



SGPWA - IERCDCD

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6-8-21



The Inland Empire Resource Conservation District (IERCD) is a local government agency, focusing on open space preservation; wildland rehabilitation; sustainable agriculture and forestry; and education and outreach to residents within 1,300 square miles of northwestern Riverside and southwestern San Bernardino counties.



SGPWA-IERCD Partnership History



Year	K-12 Programs	Teacher Workshops	Aquifer Model Training Program	Onsite Field Trip	Contract Total
2013-14	22	0	0	1	\$4,000
2014-15	48	0	0	0	\$10,000
2015-16	48	0	0	0	\$10,000
2016-17	48	0	0	0	\$10,000
2017-18	43	2	0	0	\$10,000
2018-19	36	0	1	0	\$12,700
2019-20	50	0	1	0	\$11,740
Totals	295	2	2	1	\$68,440

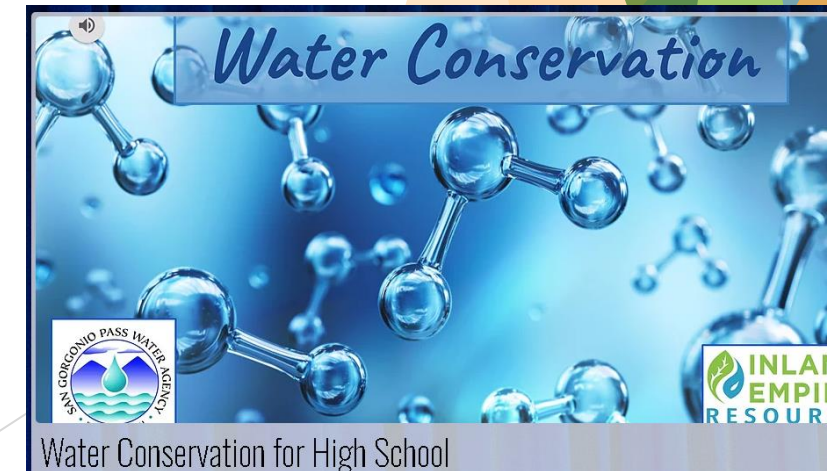
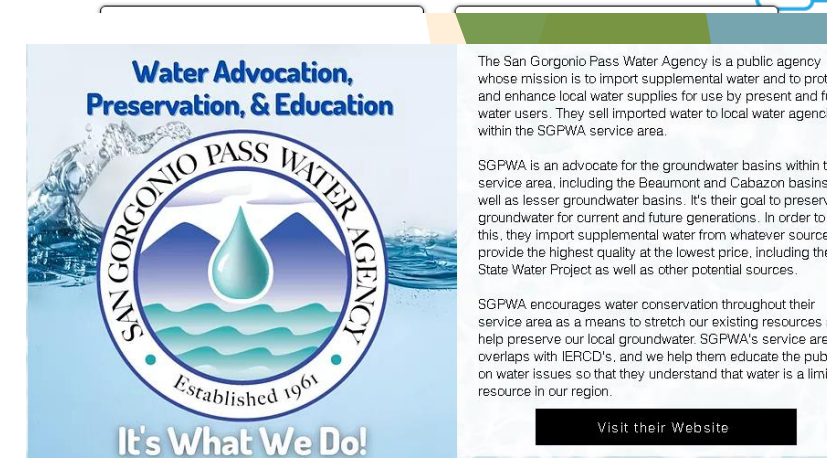
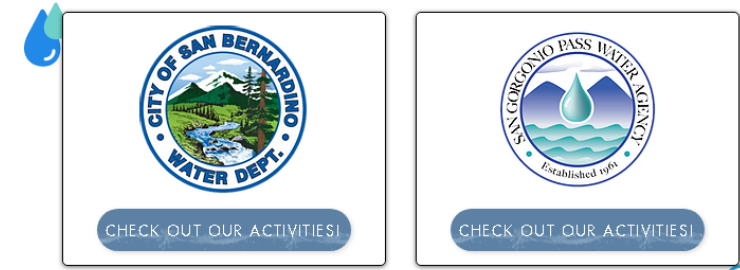


Transition to Virtual Programming

- *Narrated Google Slide Presentation:* full 45-60 min narrated downloadable Google Slide presentation on water/water conservation for one grade group
- *Live virtual classroom presentation:* IERCD educator facilitation of Water Conservation K-12 classroom program via Zoom
- *Virtual lesson:* focused narrated downloadable video on one single theme of water/water conservation for specific grade group
- *Virtual resident workshops:* 2-hour water-focused Zoom workshop featuring presentation by UCCE Master Gardener; companion materials; Q/A
- *Virtual teacher workshops:* 2-hour Zoom workshops focused on aquifer model and Project WET curriculum and activities for SGPWA-area educators
- *Flume Video:* support for in-progress Banning Flume video
- *Social Media:* 2 social media posts/week and analysis/presentation of metrics to SGPWA BOD

Our Water Provider Partners

Our partnerships with our water provider partners allow us to engage a variety of students in hands-on learning and information related to water efficiency.





SGPWA-IERCD 2020-21 Contract Summary

- **Term:** 7-1-20 through 6-30-21
- **Budget:**
 - Original: NTE \$25,000
 - Amended 9/9/20 to add \$5,760 for social media management
 - **Total: \$30,760**
- **Structure:**
 - Menu of virtual options agreed to at staff level
 - All downloadable content stored on SGPWA section of IERCD's Conservation Connection education page
- **Tracking:** status of deliverables and funding reported monthly
- **Included as part of menu pricing:** all outreach, content refinement, webpage and virtual presentation logistics



Tension Situation



In this lesson, children will conduct a quick experiment on surface tension.

BACKGROUND:

Water has the highest surface tension of liquids, which is due to the hydrogen bonding in water molecules. The surface tension of water causes water molecules at the surface of the liquid (in contact with air) to hold closely together, forming an invisible film or skin. This is what allows some insects, like the Water Strider, to stay on the surface of water.

MATERIALS:

- Paperclips
- Glass of water
- Small drop of dish soap



PROCEDURE:

- Fill a glass with water.
- Gently lower a paperclip flat onto the water's surface and watch how it floats on the top of the water.
- Continue to add paperclips to the water to see how many paperclips the surface tension can hold.
- Have your student redo the experiment using a fresh cup of water and only one paperclip. While the paperclip is floating, add a small drop of dish soap to the end of another paperclip and touch the water with it away from the paperclip. Have student explain what they think happened.

CONCLUSION:

- Ask your child to explain why the paperclip floats on water (especially since it is denser than water).
- Ask your child why they think soapy water caused the paperclip to fall to the bottom. (Hint: Soap is a surfactant, and that reduces the surface tension of water.)



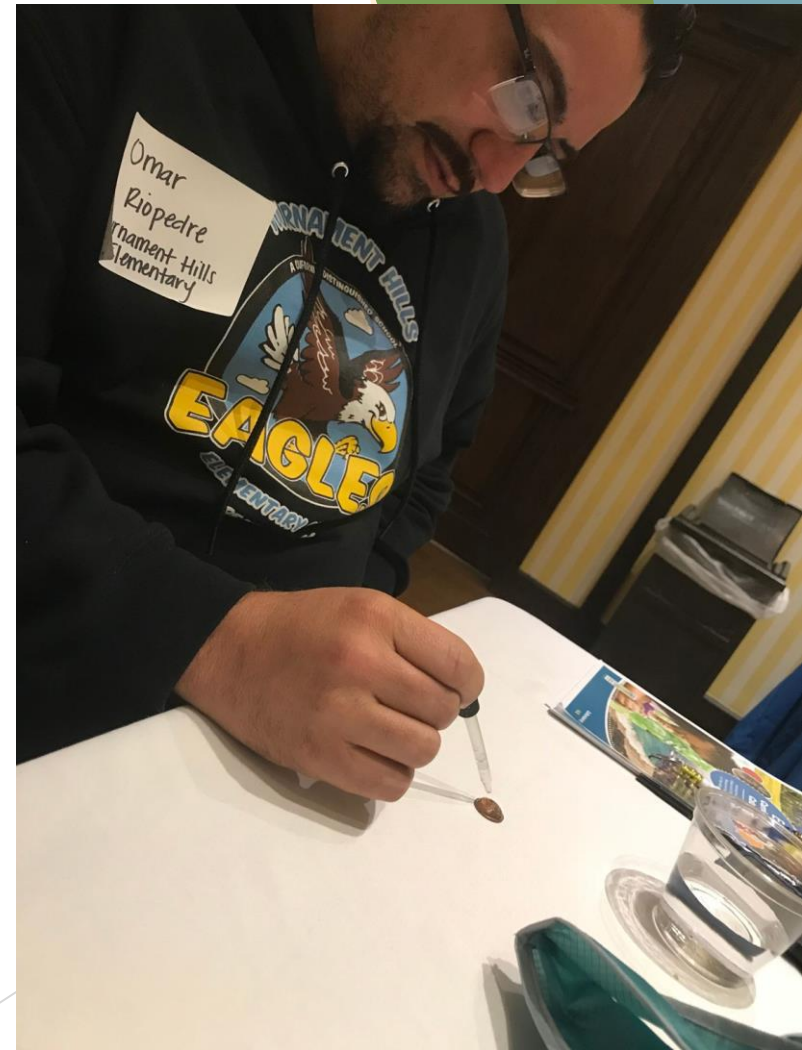
The San Geronimo Pass Water Agency has partnered with the Inland Empire Resource Conservation District to bring you a series of virtual lessons and activity write ups on water education and conservation.



Contract Summary as of 5/31/21: Completed Programming



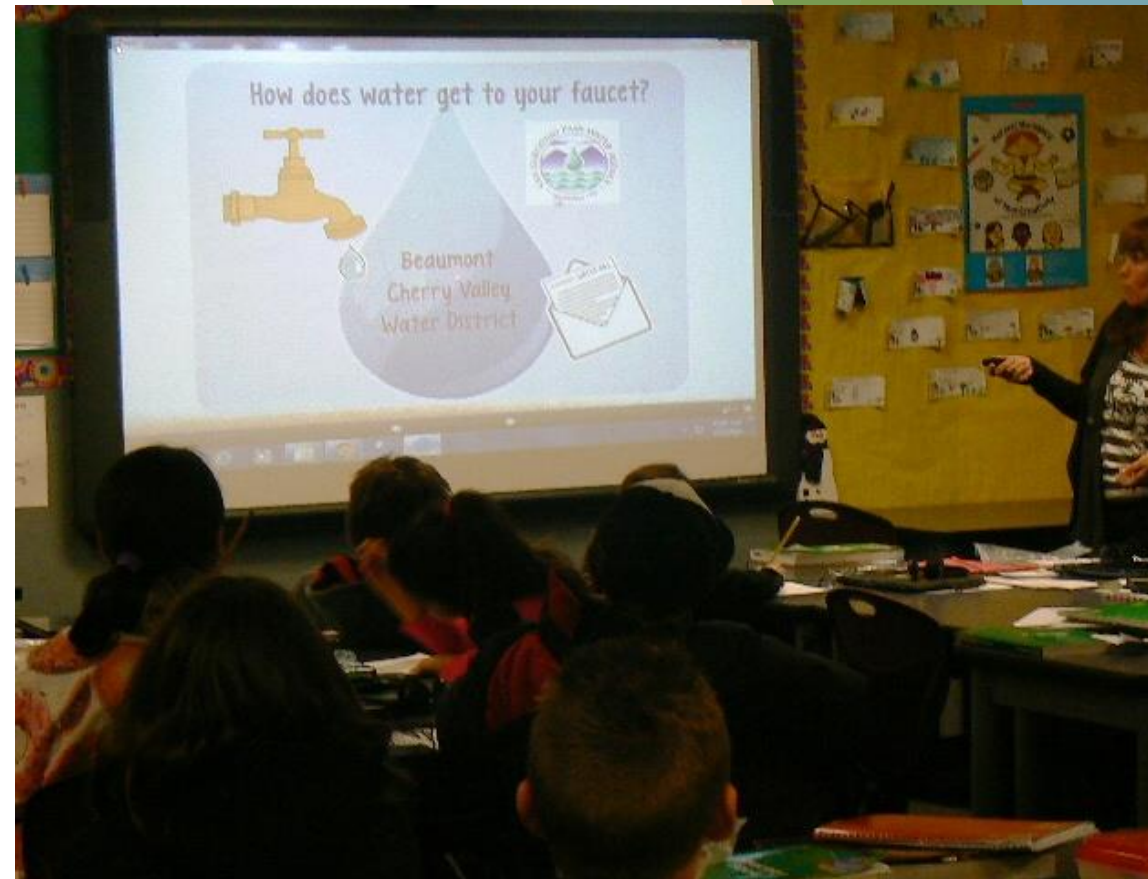
- **Category:** Narrated Google Slides \$2,700
 - All grade groups complete (K-1; 2-3; 4-5; 6-8; 9-12)
- **Category:** Video Lessons \$3,600
 - Leidenfrost Effect
 - Groundwater Model for 4th/5th
 - Water Conservation tips for K-1st grade
 - Groundwater model for MS-HS
- **Category:** Virtual Live Presentations \$10,800
 - 2 Water Conservation programs at Starlight Elementary
 - 10 at Banning High School
- **Category:** Flume Video Support \$900
- **Category:** Social Media \$2,880
- **Category:** Reporting Fee \$1,100



- **Category:** 5 video lessons \$4500
 - Ways to Save (HS)
 - Learning About Evaporation (4th/5th)
 - Pass Professionals:
 - Jacob Potter, Wildlands Conservancy
 - Madeline Blua, Yucaipa Valley Water District
 - Rachael Hamilton, Rivers and Lands Conservancy
- **Category:** Developing Regional Careers in Water presentation for SGPWA area \$450
- **Category:** Social Media \$960
- **Category:** Reporting fee \$100

Remaining: \$6,010

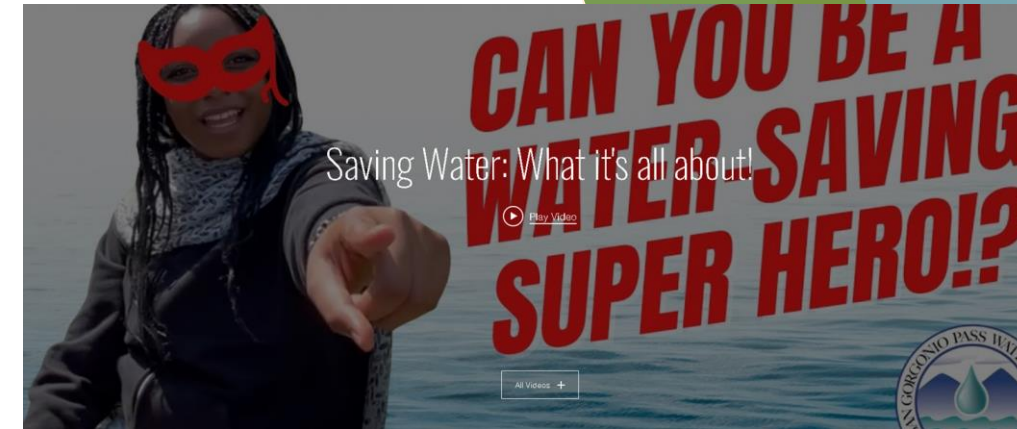
2020-21 Contract Summary: Anticipated Work Through 6-30-21





SGPWA-IERCD 2021-22 Proposal Summary

- **Approximate Term:** 7-1-21 through 6-30-22
- **Budget:**
 - Education: NTE \$25,000
 - Social Media: NTE \$5,000
 - **Total: \$30,000**
- **Options**
 - **New/Live Content:** generating new lesson/presentation content and/or presenting live via Zoom
 - **Revised Content:** reviewing/editing content generated in 2020-21
- **Social Media:** two posts/week and analysis of metrics
- **Reporting:** monthly reports
- **Support Services:** targeted outreach to key educators/community members/schools to expand reach of SGPWA message



Continuing Last Quarter's Adjustments in Social Media



- We've transitioned the SGPWA social media content away from the previous "Did You Know" posts and water conservation tips
- We've started posting content that is relevant to people living within SGPWA's service area, sharing meaningful posts and information from other sources, and local water retailers.
- We've been posting content organically- instead of looking for content to create posts, we search for relevant content to share

Impressions Vs Engagement



- **Impressions:** The number of times a post is displayed online to an audience (i.e. showed up in someone's newsfeed). Similar to Reach- impressions count the # of times your content is displayed, reach tallies the # of people who see that content
 - Good for: Elevated visibility and awareness
- **Engagement:** Shares, likes, clicks, saves, or comments on a post
 - Good for interacting with the public

Impressions ⓘ

1,688 ↗ 44.3%

Engagements ⓘ

273 ↗ 184%

Impressions & Engagement - They go hand in hand!



- You can't have increased impressions without engagement, and you can't have engagement without impressions!
- Having someone simply see SGPWA content is one thing, but involving them and moving them to take action is another!

A screenshot of a Facebook post from the San Geronio Pass Water Agency. The post is dated May 25 and features a video thumbnail. The thumbnail shows a woman wearing a red superhero mask and pointing forward, with the text "CAN YOU BE A WATER-SAVING SUPER HERO!?" overlaid in large, bold, red letters. The agency's logo is visible in the bottom right corner of the thumbnail. Below the thumbnail, the text reads "YOUTUBE.COM Saving Water: What it's all about! We've partnered with the San Geronio Pass Water Agency to bring..."

San Geronio Pass Water Agency
May 25 · 🌐

We've partnered with the Inland Empire Resource Conservation District to bring water education to children everywhere! In this video, IERCD's Conservation Educator Shari teaches us about the water cycle and some SUPER water-saving tips. How will you save water at home? 🧑‍🦱☁️💧

https://www.youtube.com/watch?v=x6_0V1hDUqs

CAN YOU BE A WATER-SAVING SUPER HERO!?

YOUTUBE.COM
Saving Water: What it's all about!
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2020-2021 FY



More than doubled Facebook following!

	Facebook	Instagram
Total Followers Gained	32	131
Total Impressions	5,248	5,061
Total Engagements	501	291

Brought Facebook impressions up to IG level!

Inspirations Moving Forward



- [East Valley Water District](#)

Thank you for your support!



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