



The meeting teleconference will begin shortly


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PASSCODE: 3802020

Public comments, suggestions or questions regarding technical issues may be emailed
to comments@sbvmwd.com



Please use the chat feature in the Zoom toolbar to let the moderator know that you would like to make a comment during the meeting or use the digital “raise hand”  function in Zoom.



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Call to Order

Board of Directors Workshop - Resources
Thursday, November 4, 2021

Chairperson – Director Hayes
Vice-Chair – Director Harrison

Introductions

Following the introduction of Directors and District staff, participants may use this time to state their name and agency/affiliation in order to be included in the formal record of attendees.

Public Comment

Any person may address the Board on matters within its jurisdiction.

- *Please use the chat feature on the Zoom toolbar or digitally raise your hand to let the moderator know you would like to make a comment.*



Summary of Previous Meeting (Pg. 3)

Board of Directors Workshop – Resources – October 7, 2021

Discussion Item 4.1 (Pg. 9)

Kristeen Farlow, MPA – Strategic Communications Manager

Strategic Communications and Engagement Plan Status Update

Staff Recommendation

Discuss and provide input to Staff.

STRATEGIC COMMUNICATIONS AND ENGAGEMENT PLAN

Board Workshop

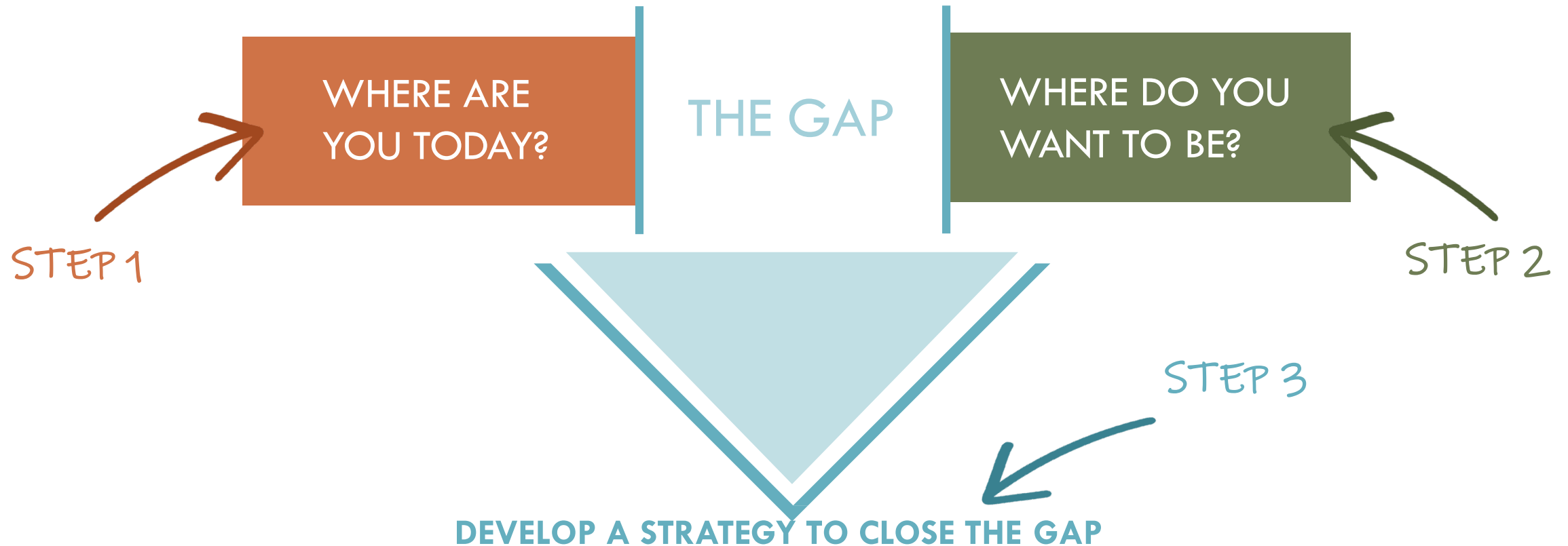


 WSC

Nov 4, 2021

- 1. Strategic Communication Approach**
- 2. Summary**
- 3. Social PinPoint - Online Engagement tool**
- 4. Next Steps**

CLOSING THE COMMUNICATION GAP



APPROACH



STAKEHOLDER MAPPING

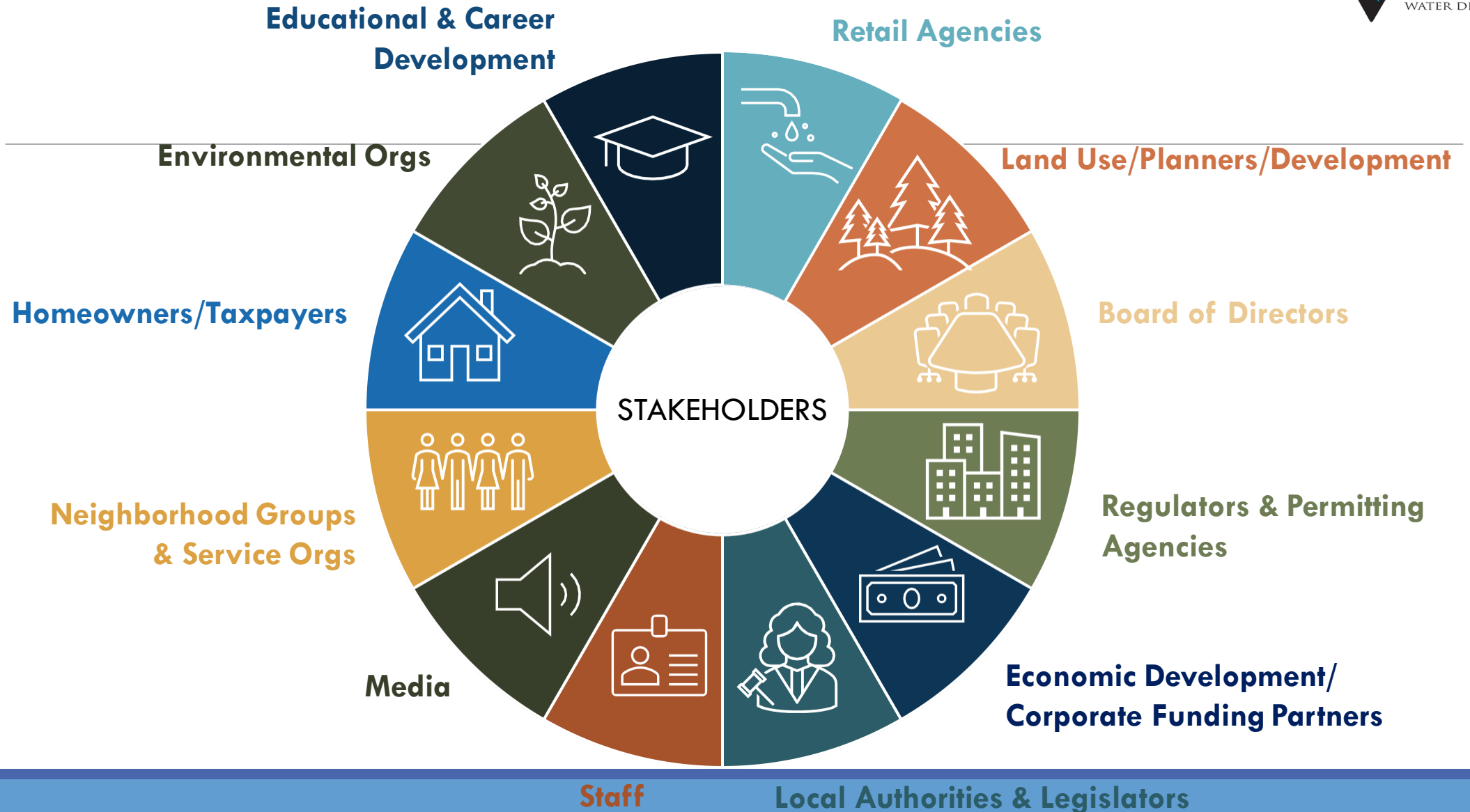


Stakeholder Mapping

Target Audience

- Who are we communicating with?
- Who do we need to communicate with?
- Who are our priority audiences?
- What messages are we sharing?

Target Audiences



Audience Prioritization



Tier 1

Staff & Board
Media
Retail Agencies
Regulators
Permitting Agencies
Legislators
Homeowners/Taxpayers

Tier 2

Environmental Groups
Chambers of Commerce
Service Organizations
Neighborhood Groups

Tier 3

Corporate Partnerships
Land Users/Development
Educational Institutions
Outside Water Agencies/Industry Orgs
Renters

- ? What is the outcome of a successful Communication Plan?
- ? Who does Valley District need to engage and collaborate with to be successful in its Mission?

- ? How do you share information with stakeholders? Collect input?
- ? What misunderstandings do you hear from the public regarding Valley District's role in the Watershed?



Board Interviews

Common Themes



Goals

- Increase awareness around Valley District's role in the watershed
- Overcome historical reputation and mistrust
- Increase understanding and engagement

Priority Audiences

- Retailers/Water Districts
- Elected officials & Municipalities
- Legislators
- Community leaders
- Taxpayers

Misunderstandings

- Wholesalers vs. retailers
- Requests outside SBVMWD's legal jurisdiction
- Muni as "bullies"
- Will we run out of water?
- Concern over water affordability. Are we double paying for water?

Topics

- Who Valley District is/what we do
- Water supply security
- Finances (transparency)
- Water affordability, Water conservation
- HCP, Headwaters, WIFIA, Sites Res.

Stakeholder Input

Social PinPoint Online Engagement Tool

Stakeholder Input



-
- How do our stakeholders view Valley District?
 - What would they like more information on? Topics of interest?
 - How can Valley District support communication gaps?
 - What are their preferred communication channels?

Social PinPoint



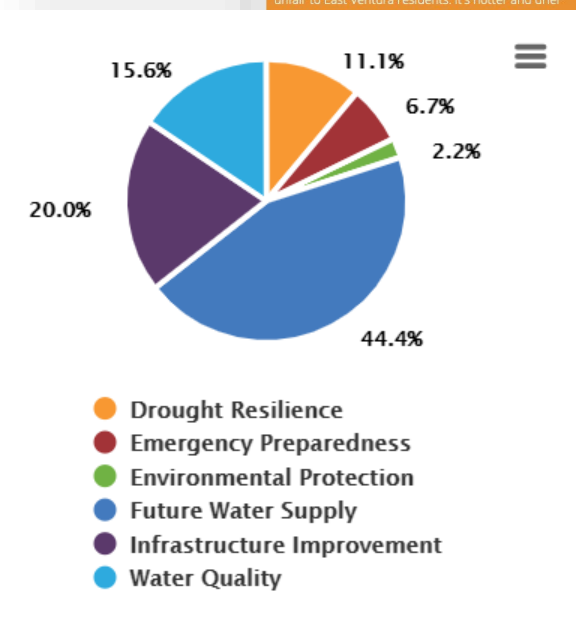
- Online survey
- Comments wall
- Stakeholder mapping



14,000+ visits

100+ survey results

Report-outs on community values & priorities



We want to hear from you!



San Bernardino Valley Municipal Water District is leading a comprehensive process to improve our communications and engagement efforts. Your input will help shape the way we serve and connect with our community!



LEARN - Learn about Valley District's

REPNOD - Respond to a short survey

SHARE - Share your water questions, concerns, and priorities

Community Wall



Use the icons to share your thoughts, questions, and priorities.



Respond

www.ConnectSBVMWD.com



10-Question
Public Input Survey

1. What is your level of interest in water issues?
2. What is your level of knowledge on water issues?
3. Rank the following priorities from most to least important (i.e. reliable water supply, vibrant economy)
4. Do you know who Valley District is?
5. Where would you like to see Valley District engage with the community?
6. What is the best way to share information with you?
7. Additional feedback or recommendations for Valley District's Strategic Communication and Engagement plan

A screenshot of a survey form titled "Join the Conversation". The form is enclosed in a teal border. At the top, it says "Join the Conversation" in bold. Below that, it states "Your participation in this survey will help San Bernardino Valley Municipal Water District (Valley District):" followed by a bulleted list of goals: "Effectively inform and engage our community and stakeholders", "Align our communication priorities with your interests", "Build meaningful relationships and partnerships", and "Understand communication barriers and opportunities". The form contains several input fields: "Name" (empty), "Email" (containing "marketing@wsc-inc.com"), "Preferred Language" (empty), and "City" (a dropdown menu with "Choose..." selected). At the bottom, there is a section titled "What is your connection to Valley District? Select all that apply." with a list of checkboxes: "Academia / Student", "Business Owner", "Government / Legislative", "Homeowner / Taxpayer / Resident", "Non-profit Organization", and "Retail Agency".

Stakeholder Input Benefits



Marketing Plan



Newspaper
ads



Social Media
posts



Press Release
& E-blast



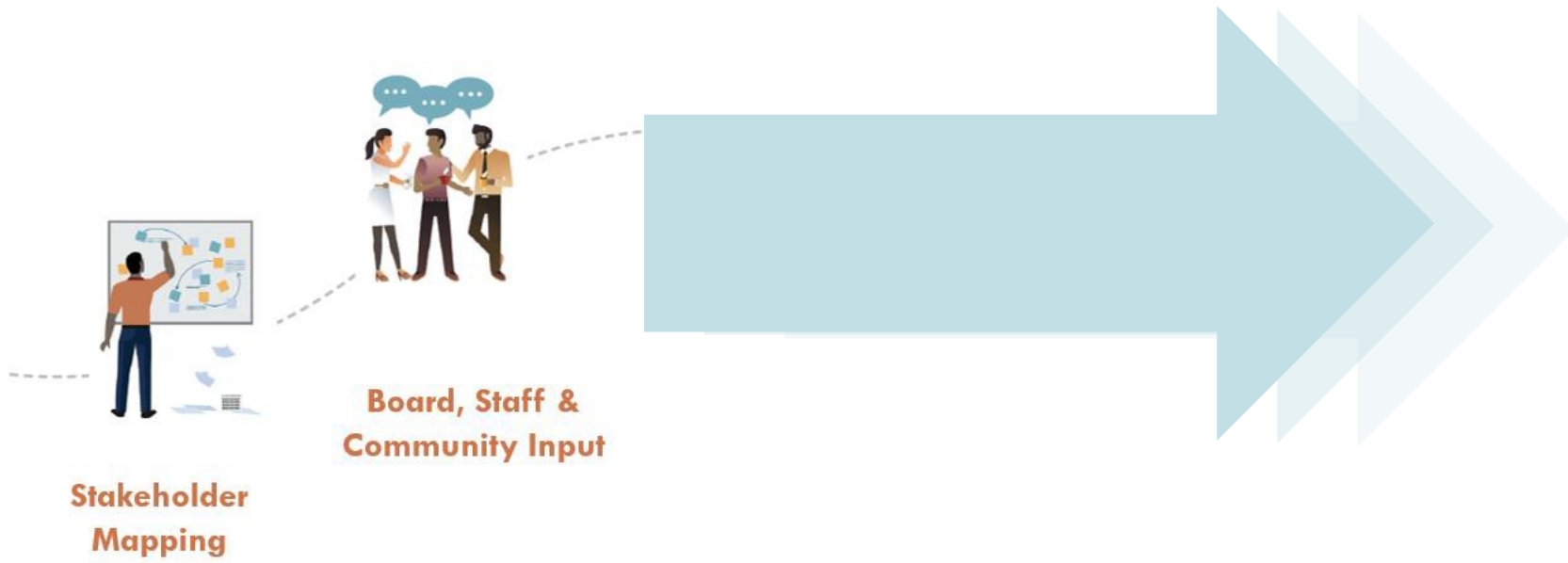
Website



Public
Meetings

Next Steps

Communication Goals & Personas



Persona Example



Water Industry Professional

Steward, Knowledgeable, Focused, Forward-thinking

“ I am passionate about promoting safe and reliable drinking water in my community.”

Communication:

- Newsletters
- Electronic Media
- Surveys

Goals

Secure long-term water reliability for my community and region.

Develop and implement programs that support water investments and bring value to the region.

Messages

We educate stakeholders about water issues that affect the region.

We work to support legislation that protects the interest of our service area.

Involvement

Community Events
Water Policy Dinners

Working Groups
Committees

WHY WE DEVELOP PERSONAS:

“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide in our communication with others.”

- Tony Robbins

User Personas are fictional characters we create to represent different types of stakeholders based on the information we gather in our research.

We create personas to help teams understand that stakeholders have different needs, motivations, and goals.

Education and Outreach



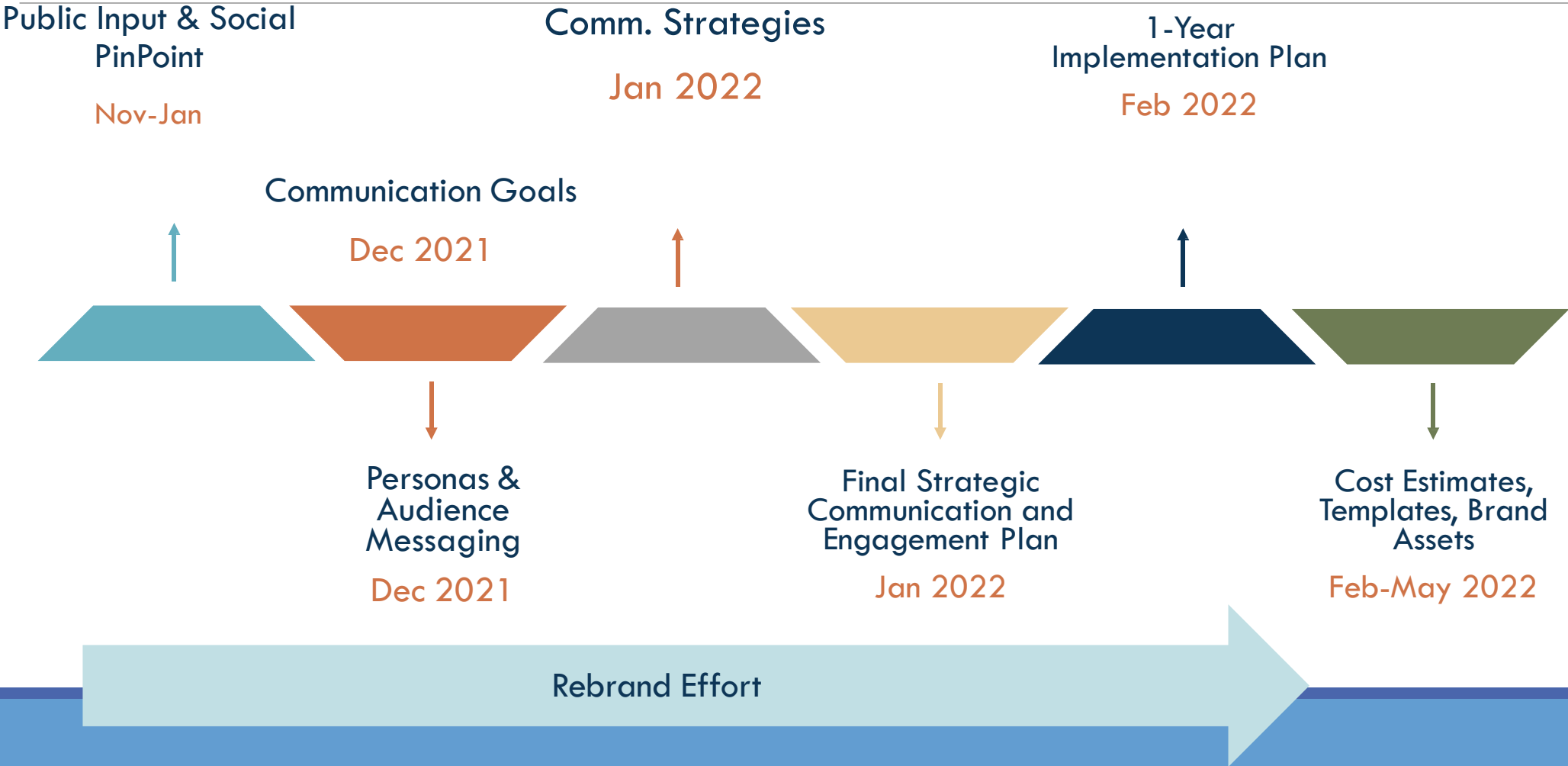
Rates Updates



Partnerships



TIMELINE



Director Comments and Discussion



Paul Kielhold
President



June Hayes
Vice President



**T. Milford
Harrison**
Treasurer



Gil J. Botello
Director



Susan Longville
Director

Staff Recommendation

Discuss and provide input to Staff.

Discussion Item 4.2 (Pg. 11)

Bob Tincher, PE, MS – Chief Water Resources Officer/Deputy GM

Consider Amendment No. 1 to the Proposition 84
Implementation Grant Funding Sub-Grantee Agreement for the
Santa Ana River Conservation and Conjunctive Use Program
(SARCCUP)

Staff Recommendation

Staff recommends that this item be forwarded to a Board of Directors meeting for consideration.

SANTA ANA RIVER CONSERVATION AND CONJUNCTIVE USE PROGRAM (SARCCUP)



Santa Ana River Conservation & Conjunctive Use Program

San Bernardino Valley Municipal Water District

November 4, 2021

SARCCUP Vision

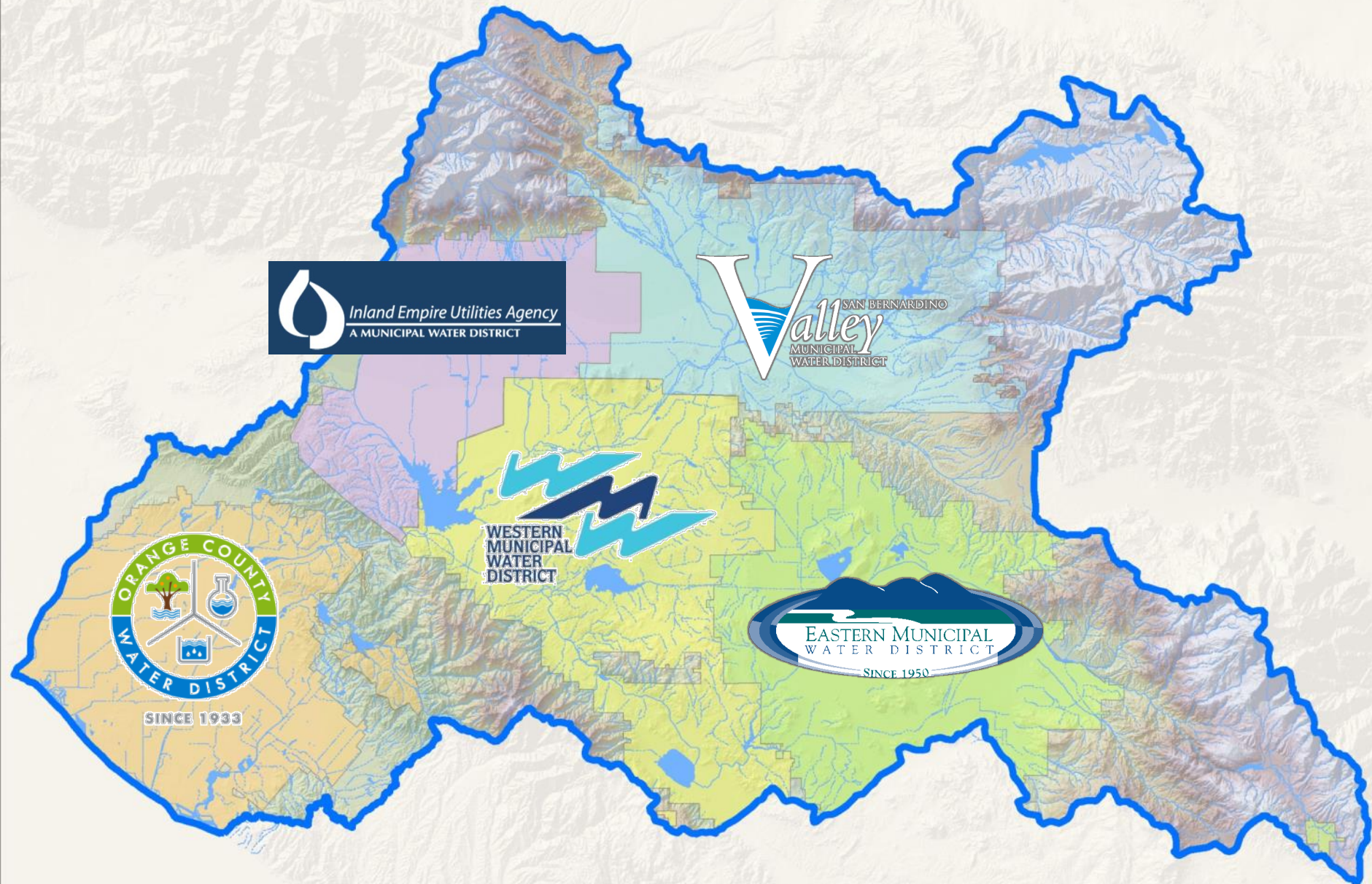
Previous Grant Programs



Proposition 84

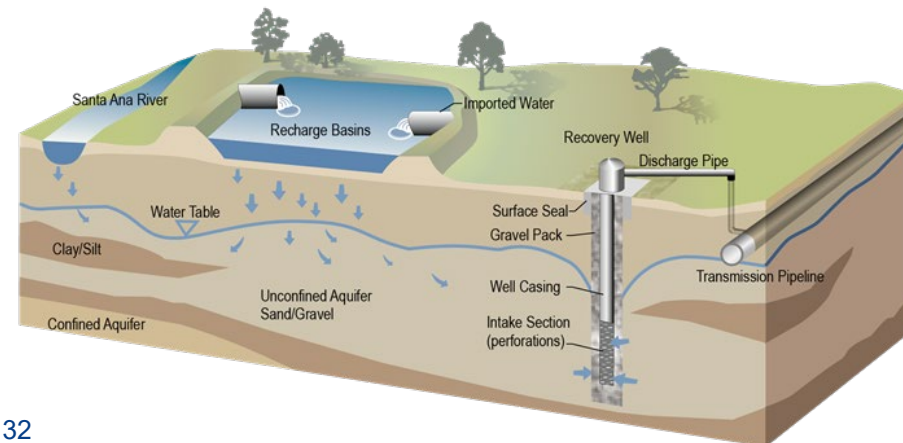
- * Large scale
- * Large benefit
- * Need grant funding to be cost-effective

Watershed Scale



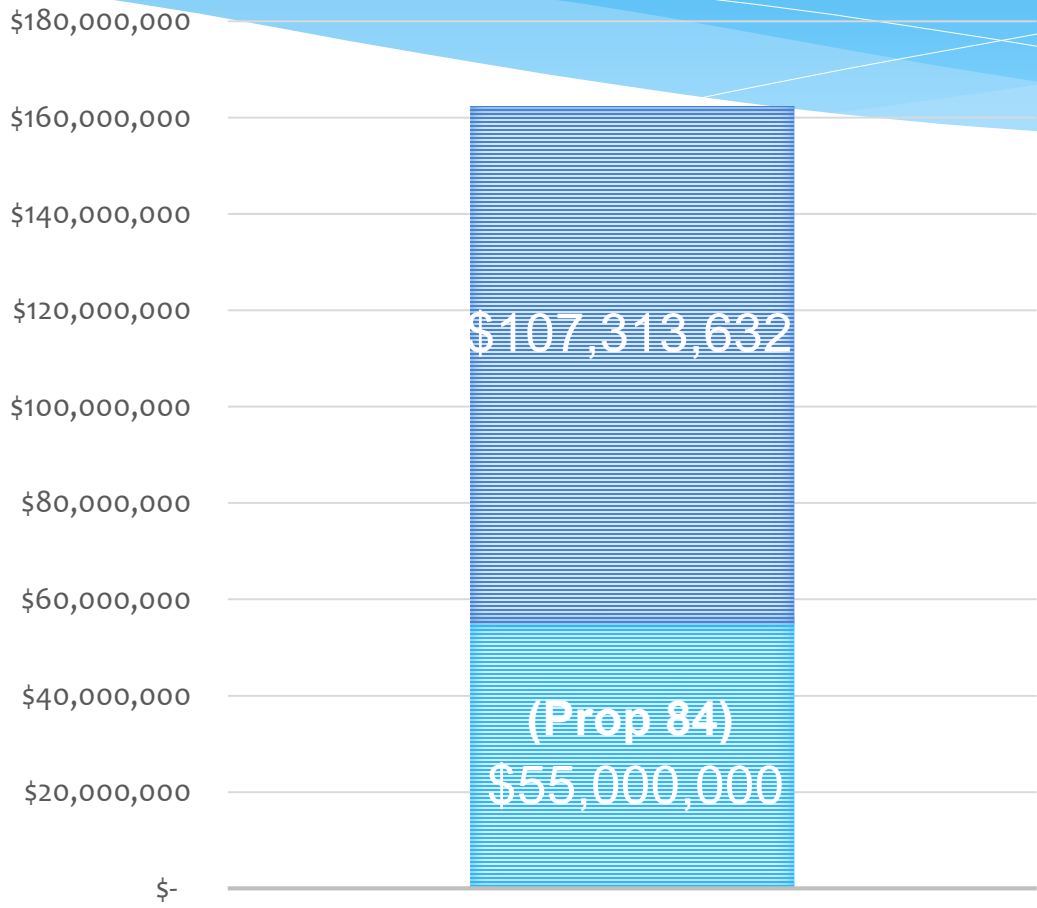
SARCCUP Elements

- Habitat Improvement: Arundo Removal & Santa Ana Sucker fish habitat restoration
- Water Use Efficiency: Conservation-Based Rates Support, Water-use Efficient Landscaping Design
- Groundwater Bank: “Put and Take” Conjunctive Use Facilities

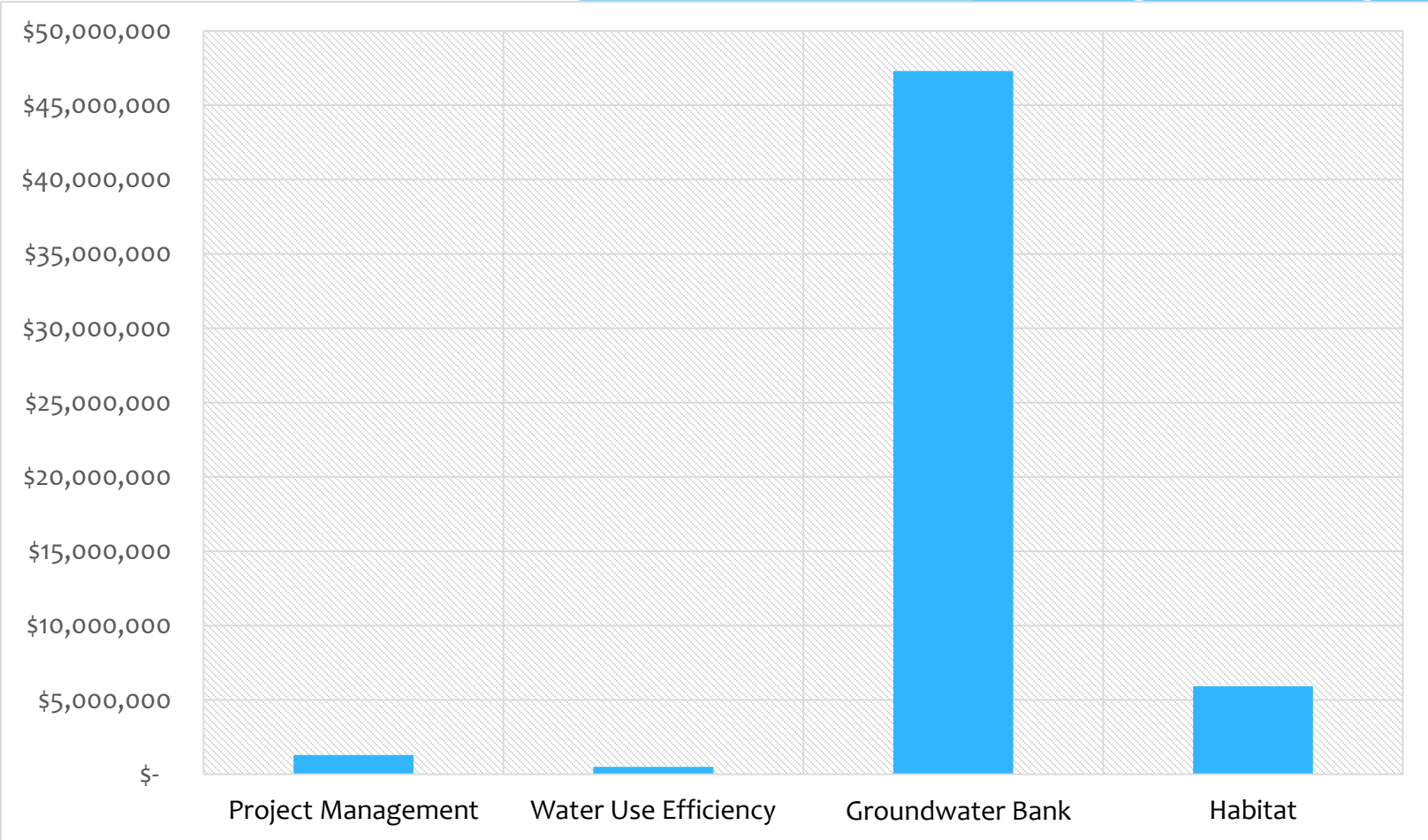


SARCCUP Budget

Total Cost:
\$162,313,632

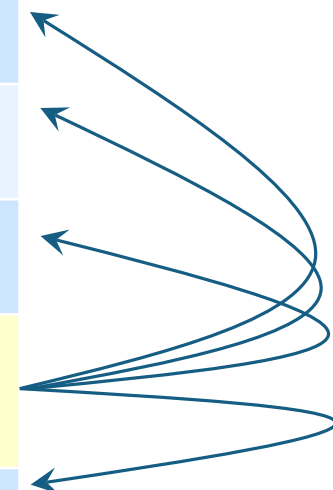


Grant Amount by Category



Primary SARCCUP Benefits

Agency	WUE	Arundo Removal	Habitat Restoration	Water Bank
EMWD	●			Valley District Surplus SWP
IEUA	●		●	Valley District Surplus SWP
OCWD	●	●		Valley District Surplus SWP
SBVMWD	●		●	Sell Surplus SWP Water
WMWD	●		●	“Insurance” Valley District Surplus SWP



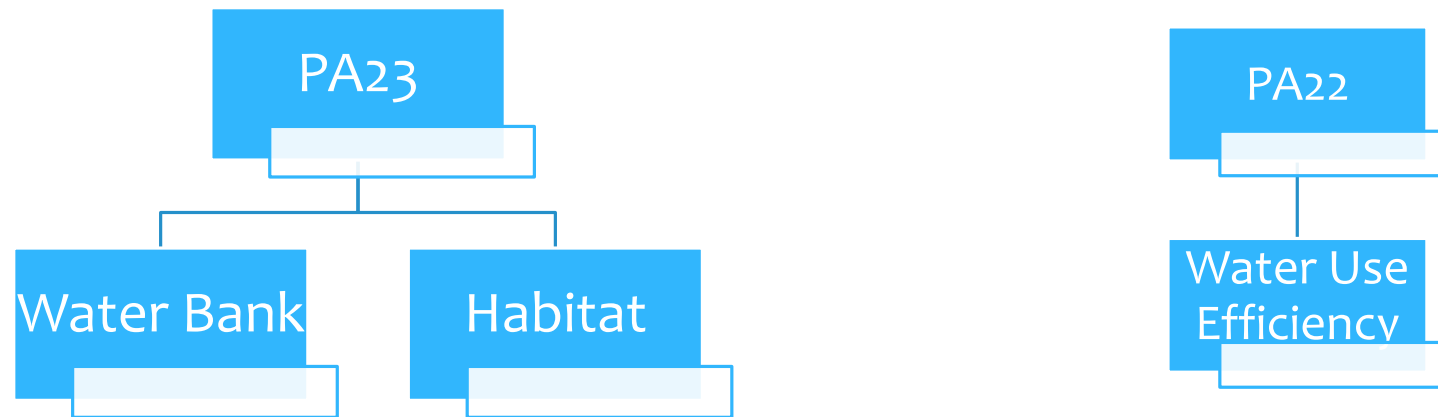
IRUWMP Goals Met by SARCCUP



Project Leads

Agency	PM	WUE	Arundo Removal	Habitat Restoration	Water Supply	Water Bank Infrastructure	Joint CEQA
EMWD						●	
IEUA							●
OCWD			●			●	
SBVMWD				●	●		
WMWD						●	
Coastkeeper		●					
SAWPA	●	●					

Governance Through Construction



Governance

GW Bank (After Construction)

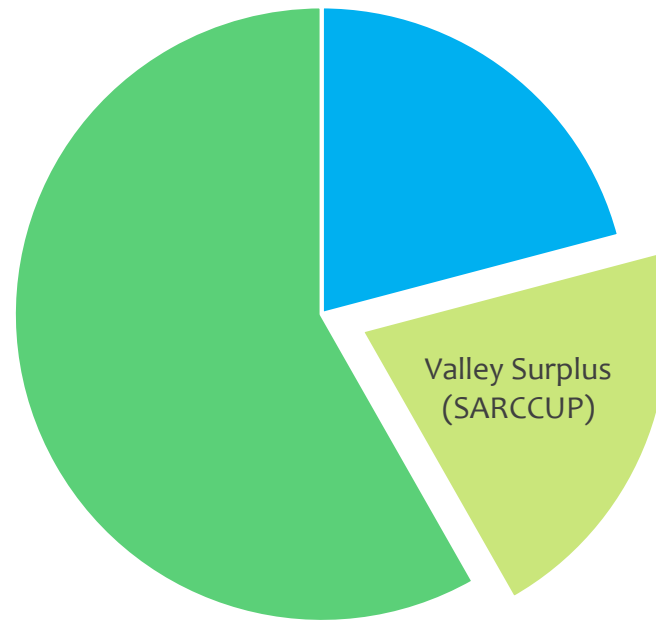
Elected
Boards

Operations
Committee

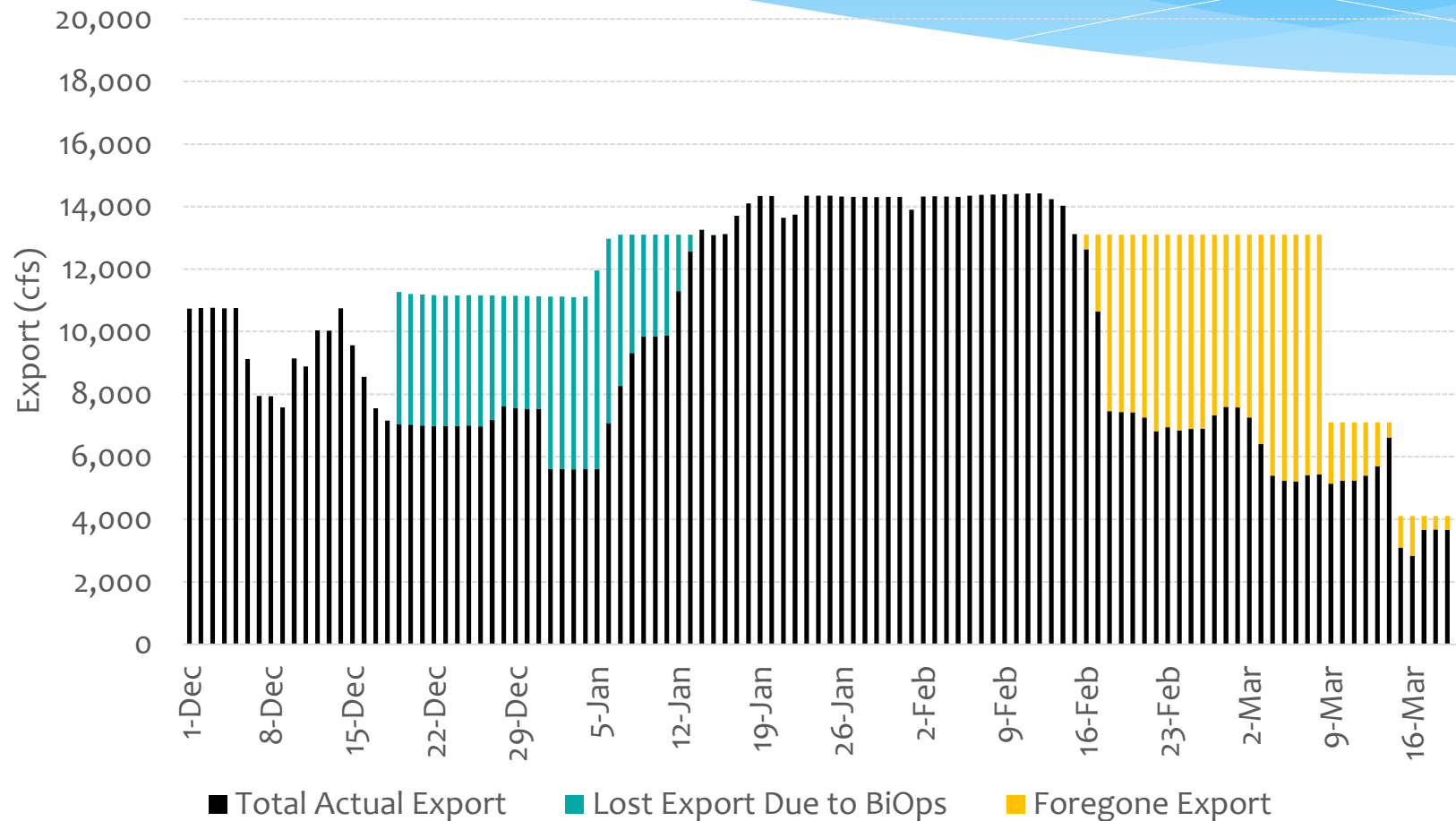


SARCCUP Groundwater Bank

The Primary Source for the Groundwater Bank is Valley District's Surplus SWP Water

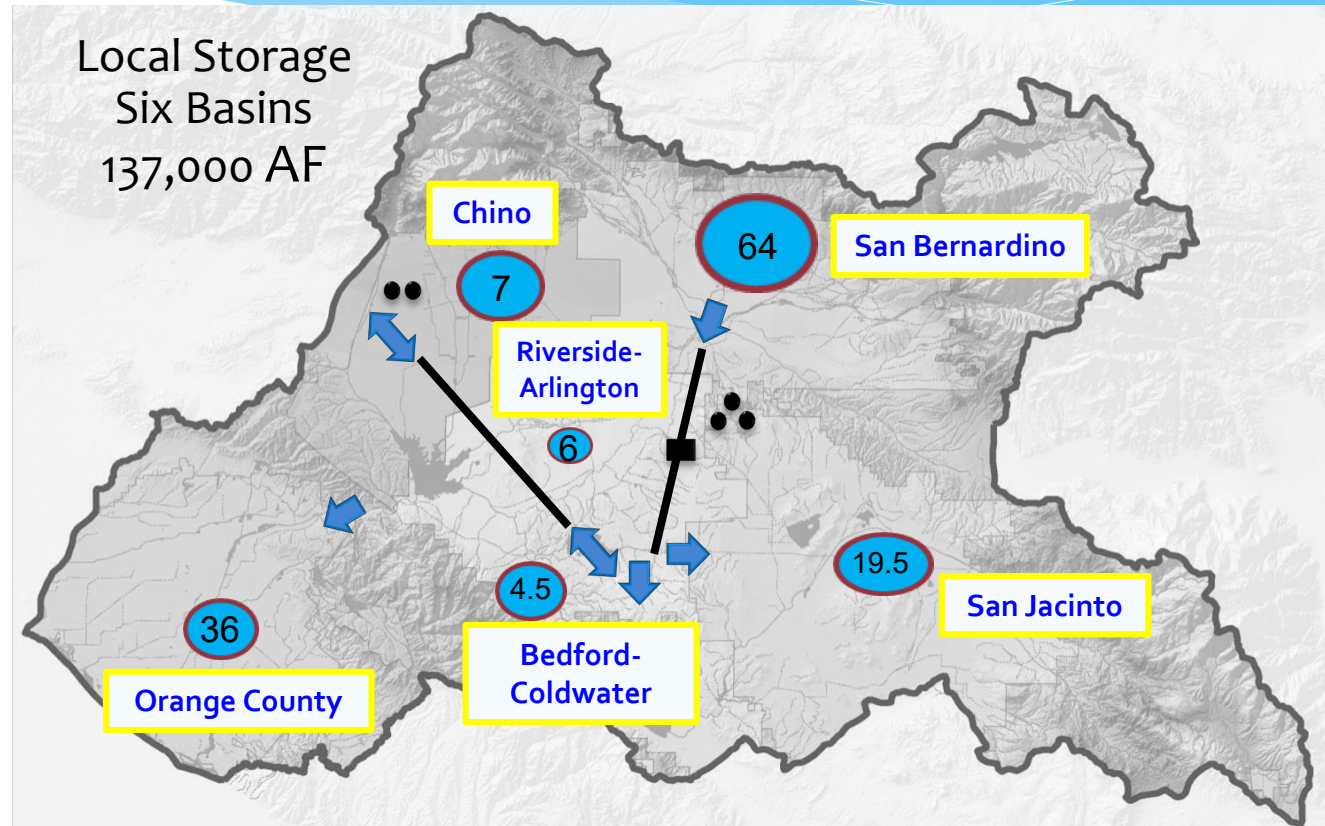
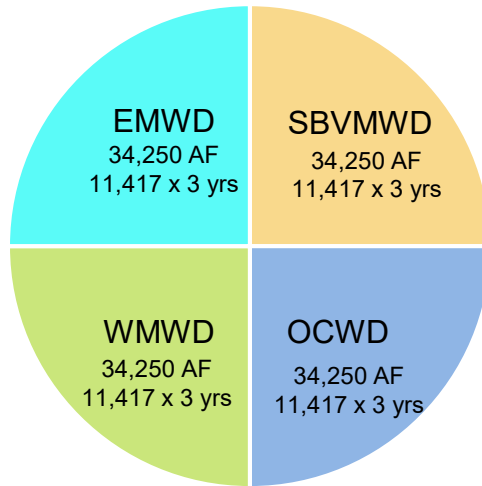


Surplus Water Available in 2017

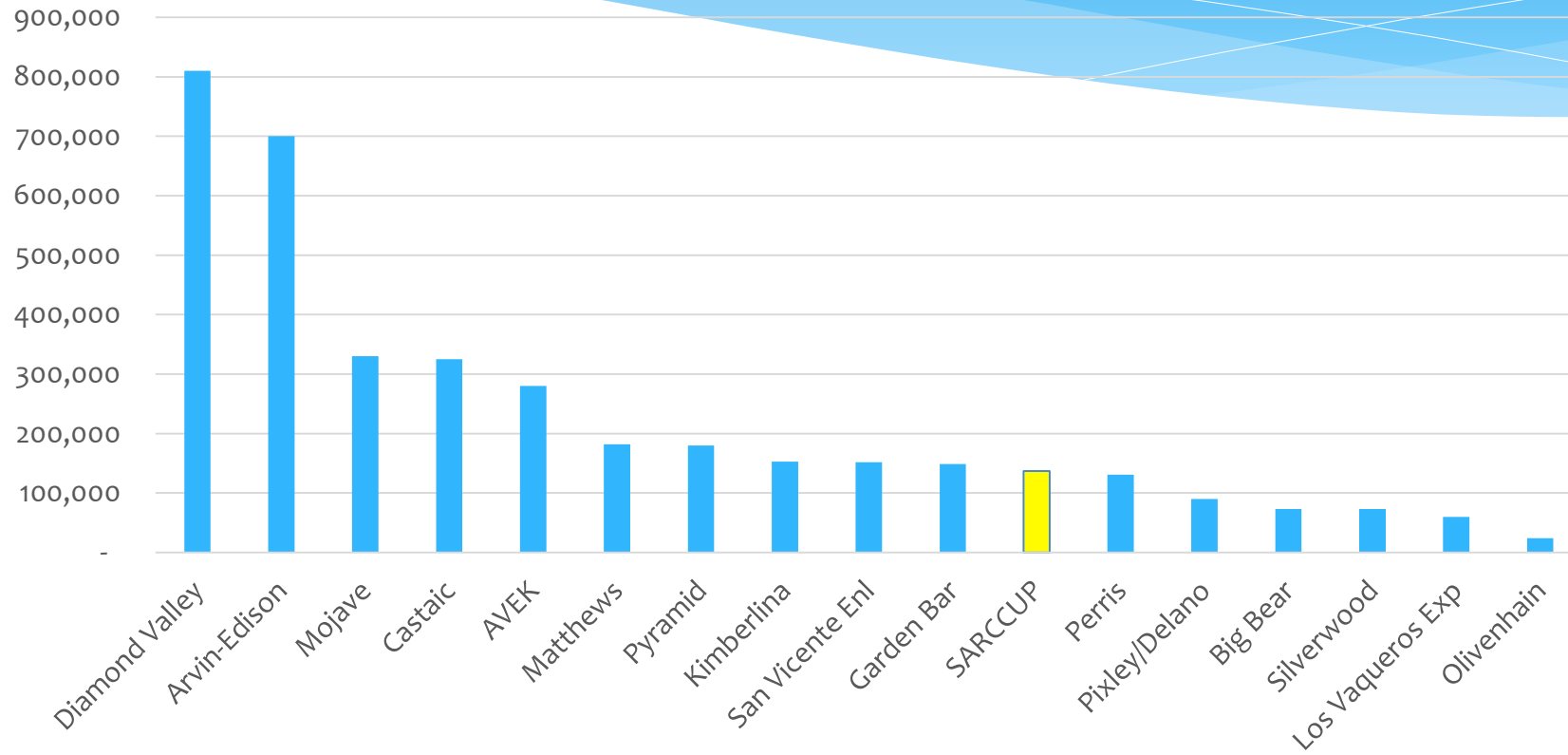


SARCCUP Groundwater Bank Storage and Dry Year Yield

Dry Year Yield

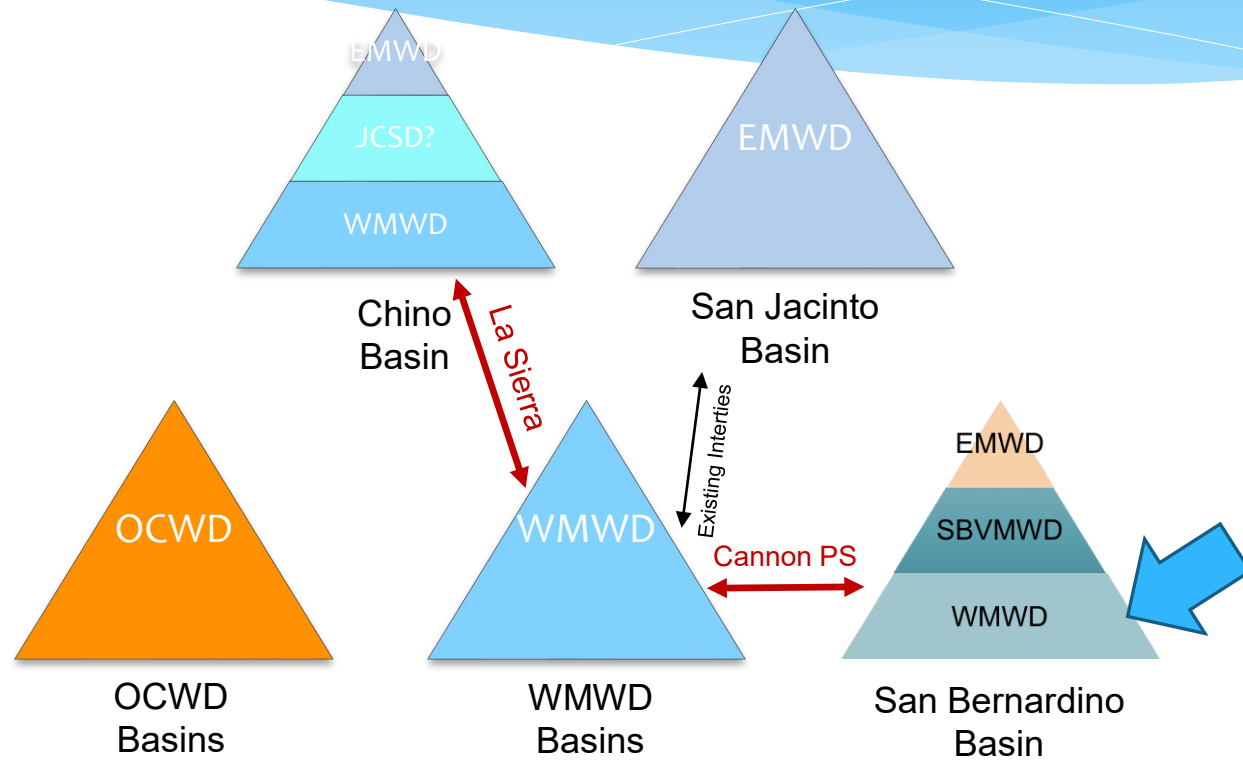


Storage Volumes in California



Storage, by SARCCUP Agency

- * Used modeling to optimize operation and reduce cost
- * Some facilities were eliminated
- * Some facilities were added



Valley District Use of Groundwater Bank in SBB

Benefits to Retail Agencies in Valley District

Agencies	Supply	Storage	Extraction	Revenue from Sale of Surplus SWP - Offset GC SWP Purchases and/or Facilities...	Higher Water Levels
Inside SBB	Insurance			●	●
Outside SBB (BHCUP)	Insurance	●	?	●	



SARCCUP

**Groundwater Bank
Watershed-Scale
SBB**



BHCUP

**Groundwater Bank
Valley District
SBB**



Likely Participants in Valley District Portion of Groundwater Bank



SARCCUP Storage in San Bernardino Basin

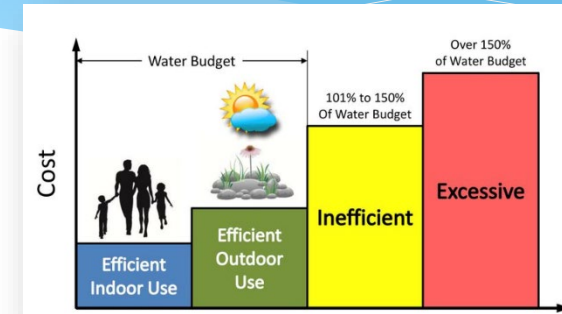
- * Valley District does not “own” the storage space used for SARCCUP
- * Under the Judgment, WMWD may enter into agreement(s) with Valley District for additional imported water (like SARCCUP)
- * SARCCUP still needs to prove that the SBB groundwater bank will not cause any harm
 - * SARCCUP will submit a proposal to BTAC per the BTAC Conjunctive Use Guidelines
 - * BTAC will make a recommendation regarding SARCCUP

Water Use Efficiency



Water Use Efficiency

- ▶ **Large Landscape Water Reduction**
 - ▶ Outdoor water budget for large landscape meters
- ▶ ~~Conservation-Based Water Rates* Program~~
 - ▶ ~~5 retail agencies study and adopt the rate structure~~
 - ▶ ~~2,412 acre-feet saved over three years~~
- ▶ Smartscape Program (OC Coastkeeper and Inland Waterkeeper)
 - ▶ Landscape design
 - ▶ Care for low water use plants
 - ▶ Irrigation audits
 - ▶ Irrigation tune-ups
 - ▶ Workshops



*Also known as budget-based water rates.

Habitat Improvements

Arundo Removal

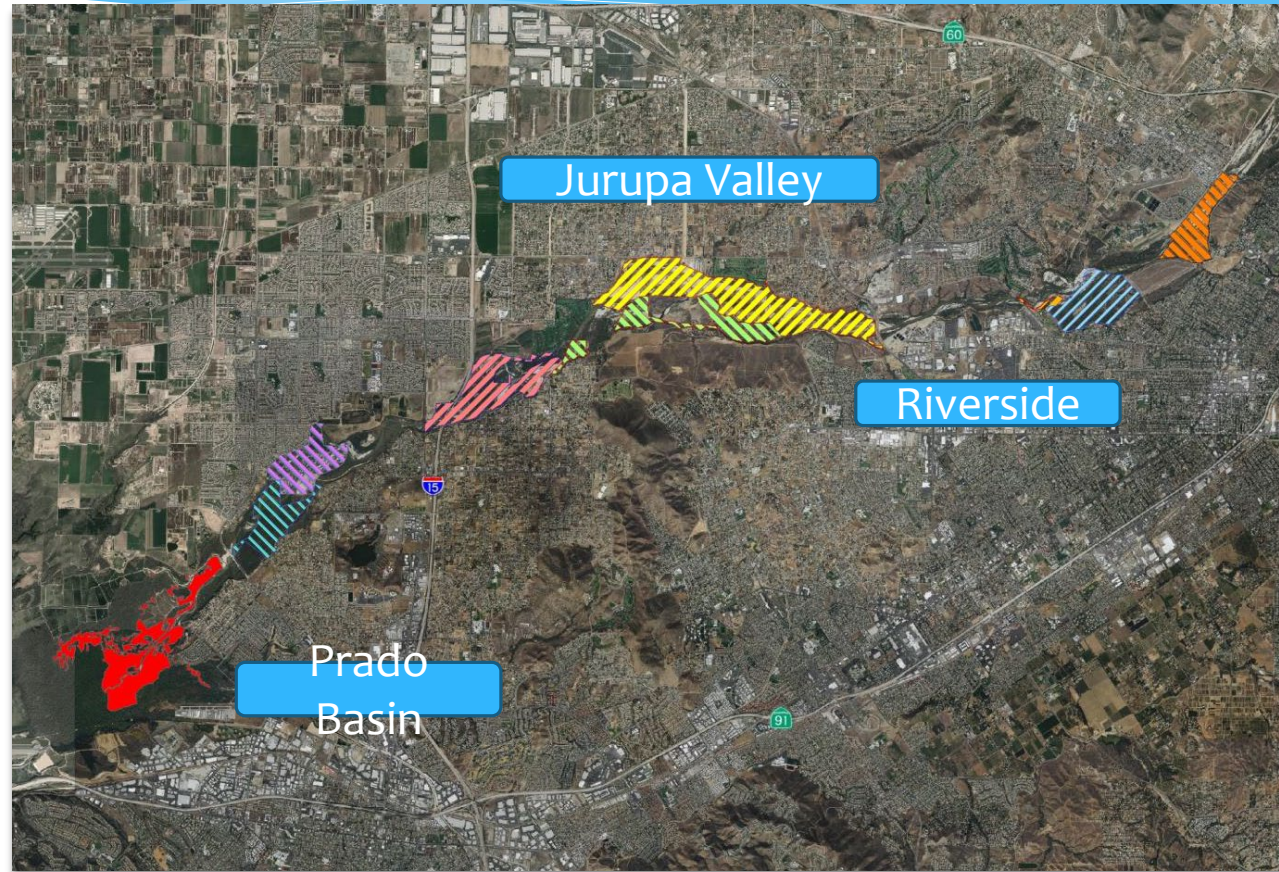
Santa Ana Sucker Habitat

Arundo Removal



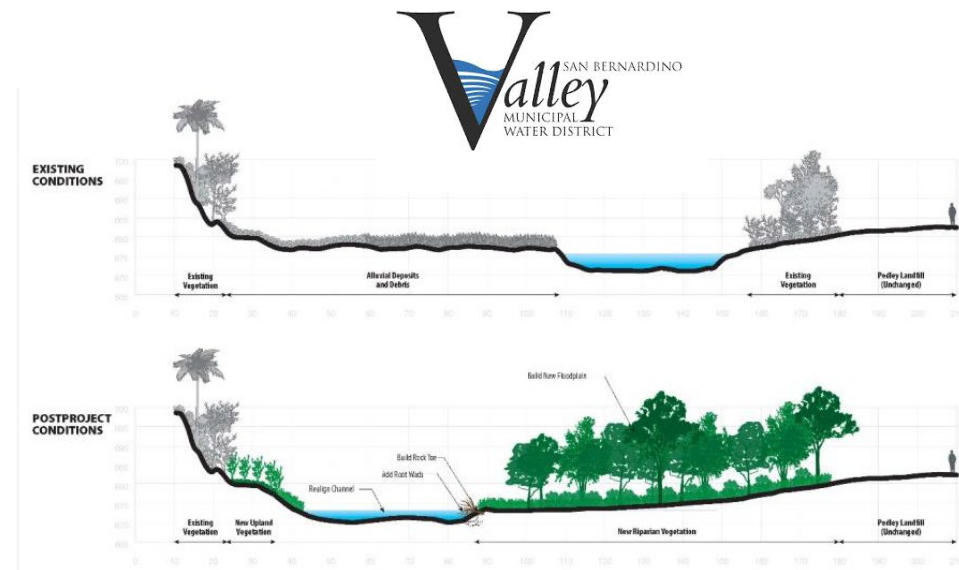
- ▶ Approximately 640 acres
 - ▶ 1 acre uses 3.75+ acre-feet of water per year more water than native habitat
 - ▶ 2,400 afy of water conserved

Arundo Locations

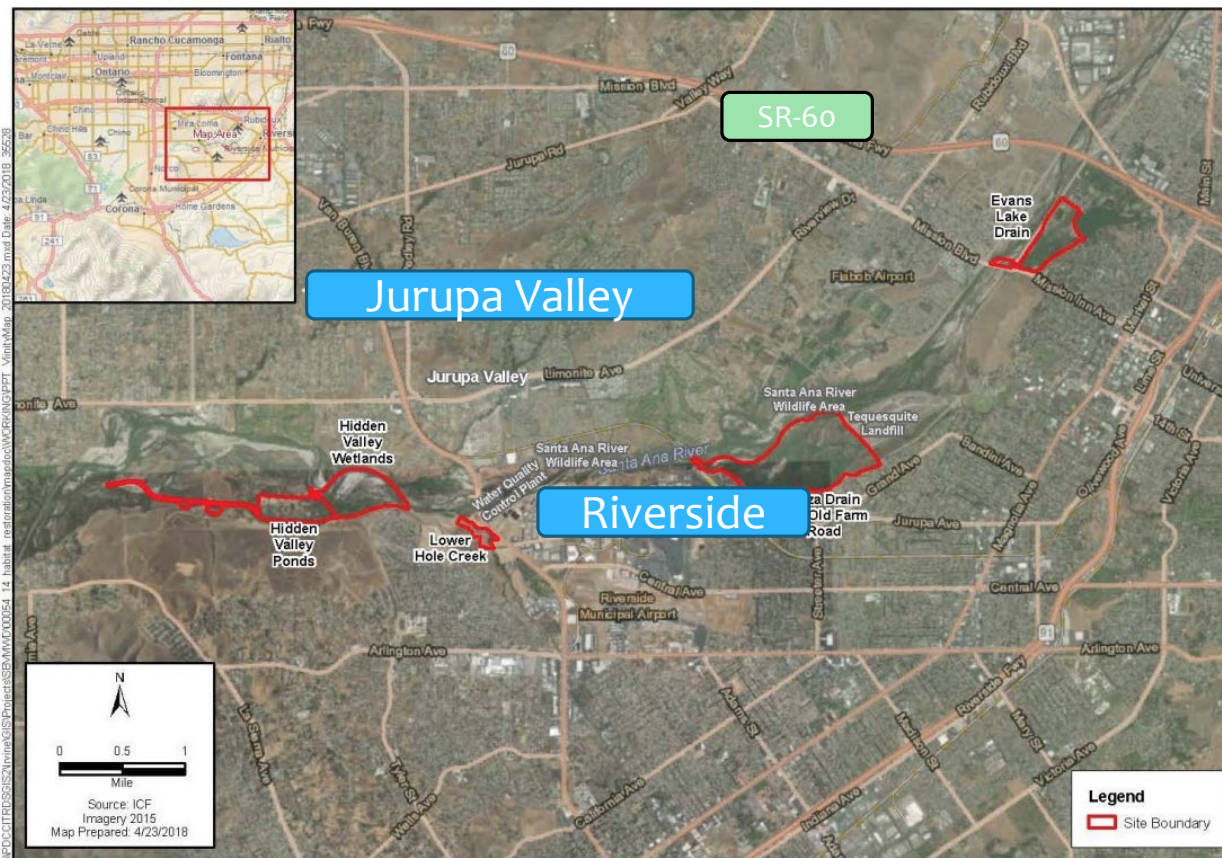


Santa Ana Sucker Habitat

- ▶ Create 3.5 miles of stream habitat
- ▶ Restore 41 acres of native riparian habitat



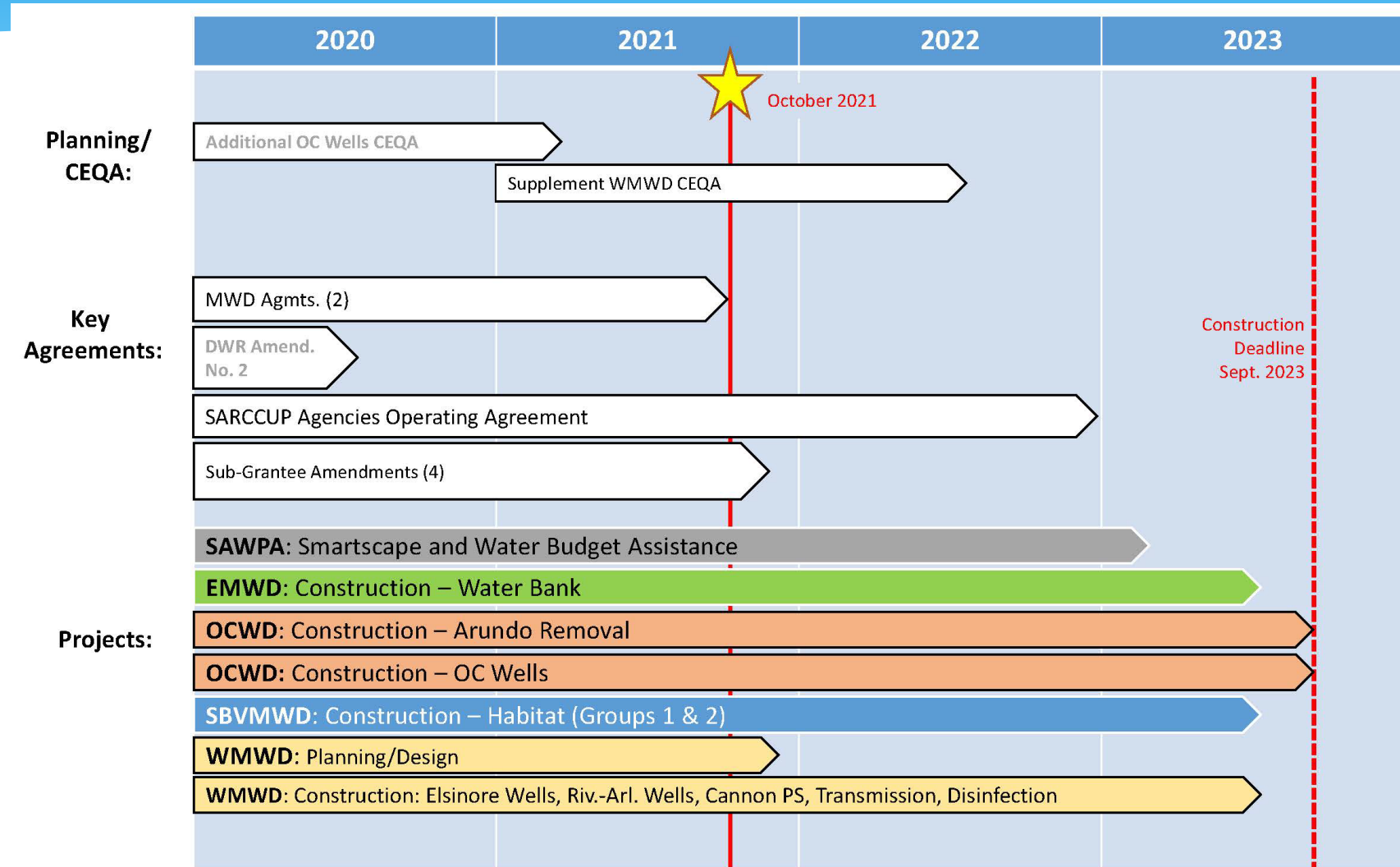
Project Locations



*Note: Evans Lake near SR-60 and Hidden Valley Ponds not funded by Grant

Next Steps

SARCCUP Schedule



SARCCUP: Action Items

- * **Approval of Final Project by PA 23 Committee in April 2019:**
 - * Redistribution of Grant Funds for Water Bank
 - * Reductions for facilities removed
 - * Increases for new facilities
- * **CEQA/Permits**
- * **Agreements**
 - * Grant Contract amendments for final project
 - * SAWPA/DWR
 - * SAWPA/agencies
 - * Water Supply
 - * MWDSC/MWDSC Agencies Agreement
 - * MWDSC/Valley District Agreement
 - * SARCCUP Operating Agreement
- * **Groundwater bank**
 - * Final Chino Basin Storage Amount for Water Bank
 - * Western-San Bernardino Watermaster Approval to use SBB in SARCCUP Groundwater Bank
 - * Construct facilities

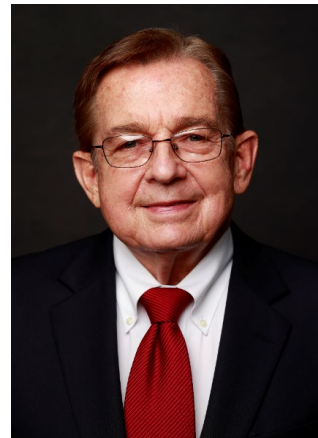
Director Comments and Discussion



Paul Kielhold
President



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Vice President



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Harrison**
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Gil J. Botello
Director



Susan Longville
Director

Staff Recommendation

Staff recommends that this item be forwarded to a Board of Directors meeting for consideration.

Future Business



Adjournment
