)
- Highly effective in addressing watershed issues and regulatory challenges
- Strong record of partnerships with organizations pursuing shared interests and overall watershed sustainability.
- Seen as under-funded by some and growing too fast by others

Roundtables Concluded in the past 20 years

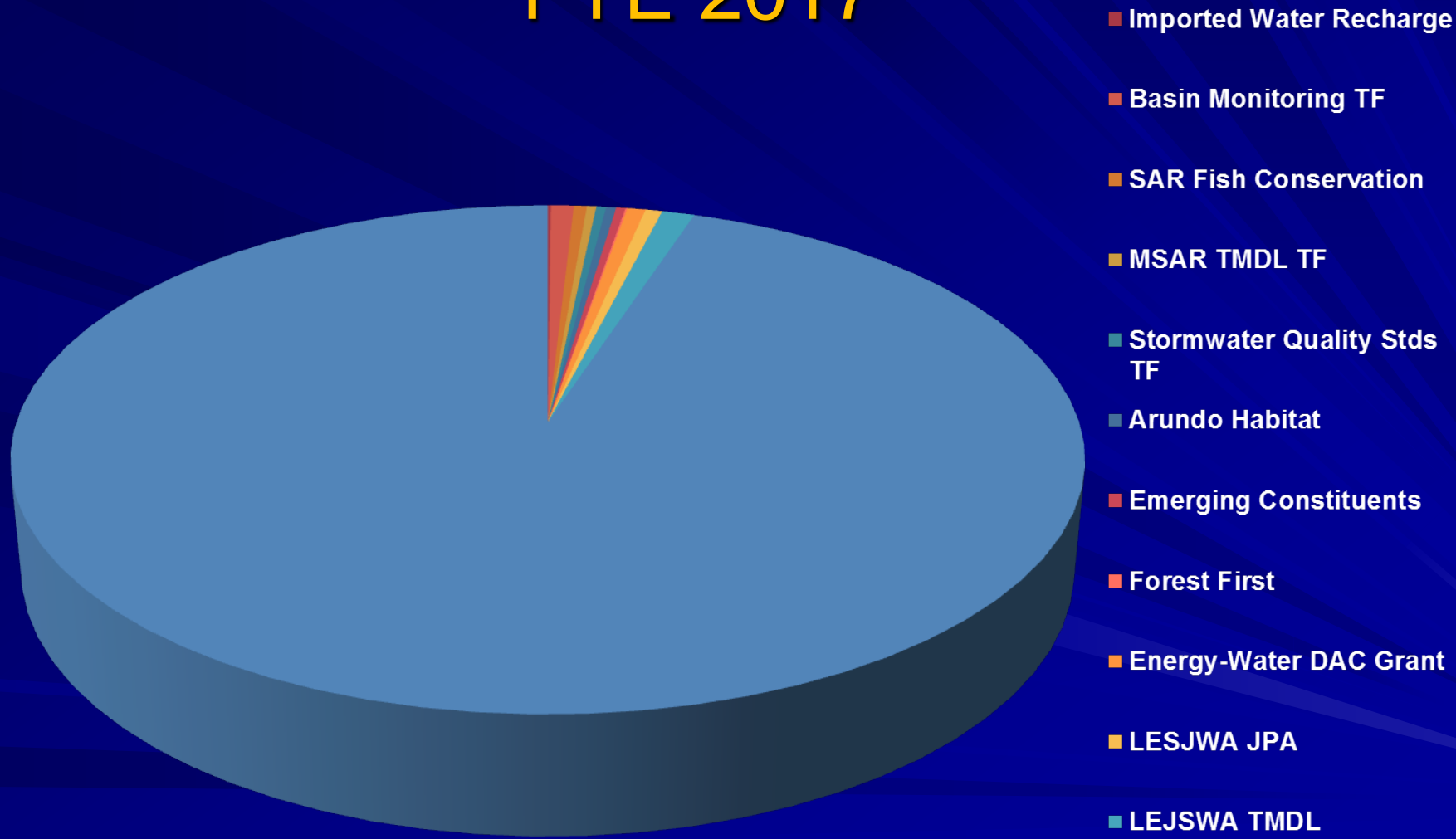
- SA River Stakeholder Outreach
- SAR Watershed Group
- SA River Trail Parkway
- GIS Initiative
- ACOE Feasibility Study
- PA16 Colton/Riverside
- Deer Creek Mitigation Support
- Riverside County Biosolids Task Force
- Chino Hills State Park Expansion
- Recreational Mapping
- Trail Marketing Support
- Big Bear TMDL Task Force
- Quail Valley
- **Storm Water Quality Standards Task Force**



Roundtables formed since 2000 and approved by SAWPA Commission



SAWPA Roundtable Labor Hours – FYE 2017



All other funds includes Brine Line,
OWOW, GIS/IT, General Fund

Paul Brown Strategic Assessment Process



Purpose
and Goals

Critical
Success
Factors

Processes,
Activities, Tasks

Roundtables Purpose & Objectives -

SAWPA Commission Approved 7-19-16

1. Create value among regulators, regulated parties, and SAWPA members
2. Provide regional capacity and neutral venue
3. Assist with facilitation of stakeholder processes



purpose
and
goals

Roundtables Critical Success Factors (CSFs) SAWPA Commission Approved 7-19-16

1. SAWPA has reputation as neutral and trusted facilitator, leader and administrator
2. Goals, scope, costs, resources, timelines are approved by Commission before starting
3. Clear upfront criteria for completion and transition efforts



Roundtables Critical Success Factors

SAWPA Commission Approved 7-19-16 (cont.)

4. Leverage roundtables information for benefit of SAWPA and others

5. Annual workplan and budget reviews

6. Adequate staff and resources to support collaboration



Roundtables Processes, Activities, Tasks (PATs) SAWPA Commission Approved 7-19-16

Categories: Roundtables

- Administration
- Communication & Outreach
- Facilitation
- Implementation



Roundtables PATs - Description

- Estimated hours by PAT through FYE 2021
- Compares estimated hours to SAWPA FYE 2017 Budget hours
- “A Level” reflects hours necessary to fully implement - not all tasks are currently at “A Level”
- Numbers in parentheses reflect labor hour shortfall
(budget hrs – req’d hrs = shortfall)
- “C” reflects Outside Consultant services

Roundtables PATs Evaluation

- 395 - 535 hrs tasks shortfall thru FY 2021
- Reflects need of additional staff labor hours to achieve “A level”
- About half of these hours reflected through need for **additional watershed focus grant writing support to support Roundtables**
- Entry level position could be combined with OWOW grant writing staff need
- Resources to meet labor hours to be evaluated under FY 2018-2019 Budget preparation process



Recommendation to Commission:

- Receive and file report on SAWPA Strategic Assessment - Roundtables Processes, Activities and Tasks

Backup Slides

#	Roundtables Process, Activity, or Task	2016		2017		2018		2019		2020		2021		Estimated Annual Hours Needed for "A" Level					FYE 2017 Budget Hours	Difference between Need and Budgeted Hours								
		3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	3rd Qtr	4th Qtr	1st Qtr	2nd Qtr	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21	Annual	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21
	Roundtables Administration																1070	930	1070	930	1070	810	(260)	(120)	(260)	(120)	(260)	
2	Implement a regular annual process for confirming or adjusting priorities and resources.			10			10				10			10			10	10	10	10	10	10	-	-	-	-	-	
5	Track the implementation of identified solution(s) resulting from each Roundtable.		40				40				40			40			40	40	40	40	40	10	(30)	(30)	(30)	(30)	(30)	
6	Prepare and implement standard criteria, review, and approval process for accepting new potential Roundtable activities.		20											20			20	0	20	0	20	10	(10)	10	(10)	10	(10)	
7	Train and retain all staff involved in supporting Roundtables including accounting, data management, communication, and maintenance functions.			120										120			120	0	120	0	120	40	(80)	40	(80)	40	(80)	
8	Prepare Roundtables annual budgets showing cost breakdown of costs by agency, revenue needs and obtain Roundtables approval; include budgets in SAWPA budget.			240			240				240			240			240	240	240	240	240	240	-	-	-	-	-	
9	Manage all accounting functions of Roundtables including invoice letter preparation, invoices, monthly labor and expense review and monitoring, and all other financial transactions using accepted accounting practices and dedicated, interest bearing accounts for each Roundtable.	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	120	120	120	120	120	120	-	-	-	-	-	
12	Maintain and/or upgrade SAWPA facilities and virtual meeting capabilities.			90							90			90			C	C	C	C	C	60						
17	Manage and coordinate the Roundtables implementation of projects and programs to ensure high quality results, compliance with State and Federal regulations, satisfactory project relations and adherence to established standards, specifications, and Agency policies.	50	50	50	50	50	50	50	50	50	50	50	50	50	50	50	200	200	200	200	200	140	(60)	(60)	(60)	(60)	(60)	
29	Prepare grant applications to supplement project/ program funding			320			320				320			320			320	320	320	320	320	240	(80)	(80)	(80)	(80)	(80)	
	Roundtables Communication & Outreach																1150	1150	1150	1150	1150	915	(235)	(235)	(235)	(235)	(235)	
1	Prepare standard progress reporting twice a year on scope, schedule, deliverables, and budget for each Roundtable and share with SAWPA Commission.		40		40				40		40			40		40	80	80	80	80	80	80	-	-	-	-	-	
3	Engage with Roundtables at key milestones to assess group progress and results towards achievement of workplan objectives; distribute information collected and developed under Roundtable efforts. Share and integrate results with other Roundtables, internal SAWPA Departments and other stakeholders to avoid duplication and improve efficiency.				120				120					120			120	120	120	120	120	40	(80)	(80)	(80)	(80)	(80)	
13	Work directly with other agencies to obtain necessary water resource data related to a specific Roundtable; screen, filter, and prepare data to ensure compatibility with Agency computer systems; develop and maintain standard data protocols to improve regional utilization of data and information generated in the watershed; provide access to project database for consultant use upon approval of impacted Roundtable members.	40	40	40	40	40	40	40	40	40	40	40	40	40	40	40	160	160	160	160	160	125	(35)	(35)	(35)	(35)	(35)	
14	Prepare newsletter articles, brochures, fact sheets and project and program descriptions for distribution and posting on website.			100			100				100			100			100	100	100	100	100	20	(80)	(80)	(80)	(80)	(80)	
27	Perform liaison and coordination activities including presentations to the SAWPA Commission, Committees, other agencies, regulators and public interest groups in relation to each Roundtable; participate in and represent the Agency in meetings with the public, citizen groups, NGOs, professional associations, private firms, and other agencies; make recommendations to executive staff and the Commission.	80	80	80	80		120	120			120	120			120	120	240	240	240	240	240	200	(40)	(40)	(40)	(40)	(40)	
31	Conduct regular Roundtables meetings including preparation of meeting agendas, meeting notes, meeting location, audio-visual setup; prepare minutes, receive and respond to comments; conduct followup coordination with Roundtables consultants; post all handouts, presentations, reports and other resource material related to Roundtables to respective Roundtable webpages.	113	113	113	113	113	113	113	113	113	113	113	113	113	113	113	450	450	450	450	450	450	-	-	-	-	-	
	Roundtables Facilitation																560	560	560	560	560	540	(20)	(20)	(20)	(20)	(20)	
21	Attend Regional Board and State Board meetings as needed to provide oral status report of Roundtables studies prior to consultant presentations.				40			40					40			40	40	40	40	40	40	20	(20)	(20)	(20)	(20)	(20)	
15	Serve as leader, facilitator and in some cases, Chair, of the Roundtables meetings to ensure consensus; review and prepare for future meeting agendas including pre-meeting conference calls, as necessary, with key consultants and Roundtable members.	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	120	120	120	120	120	120	-	-	-	-	-	
26	Facilitate related Scoping Committee meetings, Technical Review Committee meetings, and Consultant coordination meetings	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	400	400	400	400	400	400	-	-	-	-	-	
	Roundtables Implementation																520	520	520	520	520	500	(20)	(20)	(20)	(20)	(20)	
16	Conduct studies, research or analyses including data, maps, charts, tables, diagrams, reports and fact sheets as requested by Roundtables members and SAWPA related to specific Roundtables activities.	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	120	120	120	120	120	100	(20)	(20)	(20)	(20)	(20)	
18	Prepare scope of work, RFPs and RFQs for consultant services; evaluate and assist in the selection of consultants; provide administration of all contracts for assigned projects and programs; evaluate and critique work products of consultants including technical reports, memoranda, power point presentations and environmental documents; respond to correspondence as needed		120		120		120		120		120		120		120		240	240	240	240	240	240	-	-	-	-	-	
24	Prepare all Roundtables formation Agreements, Funding Agreements, Consultant Agreements, Task Orders and Amendments			160			160				160			160			160	160	160	160	160	160	-	-	-	-	-	
	Total Hours by Fiscal Year		3,300			3,160				3,300				3,160		3,300	3,300	3,160	3,300	3,160	3,300	2,765	(535)	(395)	(535)	(395)	(535)	

Imported Water Recharge Workgroup

SAWPA authorized Cooperative Agreement – 1-18-08

Benefits:

- Allows recharge of imported water including Colorado River Water and State Project Water
- Avoids \$ 10-20 million in long term regulatory compliance costs and legal costs
- SAWPA facilitated resolution
- Allowed about 1/3 of watershed water supply or 514,000 AFY to continue to be used in watershed

Description

- Groundwater rechargers developed more flexible non-regulatory approach to salt compliance
- Cooperative Agreement approved by Regional Board as alternative to new regulation impacting imported water recharge



SAWPA provides neutral venue to facilitate, coordinate and deliberate watershed wide implementation of Regional Board compliance under agreement

Budget:	\$10,523 (FYE 2017)
Total FTE:	0.03
Funding Source:	Workgroup Contributions

Imported Water Recharge and Salinity Management Workgroup

- Santa Ana Regional Water Quality Control Board
- Eastern Municipal Water District
- Orange County Water District
- Western Municipal Water District
- San Bernardino Valley Municipal Water District
- San Geronio Pass Water Agency
- Elsinore Valley Municipal Water District
- City of Riverside
- City of Corona
- City of San Bernardino Water Department



Deliverables & Obligations

- Amount of imported water recharge and quality are now reported every 3 years allowing monitoring of salt loads
- A projection of groundwater water quality for the next 20 years using projection modeling through a cascading approach down watershed
- Six year cycle of groundwater projections modeling will be complete in 2016 and then start again in 2017 . Enables determination of any salinity trends in groundwater basins
- Administration is funded each year to support agreement and deliverables to Regional Board

Basin Monitoring Program Task Force

SAWPA authorized agreement in 2004

Benefits

- Regional support in reducing regulatory compliance for 20 agencies by \$10-\$99 million in avoided WWTP desalting according to TIN TDS Study final report

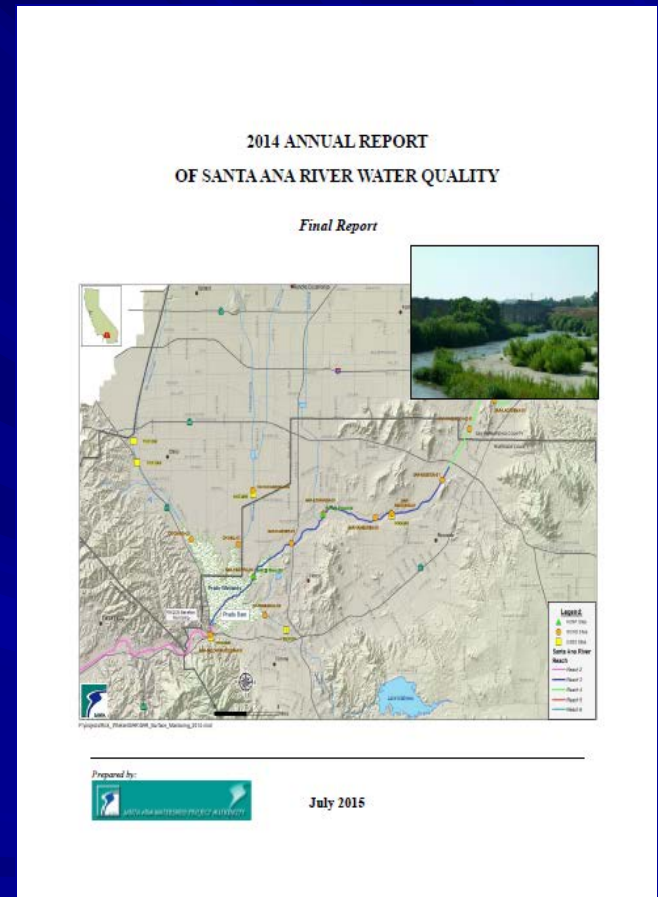
Description

- Conducts analysis of TDS and nitrate in watershed groundwater every three years to identify trends
- Annual Santa Ana River (SAR) water quality report
- SAR Wasteload Allocation to confirm compliance of river discharges with ground water quality objectives

Budget: \$395,151(FYE 2017)

Total FTE: 0.16

Funding Source: Task Force Agency Contributions



Basin Monitoring Program Task Force

Eastern Municipal Water District	Chino Basin Watermaster
Inland Empire Utilities Agency	Yucaipa Valley Water District
Orange County Water District	City of Beaumont
City of Riverside	City of Corona
Lee Lake Water District	City of Redlands
Elsinore Valley Municipal Water District	City of Rialto
Irvine Ranch Water District	Jurupa Community Services District
Colton/San Bernardino Regional Tertiary Treatment and Wastewater Reclamation	Western Riverside Co Regional Wastewater Authority
*San Bernardino Valley Municipal Water District	*City of Banning
* San Gorgonio Pass Water Agency	* Beaumont Cherry Valley Water District

* Four new agencies in amendment 2015

Deliverables & Obligations

- Four new agencies requested to be allowed to be added to the Task Force based on value of task force thus reducing costs for all
- Regional Board views Task Force as a clearinghouse for all TDS and nitrate related issues in watershed which resolve conflicts and allow for efficiencies
- 2016-17 groundwater quality update and new SAR Wasteload Allocation will be conducted 2017-2018
- Implement Basin Plan Amendments for SAR Wasteload Allocation – early 2017 as required by the Regional Board
- Revisions to Basin Plan to accommodate drought impacts – 2017
- Updating regulations to accommodate continuance of flows in SAR benefiting downstream recharge of high quality flows - 2017

Middle Santa Ana River Pathogen TMDL Task Force

SAWPA authorized agreement in 2004

Benefits

- Healthier river and tributaries resulting in less red tape to implement water resource projects
- Surface Water Quality Improvement
- Reduction on compliance costs for agencies in watershed by \$2 billion according to MS4 Bacteria Reduction Plan

Description

Addresses water quality impairment to Santa Ana River and its tributaries
In the Chino Basin area known as the Middle Santa Ana River watershed
-pathogens



Budget: \$340,000 (FYE 2017)

Total FTE: 0.08

Funding Source: Task Force Agency Contributions

Middle Santa Ana River Pathogen TMDL Task Force Agencies

- San Bernardino County
- County of Riverside
- City of Riverside
- City of Corona
- City of Norco
- City of Eastvale
- City of Jurupa Valley
- Agricultural Coalition
- City of Pomona
- City of Claremont

Deliverables & Obligations

- Successfully implemented pathogen source control projects that have significantly reduced pathogen counts in several tributaries
- Viewed as an effective collaboration among cities, counties, state, federal, agricultural and dairies
- TMDL revision is scheduled in FY 2017 will update land use change, runoff factors and pathogen regulations
- Reduced costs in \$ tens of thousands per year by merging existing pathogen monitoring under new required stormwater monitoring program

Stormwater Quality Standards Task Force

SAWPA authorized agreement in 2003

New Agreement anticipated in 2016

Benefits

- Allows some channels to be delisted for recreation and refocuses monies where recreation occurs
- Allows regional treatment options
- Avoided compliance costs of approximately \$1-2 billion per county according to Task Force Economic Study



Description

- Evaluated stormwater quality standards for cost efficiency and applicability
- OC Flood Control, Riverside County Flood Control and Water Conservation District and San Bernardino County Flood Control, Regional Board, SAWPA

Budget: \$150,000 (FYE 2017)

Total FTE: 0.10

Funding Source: Task Force Agency Contributions

Deliverables & Obligations

- Stormwater Quality Standards Task Force has now concluded having successfully achieve multiple benefits
- New Basin Plan Amendment approved by Regional Board and EPA
- New Regional Pathogen Monitoring Program Task Force approved in October 2016.
- New agreement reflects collaboration among three flood control agencies to implement monitoring program as required in Regional Board Basin Plan

Santa Ana Fish Conservation Team & Arundo Mitigation Bank

SAWPA authorized Arundo Mitigation Bank in 2002

SAWPA authorized Santa Ana Fish Conservation Team Agmt - 2011

Benefits

- Assists local agencies in recharge and flood maintenance activities in continuing work
- Increased water flow for recharge by Arundo removal
- Regional support for environmental assets and mitigation opportunities

Description

- Santa Ana River Fish Conservation Task Force
 - **Collaboration among local, State and Federal agencies**
 - **Habitat and population monitoring – Riverwalk**
 - **Supports good will with water resource agencies**
- Arundo Management & Habitat Restoration
 - **Develops and funds small habitat restoration projects**
 - **Maintains restored habitat funded by Prop 13 Water Bond**



Budget: \$77,490 (FYE 2017)

Total FTE: 0.13

Funding Source: Task Force Agency Contributions, Contributions, Mitigation Credit Sales

Deliverable & Obligations

- Obtained SEP grant funding (\$62K) from Regional Board and US Fish and Wildlife (\$37K) for sucker habitat project
- Fish Conservation Team is viewed as successful example of collaboration and voluntary monitoring by State and Federal Fish and Wildlife agencies.
- 100s of additional acres of Arundo removal and maintenance conducted which provides more water to flow downstream
- Habitat restoration project in the Santa Ana River for Santa Ana Sucker river will be implemented upon ACOE and Regional Board permitting – increasing Sucker habitat and populations – start 2016
- Continue Riverwalk and Arundo removal through mitigation bank revenue - annually
- Continued support to remove all terrain vehicle use in habitat areas thereby reducing mitigation requirements on water agencies necessary to increase Sucker populations
- Coordinates with Santa Ana Sucker Habitat Conservation Planning

Emerging Constituents (EC) Program Task Force

SAWPA authorized TF agreement - 2012

Benefits

- Alternative to new regulation for recharge saving
- \$100,000/yr in avoided long term EC monitoring costs
- Better regional evaluation of ECs which drove ability to frame discussion on ECs at State level to our benefit
- Corrects misinformed media exposure through outreach

Description


- Complies with Regional Board Resolution under Cooperative Agreement for Imported Water Recharge
- Completed 2010-2013 Annual Sampling reports for emerging constituents
- Implements safe tap water public outreach program based on SAWPA commission direction to respond to Environmental Working Group misinformation

Budget: \$32,500 (FYE 2017)


Total FTE: 0.08

Funding Source: Task Force Agency Contributions

2013 Sampling Report
for Emerging Constituents
in the Santa Ana Region



Santa Ana Watershed Project Authority



April, 2014

Emerging Constituents Task Force

- SAWPA Member Agencies
- Water Retailers
- Wastewater Treatment Operators
- Regional Board Staff
- CDPH Staff
- USGS Staff
- Analytical Lab Staff
- NWRI Staff
- Environmental NGOs



Deliverables & Obligations

- Annual EC monitoring reports 2010-2013 provided important data and information to guide SWRCB Blue Ribbon Panel on required EC monitoring constituents – reduced number of ECs (100s) down to seven saving over \$100,000/yr watershed wide in reduce monitoring
- No plans to continue EC monitoring at this time
- Your So Cal Tap Water water blog and other social media on drinking water safety are expected to continue provide value in responding to misinformation by EWG and media- annually

Forest First

SAWPA signed MOU with Forest Service - 2011

Benefits

- US Forest Service as institutionalized SAWPA relationship as a template for others in the State.
- Protection of water quality by reducing catastrophic fires
- Release of more water to downstream via the river and tributaries
- Reduces debris flows to downstream recharge basins
- Promotes interagency cooperation with local and Federal agency



Description

Implement support to US Forest Service and SAWPA Agreement. Quarterly meetings among Forest Service, water recharge and flood control agencies to support future projects and grant applications

Budget: \$56,227 (FYE 2017)

Total FTE: 0.02

Funding Source: Outside agencies

Deliverables & Obligations

- Initial cost benefit studies have been completed for forest management
- Support provided which engendered grant application from Forest Service under Prop 84 Round 2
- A new task force composed of flood control management and water recharge agencies is anticipated in 2017.
- High intensity flood events are minimized through more forest rainfall adsorption
- Improved water efficiency, better water quality, reduced compliance costs, conflict resolutions through forest management

DWR Water Energy Grant Implementation

SAWPA grant approved June 24, 2015

DWR funding agreement in March 2016

Benefits

- Regional approach to water and energy savings
- Supports watershed sustainability and water demand reduction

Description

- Provides water and energy savings to disadvantaged communities
- Projects include turf removal and retrofit, outreach, in-home energy retrofits
- Collaboration and MOUs with four retail agencies and their wholesale agencies



Water-Energy Community Action Network (WECAN)

Budget:	\$941,539 (FYE 2017)
Total FTE:	0.17
Funding Source:	\$2.34 million grant and \$520,000 local match partners

Deliverables & Obligations

- Management, administration and oversight of multiple contracts – outreach, landscape contractor, Smartscape Maintenance Manual-OC Coastkeeper
- Partnering Agencies
 - City of Santa Ana Partnership
 - Fontana Water Company Partnership
 - WMWD Partnership
 - SBVMWD
 - West Valley Water District District
 - SB Community Action
 - OC Community Action
 - RIV Co Community Action
 - Orange County Coastkeeper
 - Jurupa Community Services
- Reaching out to 320+ homes – 260,000 SF landscaping retrofit
- Reaching out to 1000+ homes for energy retrofit
- 23 million gallons saved per year
- 5.4 million KWH saved

Lake Elsinore & San Jacinto Watersheds Authority (LESJWA) Administration

SAWPA authorized agrmt in 2000

Benefits

- Healthy lake – no “major” fish kills
- Reduced overhead cost to SAWPA

Description

- SAWPA is the administrator of the LESJWA JPA
 - All management, meeting agendas, memos, minutes, audit, etc.
- Constructs projects that benefit Lake Elsinore, Canyon Lake, and upper watershed water quality
- Provides staff support to Lake Elsinore and Canyon Lake Nutrient TMDL Task Force

Budget: \$105,070 (FYE 2017)

Total FTE: 0.15

Funding Source: LESJWA Member Agency Contributions



Deliverables & Obligations

- Watershed approach to improving lakes quality
- Economic benefit to community along with improved image
- Improved cooperation among local agencies
- All local agencies pitched in more to make LESJWA financially sustainable for future
- LESJWA serves as the legal authorizing agency for the LE/CL TMDL Task Force. All work contracts of task force must go through LESJWA for authorization and contracting
- Based on successful implementation of LESJWA Business Plan, adequate revenue by member agencies to meet expenses exists and sustainable for the foreseeable future

Lake Elsinore and Canyon Lake Nutrient TMDL

SAWPA/LESJWA authorized agreement in 2004

Benefits

- Healthier lakes and tributaries providing millions in benefit to economy
- Surface Water Quality Improvement
- Reduction on compliance costs for agencies in watershed by 0.5-\$2 billion according to MS4 Nutrient Reduction Plan

Description

- Addresses water quality impairments at Lake Elsinore and Canyon Lake Nutrient through Total Maximum Daily Load (TMDL) Task Force
 - Nutrients, DO, chlorophyll a



Budget:	\$939,106 (FYE 2017)
Total FTE:	0.28
Funding Source:	Task Force Agency Contributions and OWOW DWR Grant

Lake Elsinore/Canyon Lake Nutrient TMDL Task Force

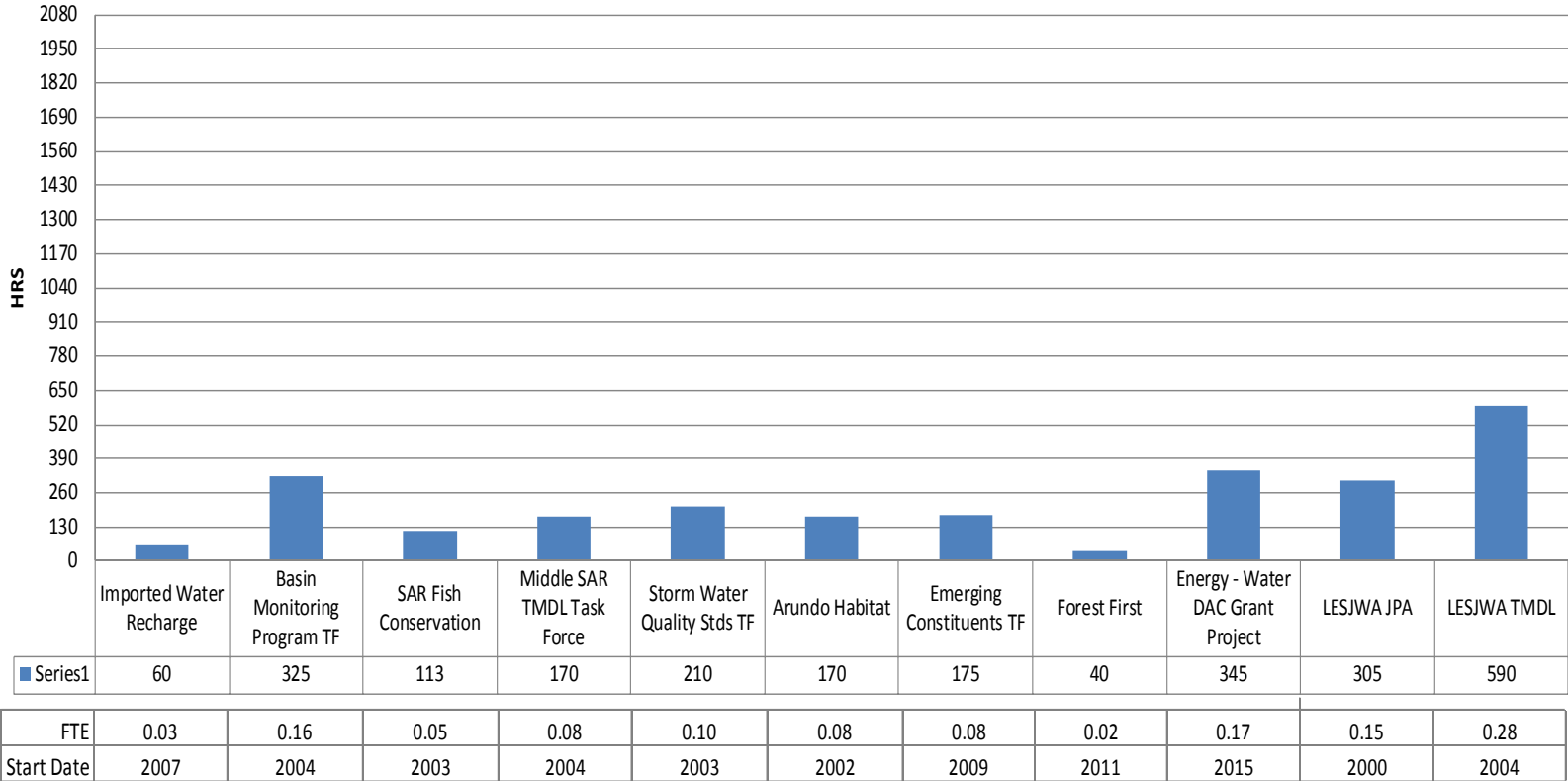
- March Air Reserve Base
- March JPA
- State of California
 - Santa Ana Regional Water Quality Control Board
 - Department of Fish and Game
 - Department of Transportation
- County of Riverside
- Riverside County Flood Control District
- Cities

Beaumont	Lake Elsinore	Perris
Canyon Lake	Moreno Valley	Riverside
Hemet	Murrieta	San Jacinto
Menifee	Wildomar	
- Water Agencies:
 - Eastern Municipal Water District
 - Elsinore Valley Municipal Water District
 - Lake Elsinore and San Jacinto Watersheds Authority
- Western Riverside County Agricultural Coalition
 - Dairy Operators
 - Agricultural Operators (Over 475)

Deliverables & Obligations

- Successfully implemented major lake projects that meet many of the water quality compliance targets
- Viewed as an effective collaboration among cities, counties, state, federal, agricultural and dairies
- Positive relationship with LESJWA JPA Board
- TMDL Revision will be undertaken to reflect updated runoff data, new modeling studies, regulations and policies - \$800,000 over next three years for Lake Elsinore/Canyon Lake
- Planning and support for continued alum application at Canyon Lake
- New operation agreement on Lake Elsinore aeration system to include more parties

Total SAWPA Labor Hours for Roundtables - FYE 2017



Contributions

	SAWPA	Other	Grants	Total
\$	\$ -	\$ 10,523	\$ -	\$ 70,000
\$	\$ -	\$ 395,151	\$ -	\$ 1,864,067
\$	\$ 10,000	\$ 23,000	\$ -	\$ 941,539
\$	\$ -	\$ 340,000	\$ -	\$ -
\$	\$ 50,000	\$ 100,000	\$ -	\$ -
\$	\$ -	\$ 44,490	\$ -	\$ -
\$	\$ -	\$ 32,500	\$ -	\$ -
\$	\$ -	\$ 56,227	\$ -	\$ -
\$	\$ -	\$ -	\$ 941,539	\$ -
\$	\$ -	\$ -	\$ -	\$ -

FTE = Full Time Employee Working 2080 hrs/year

HRS = Total Hours Worked by All Employees in FYE 2016

Social Media Services Your So Cal Tap Water

Emerging Constituents Task Force

Mid-Year Evaluation November 2016



Emerging Constituent Program Task Force Participating Task Force Agencies in Outreach

Eastern Municipal Water District	Jurupa Community Services District
Inland Empire Utilities Agency	Yucaipa Valley Water District
City of Riverside	City of Corona
Temescal Valley Water District	City of Redlands
Elsinore Valley Municipal Water District	City of Rialto
Irvine Ranch Water District	Western Riverside Co Regional Wastewater Authority
Colton/San Bernardino Regional Tertiary Treatment and Wastewater Reclamation	

Emerging Constituent Program Task Force

Benefits to Funding Agencies

SAMPLING

- Alternative to new regulation for recharge (cost savings of \$100,000 per year)
- Improved regional evaluation of EC

SOCIAL MEDIA

- Build awareness about water related issues
- Share information on safety of local water supply
- Correcting misinformed media exposure through outreach

YourSoCalTapWater.org



Blog Posts

YourSoCalTapWater.org

- 13 Articles
- 3,273 Views
- Nov. record high:
1,223 views, 821 visitors



Drinking Water: Groundwater Availability, Challenges and Solutions

In Southern California, groundwater plays a major role in providing a sustainable drinking water source for millions of people. The percentage of tap water that a person receives from groundwater supplies varies...

15 days ago

24



History of Drinking Water

Early settlements and towns were always built near a source of water. Without water humans cannot live. Accordingly, the California drought has brought on threats of limited water available to grow crops and meet the...

2 months ago

69



Is Chromium 6 Contaminating U.S. Public Water Systems?

Evidence of chromium 6 in public water systems has been making headlines. A recent report compiled by the Environmental Working Group, a non-profit research agency, stated that higher than recommended levels of chromia...

2 months ago

242



Constituents of Emerging Concern: Monitoring for Contaminants in Drinking Water

In the United States, public drinking water is regulated by the U.S. Environmental Protection Agency (EPA). Additional regulation is also enforced by individual states. The EPA is responsible for studying potentia...

3 months ago

71



Tap Water Drinks

June gloom is over and the summer heat continues throughout Southern California. If you are looking to cool down and enjoy a refreshing summer treat, why not check out some of our drink recipes made with tap water? T...

4 months ago

142

Analytics

YourSoCalTapWater.org

Key Metrics – Quarterly Growth

- 20% increase in page views
- 19% increase in visitors
- 22.5% increase in visitors from search

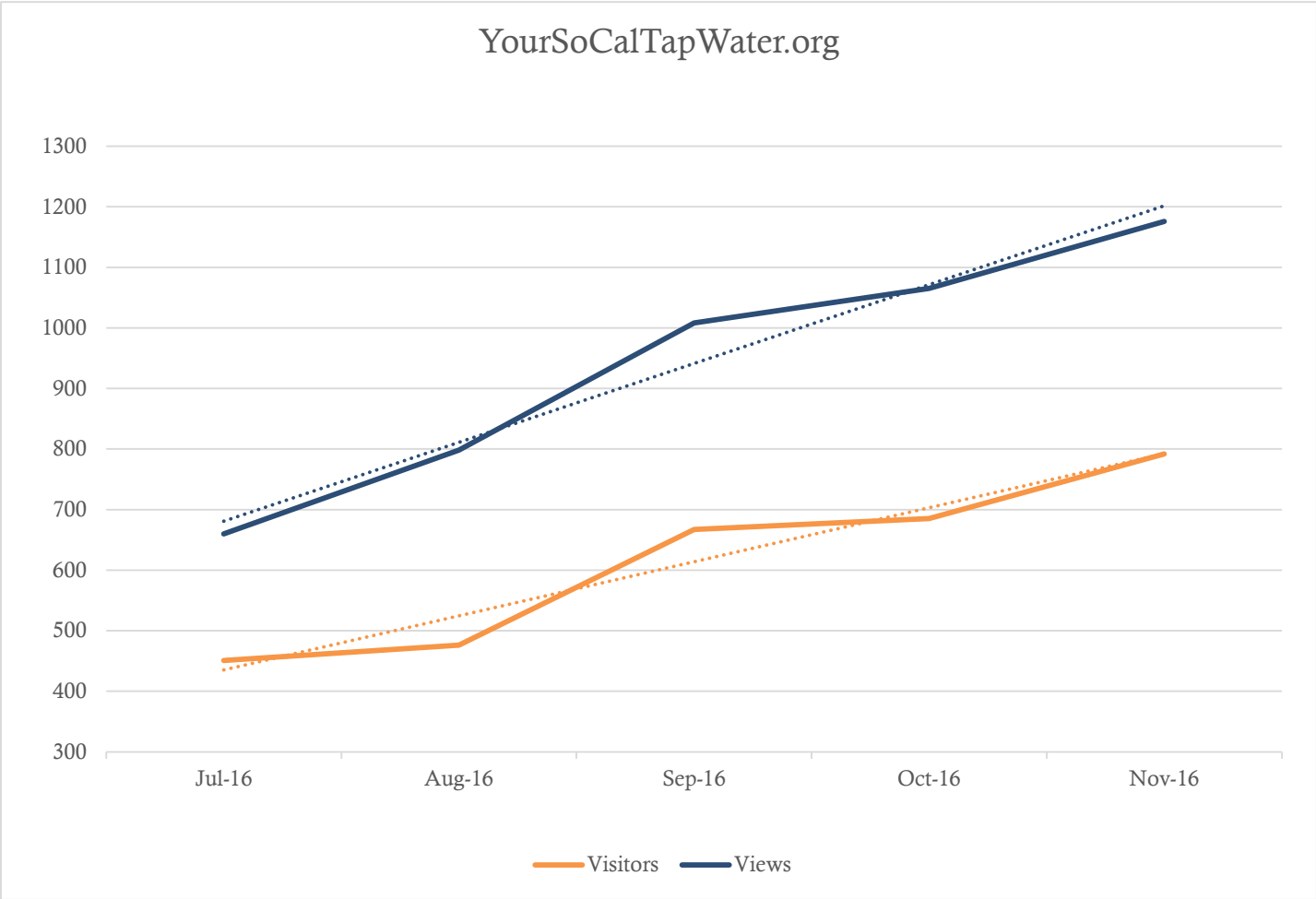
July– November 2016

- Views: 954 avg.
- Visitors: 623 avg.

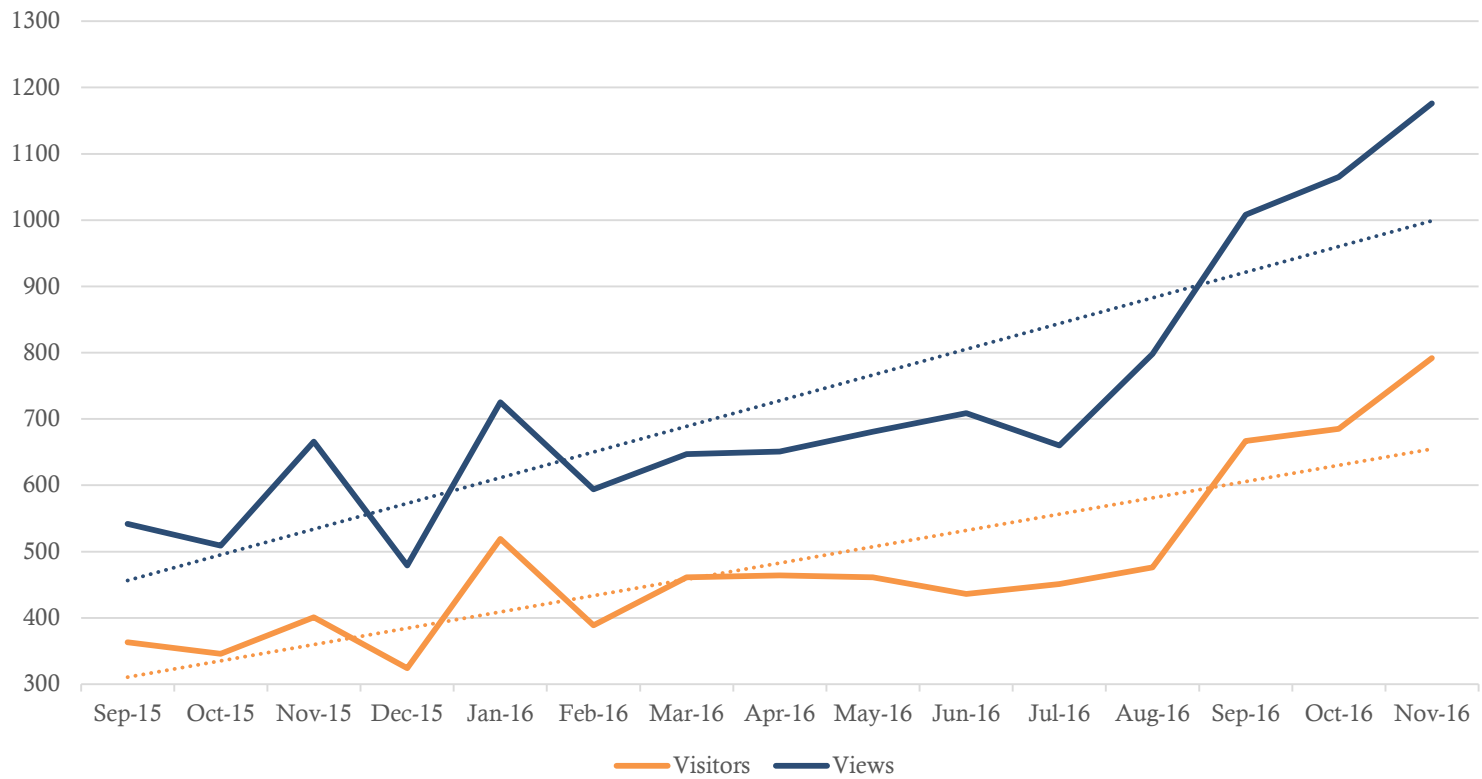
- 2016: 8,788 views/5,848 visitors
- 2015: 9,052 views/ 6,441 visitors



YourSoCalTapWater.org



YourSoCalTap.org



Videos

YourSoCalTapWater.org

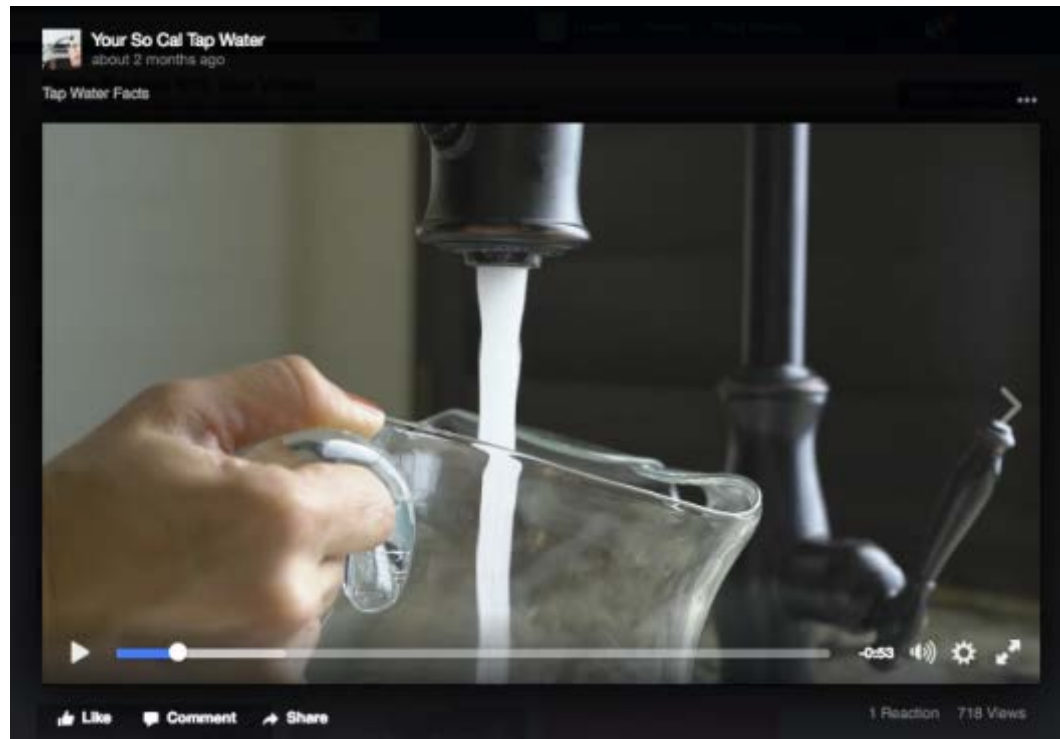
- 11 Social Media Videos
- 4,632 Views



Tap Water Facts Video

Reach: 1,394

718 video views

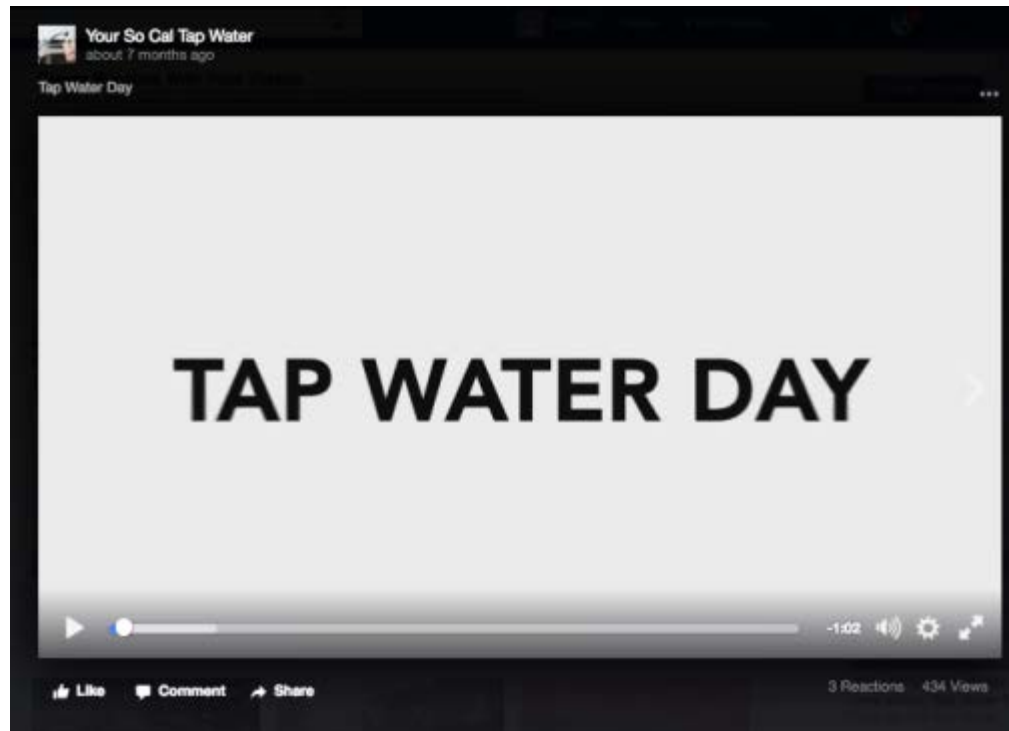




Tap Water Day Video

Reach: 5,254

433 video views





Facebook @YourSoCalTapWater



Analytics

Facebook
@YourSoCalTapWater



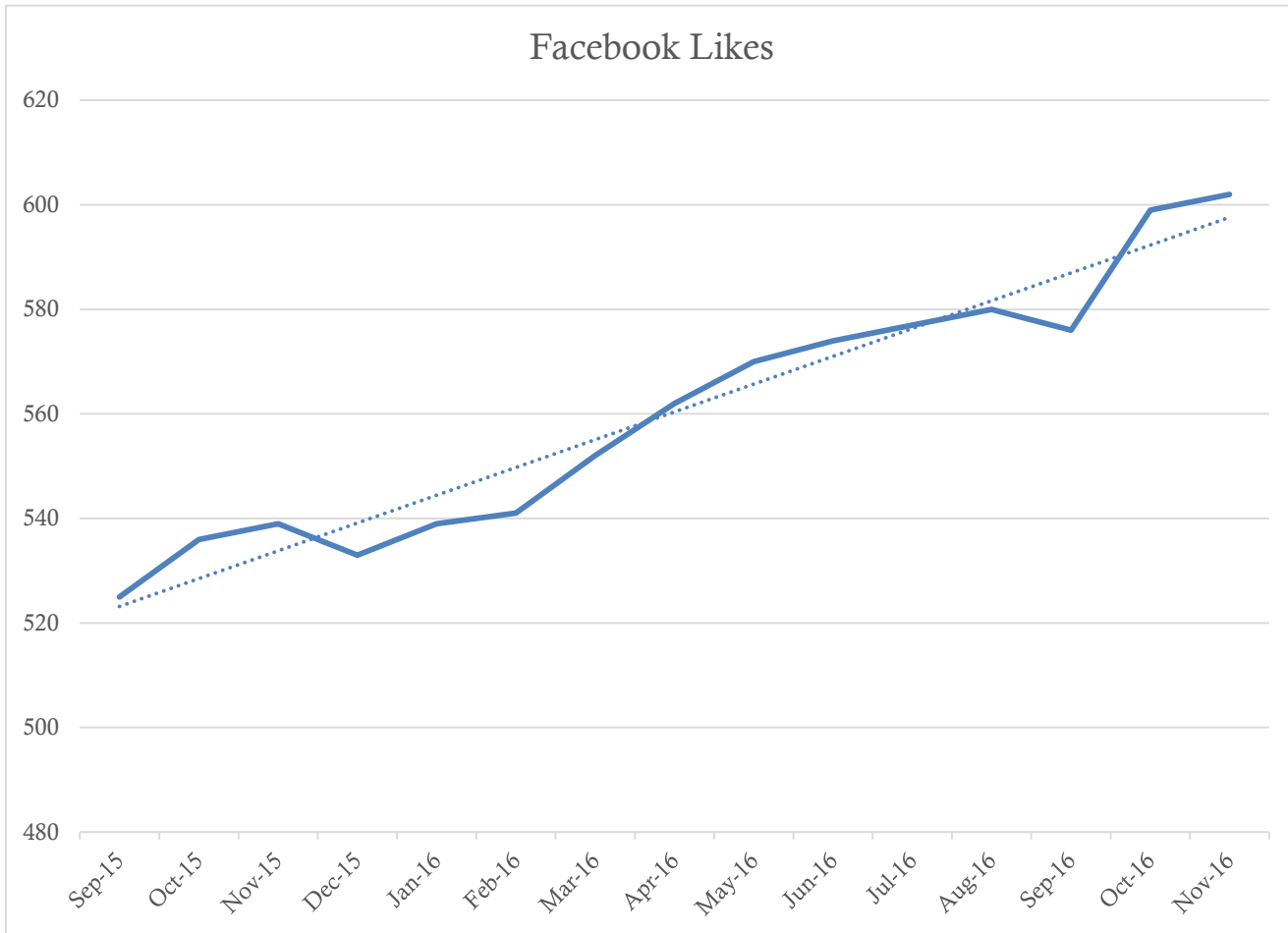
November 2016 - 603 likes

Facebook "LIKES" Comparison

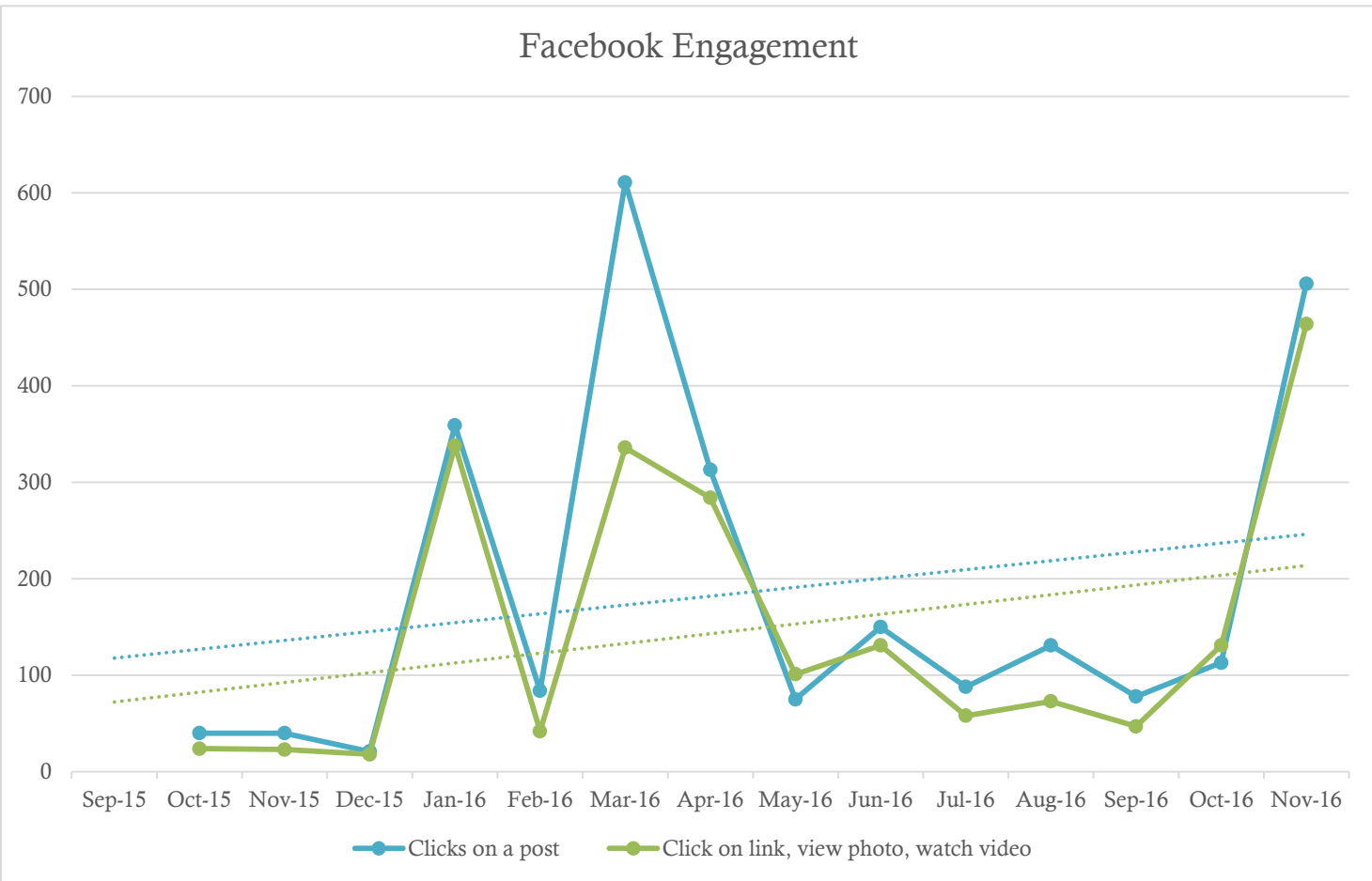
<u>SoCalTapWater (2012):</u>	<u>603 likes</u>
EMWD (2009):	868 likes
IEUA (2013):	334 likes
OCWD (2009):	352 likes
WMWD (2010):	524 likes
SBVMWD	- not on Facebook



Facebook Likes



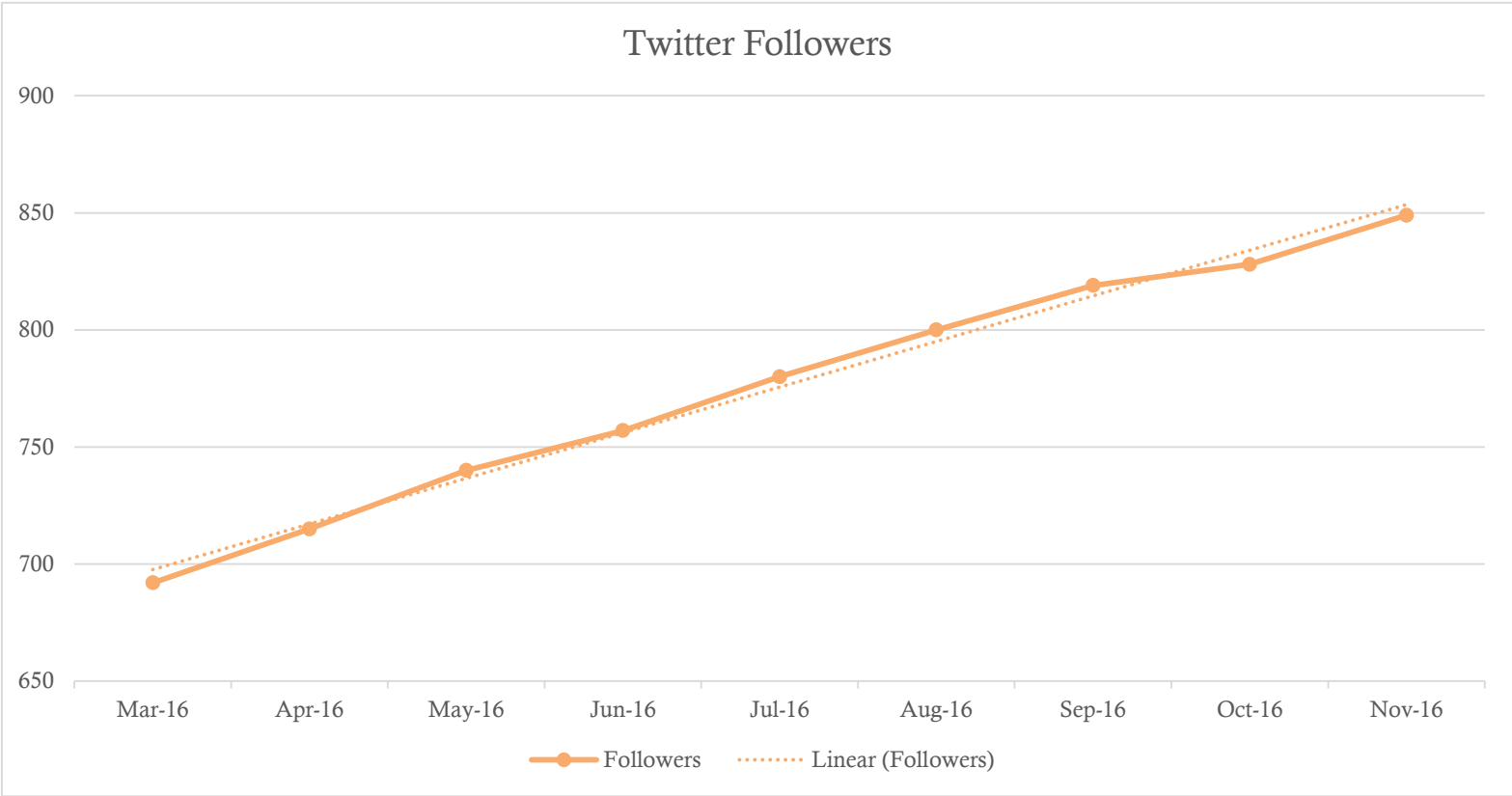
Facebook Engagement



Twitter

@SoCalTapWater





Analytics

Twitter

@SoCalTapWater



Key Metrics

- Average 10,665 impressions
- Gaining approximately 20 followers per month
- Total Twitter followers are 849: 34% increase since Oct 2015

Twitter "FOLLOWERS" Comparison

<u>SoCalTapWater (2012):</u>	<u>844 followers</u>
EMWD (2009):	1,911 followers
IEUA (2014):	283 followers
OCWD (2009):	4,448 followers
WMWD (2009):	3,694 followers
SBVMWD - not on Twitter	



Next Steps

💧 #ChooseTap Reusable Water Bottle Campaign

 **#CHOOSETAP**

Because of the Safe Drinking Water Act, municipal water agencies are required to conduct extensive, regular water quality testing by certified laboratories.

VISIT: YourSoCalTapWater.org

WIN A FREE

Reusable Water Bottle



 **#CHOOSETAP**

WIN A FREE

Reusable Water Bottle

 1. FOLLOW: YourSoCalTapWater.org
&
2. TWEET:  @SoCalTapWater
OR
3. SHARE:  @YourSoCalTapWater

Tag us in a photo of you, your family or pet enjoying tap water



