

June 17, 2024



# San Gorgonio Pass Water Agency

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## Public Outreach Initiative Update – FY 23/24

CV STRATEGIES

CALIFORNIA • UTAH • ARIZONA



# Communications Goals

## **Audience: Local Residents**

- Increase awareness and understanding of San Geronio Pass Water Agency and its water supply advancement efforts
- Build trust and broaden engagement, creating agency champions within the community

## **Audience: Member Agencies**

- Highlight agency value and collaborative efforts
- Create member agency resources to increase SGPWA perceived value and support partnerships
- Pursue and encourage additional partnership opportunities

## **Audience: Industry**

- Position agency as an industry influencer and regional leader
- Maximize collaborative reach

## **Audience: Legislative**

- Advance legislative objectives & build relationships



# Outreach Initiative Objectives

**Research - Complete**

**Planning - Complete**

## **Phase 1: Milestones (February - April)**

- Board Assets (Business Cards, Board Bios, Presentation To Go, District Leave Behind, Talking Points) – In Process (75% Complete)
- Event Presence Upgrades – Complete
- Social Media Strategy – Complete
- Photography & Video Shoot – Complete
- Website Content Revisions & Audit – Audit Complete, Content in Review

## **Phase 2: Milestones (Current Phase)**

- Implement Website Changes
- Video Series
- 60 Years of Investment Handout
- Project Handout Series
- Board & Staff Training
- Op-Ed

## **Ongoing Outreach**

- Social Media
- Press Releases & Earned Media
- Strategic Counsel



# Communications Initial Findings

## Organizational Strengths

- Relationships with Member Agencies are fairly strong and getting stronger every day
- Increasing Agency visibility is a key priority for both staff and Board.
- The Agency is ready to become more aggressive and progressive in its outreach efforts.
- Local media has a positive opinion of the Agency and showcases Agency Work

## Opportunities

### *Direct Industry Engagement*

- Limited and inconsistent

### *Website*

- Some minor functionality improvements
- Content Update Needed

### *Photo/Video Resources*

- Limited Resources

### *Earned Media*

- Successful locally, lack of industry presence

### *Social Media*

- Provide a more strategic approach with even more sharing and timely information

### *Booth Presence*

- Current booth presence could be advanced in terms of messaging and aesthetics



# Audiences

## Audience: Local Residents

- HOAs
- Businesses
- Constituents

## Audience: Member Agencies

- Beaumont-Cherry Valley Water District
- City of Beaumont
- City of Banning
- Cabazon Water District
- Yucaipa Valley Water District
- South Mesa Water Company

## Audience: Industry & Partners

- San Bernardino Valley Municipal Water District
- State Water Contractors
- Bureau of Reclamation
- Morongo Band of Mission Indians
- Mojave Water Agency
- East-Branch SWP Contractors
- Riverside County Flood Control Dist.
- High Valleys Water District
- City of Ventura
- Central Coast Water Authority
- Banning Heights Mutual Water Company

- Mission Springs Water District
- Riverside County Water Task Force
- California Department of Water Resources
- Sites Reservoir
- ACWA, CSDA, AWWA CA-NV, WEF, UWI, CWA, WEC, CalWA, NCWA, SCWC, etc.
- U.S. Senator Alex Padilla
- Congressman Raul Ruiz
- Congressman Ken Calvert

## Audience: Legislative

- State Water Resource Control Board
- California Department of Water Resources
- Supervisor Yxstian Gutierrez
- Assemblymember Greg Wallis
- Senator Rosilicie Ochoa Bogh
- U.S. Senator Laphonza Butler



# Board Assets



**Kevin Walton**

Secretary of the Board, Division 3  
San Gorgonio Pass Water Agency



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## SAN GORGONIO PASS WATER AGENCY A Leader in Regional Sustainability

### Storing & Saving Water for the Future

SGPWA's allocation from the State Water Project is up to 17,300 acre-feet annually.

**One acre-foot of water =  
enough to supply about three  
families for a year.**



Annual allocations are determined by the California Department of Water Resources. In wet years, SGPWA can import more water than in dry years. California is expected to see more frequent and extended droughts, increasing the importance of acquiring and storing extra water in the basins. SGPWA brings as much water to the region as possible to store for later use.

Fluctuating water imports, drought and declining basin levels drive the need for **conservation at home**. The less we use today, the more water we have for the future.



### What is Groundwater?

Groundwater is water (from rain or melting ice and snow) that soaks into the soil and is stored in the tiny spaces (pores) between rocks and particles of soil.

Protecting this resource is vital. SGPWA safeguards local groundwater by using imported water to replenish, or "recharge," the basins. SGPWA actively participates in local groundwater sustainability agencies, which develop plans for responsible groundwater management.

### Water & Supplies

Project starts in the Sierra Nevada northern California and crosses through a complex system of rivers, pipes, and pumps to reach imported water to recharge the basins would decrease, reducing

water, SGPWA protects our

port and store water

sources

extra water

agencies on water

Sites Reservoir

ject to increase



**SAN GORGONIO PASS  
WATER AGENCY**  
A Leader in Regional Sustainability

**Thomas W. Todd, Jr.**  
Chief Financial Officer

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ttodd@sgpwa.com  
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### Agency Facts & Figures

- As a wholesale agency, we sell water to local retailers to reduce groundwater depletion, benefiting more than 106,000 people who live in our region.
- We serve a 225-square-mile area, from Calimesa to Cabazon. Our shared delivery and storage system along the East Branch Extension of the State Water Project includes:
  - 5 pump stations
  - 2 reservoirs
  - 2 active SWP recharge facilities in the Pass Area:
    - 1 owned and operated by SGPWA
    - 1 owned and operated by Beaumont-Cherry Valley Water District
  - One customer (Yucca Valley Water District) that takes direct delivery of SWP water through a partnership with San Bernardino Valley Municipal Water District
  - Several other recharge facilities planned by SGPWA
- Approximately 50 miles of pipeline for the East Branch Extension of the State Water Project
- 7 metering stations
- Our member agencies and partners include:
  - Banning Heights Mutual Water Company
  - Beaumont-Cherry Valley Water District
  - Cabazon Water District
  - Cherry Valley Water Company
  - City of Banning Public Works
  - City of Calimesa
  - High Valleys Water District
  - Mission Springs Water District
  - South Mesa Water Company
  - Yucca Valley Water District



# Booth Transformation





# Facebook Analytics (Year over Year)

<div>Posts Published ⓘ</div> <div>139</div> <div>+53   61.6%</div>	<div>Total Likes ⓘ</div> <div>156</div> <div>+46   41.8%</div>	<div>New Likes ⓘ</div> <div>49</div> <div>+18   58.1%</div>	
<div>Total Reach ⓘ</div> <div>204,504</div> <div>+158,690   346.4%</div>	<div>Organic Reach ⓘ</div> <div>8,884</div> <div>+2,325   35.4%</div>	<div>Paid Reach ⓘ</div> <div>196,290</div> <div>+156,829   397.4%</div>	<div>Impressions ⓘ</div> <div>239,627</div> <div>+187,759   362.0%</div>



# Facebook Analytics (First & Second Quarter)

## Facebook Account Overview

Posts Published ⓘ

41

-11 | -21.2%

Total Likes ⓘ

157

+28 | 21.7%

New Likes ⓘ

28

+15 | 115.4%

Unlikes ⓘ

1

-2 | -66.7%

Total Reach ⓘ

68,445

-4,089 | -5.6%

Organic Reach ⓘ

4,122

+1,765 | 74.9%

Paid Reach ⓘ

64,614

-5,768 | -8.2%

Impressions ⓘ

78,873

-8,047 | -9.3%

Video Views ⓘ

36

-4,252 | -99.2%



# Facebook Top Posts

## 3 Most Engaging Posts ⓘ



### MET Meeting

SGPWA is connecting with water leaders to ensure our regi... 24.56%



+3

### South Mesa Resolution/Director Jorritsma

The SGPWA Board of Directors adopted a resolution honorin... 24.07%



+1

Exciting news! SGPWA achieved yet another milestone! We a... 21.67%

## 3 Highest Reach Posts ⓘ



### Post 24143567

With the summer season upon us, make sure you're doing yo... 9,448



### AVEK

#ICYMI For the first time in the history of the Agency, S... 9,320



### Groundwater Education

Nationwide, we are facing a dwindling groundwater supply.... 8,776

## 3 Most Shared Posts ⓘ



Exciting news! SGPWA achieved yet another milestone! We a... 19



### Record-breaking Recharge

The numbers are in! San Geronio Pass Water Agency (SGPWA... 19



### Water Conditions Update

Thanks to a particularly wet year, SGPWA has received a 1... 12

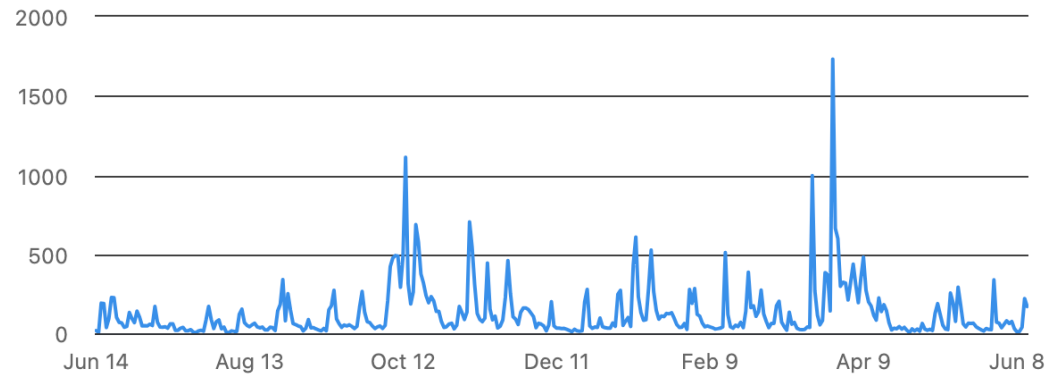


# LinkedIn Analytics

46,596

Impressions

▲ 2,649.1% Past 365 days



Environmental Services · 21.5%

Utilities · 15.3%

Government Administration · 11.4%

Civil Engineering · 10%

Construction · 4.1%

Lance Eckhart PG, CHg posted this · 2mo



I'm excited to announce the newest member of the SGPWA team, Executive Assistant/Clerk of the Board Maricela Cabral. Maricela offers over 16 years of administrative experience working with B ...show more

97

10 comments

▲ 108  
Engagements

Lance Eckhart PG, CHg posted this · 5mo



As we work to ensure a water secure future, collaboration between agencies will continue to be key. For the first time in SGPWA's history, we have the opportunity to store water outside of the Pas ...show more

49

2 comments

▲ 52  
Engagements

Lance Eckhart PG, CHg posted this · 8mo



I am incredibly proud of the San Gorgonio Pass Subbasin Groundwater Sustainability Agency, including our team at SGPWA, for securing a \$2 million grant that will enhance area groundwater sustaina ...show more

48

1 comment

▲ 50  
Engagements





# Website Revisions



SAN GORGONIO PASS  
WATER AGENCY  
• Established 1961 •

[Home](#)[About Us ▾](#)[Resources ▾](#)[News](#)[Calendar](#)[Contact](#)

## Small Water System Support Yields Critical Improvements in Banning

June 4, 2024 // No Comments

BEAUMONT, CA (May 7, 2024) – In its latest gap funding effort, San Geronio Pass Water Agency (SGPWA) will aid High Valleys Water District (HVWD) as the water retailer upgrades

[Read More »](#)

## Cost-Benefit Analysis Reveals Critical Need for Delta Conveyance Project

May 31, 2024 // No Comments

BEAUMONT, CA (May 16, 2024) – San Geronio Pass Water Agency (SGPWA) supports the findings of the independent benefit-cost analysis of the Delta Conveyance Project (DCP) released by the California

[Read More »](#)

## Water-Wise Alliance Makes Saving Water Fun

May 29, 2024 // No Comments

BEAUMONT, CA (May 29, 2024) – San Geronio Pass Water Agency (SGPWA) and Inland Empire Resource Conservation District (IERCD) advance local water education and connect with the community through their

[Read More »](#)

### Recent Posts

- [Small Water System Support Yields Critical Improvements in Banning](#)
- [Cost-Benefit Analysis Reveals Critical Need for Delta Conveyance Project](#)
- [Water-Wise Alliance Makes Saving Water Fun](#)
- [Federal Grant Expands Regional Groundwater Storage](#)
- [Riverside County Supports Multi-Agency Effort to Bolster Groundwater Resources](#)

### Archived Articles





# Press Releases and Coverage

Number of Press Releases (FY 23/24): 22 Total (12 in the last 5 months)

Number of Resulting Articles: 25

Record Gazette News Sports Business Entertainment Opinion Community Sun Lakes Life Advertising

## Riverside County supports effort to bolster groundwater resources

May 16, 2024



Listen to this article now  
Powered by Trinity Audio  
00:00



San Geronio Pass Water Agency, San Bernardino County (SMWC) are building strong regional Project, a joint endeavor to increase water supply for people.

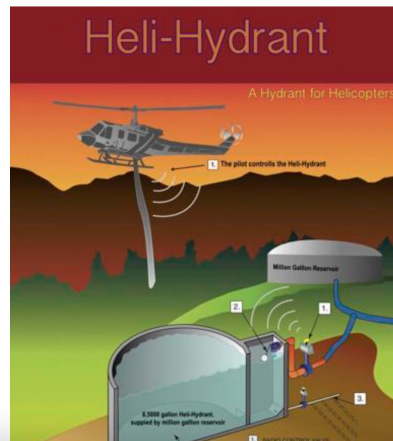
Due to prolonged drought conditions over the past year and lacks supplemental water supplies. In response, the Rescue Plan Act (ARPA) funds to stabilize the Orange Basin and Turnout Project.

Record Gazette News Sports Business Entertainment Opinion

PREV

## Water leaders partner on new firefighting

May 16, 2024



Record Gazette News Sports Business Entertainment Opinion Community Sun Lakes Life Advertising About

## Local agencies first to affirm continued Delta Conveyance Project support

Mar 21, 2024



Listen to this article now  
Powered by Trinity Audio  
00:00



San Geronio Pass Water Agency (SGPWA) and San Bernardino Valley Water Agency (SBVWA) became the first two agencies in California to approve next step of the Delta Conveyance Project (DCP), further solidifying their dedication to advancing water security.

At a joint workshop on Feb. 13 the agencies approved motions to form a joint committee through letters from the board of directors of each agency.

Record Gazette News Sports Business Entertainment Opinion Community Sun Lakes Life Advertising About

## State Water contractors partner to protect water surplus

Momentous wet year yields record-breaking local water delivery.

Jan 11, 2024



Courtesy photo

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exceptional  
customer service  
& services for  
years.

North Island Credit Union

# WaterWorld.



Drinking Water

## **Water improvements coming to Calimesa area**

Water improvements are coming to disadvantaged communities around Calimesa following the implementation of a \$10.2 million grant.

April 2, 2024



Distribution

## **California water contractors partner to store excess water**

The San Geronio Pass Water Agency has entered a partnership to store its excess water with the Antelope Valley-East Kern Water Agency, securing future water supplies by protecting...

Jan. 15, 2024



Distribution

## **Beaumont-Cherry Valley Water District purchasing surplus water to replenish groundwater**

Up to 18,200 acre-feet of water ordered from the San Geronio Pass Water Agency will replenish local groundwater through BCVWD's Noble Creek Recharge Facility and the SGPWA Brookside...

Jan. 3, 2024



Infrastructure Funding

## **San Geronio Pass Water Agency receives \$2M for groundwater monitoring**

The funding awarded to SGPWA will help to install four monitoring wells to expand the SGPS GSA groundwater observation network in the San Geronio Pass Subbasin.

Oct. 23, 2023



Distribution

## **San Geronio Pass Water Agency planning new percolation basins**

The Southern California water agency is planning the Brookside West Recharge Facility to support growing demand for water storage.

Sept. 5, 2023



# What's next?

## **Phase 3: Milestones** *(July 2024 – September 2024)*

- Award Submissions
- Speaker Submissions

## **State of the Supply?**

- Outreach & Ads
- Presentation
- Facilitation

# Questions?

CV STRATEGIES

LOS ANGELES • PALM DESERT • SACRAMENTO