



SGPWA/ IERCD 2025- 26  
Water Conservation  
Programming Partnership





# 2025-26 Projections

## Classroom Presentations

## Community Events

## Workshops

Projected  
60

Projected  
1,800

Anticipated  
Students Impacted

Projected  
5

Projected  
1,000

Anticipated Community  
Members Impacted

Projected  
6

Projected  
300

Anticipated Community  
Members Impacted





# 2025-26 Workshop Planning

Six Community Workshops

## Priority Locations:

Beaumont-Cherry Valley Rec  
& Park District  
Banning Senior Center

Anticipated Impact:  
**300** Community  
Members

## Maximizing Impact in 2025-26:

- Outreach strategy focused on comprehensive virtual and in-person advertisement to ensure minimum attendance
- Higher impact incentives; minimum of two workshops in collaboration with UCANR's highly successful *Trees for Tomorrow* Program
- Post-workshop follow-up with attendees, maximizing impact of workshops and advancing SGPWA branding/messaging
- Focus on increasing post-workshop water conservation actions





IERCD-Developed Strategic Messaging: Cherry Festival

Elevator Pitch (30 seconds)

“We’re the San Geronio Pass Water Agency, and our job is to make sure there’s enough water here today and for the future. Most of our local supply comes from underground, but that groundwater doesn’t refill fast enough on its own. So we bring in water from Northern California to help recharge our local basins. It’s a huge job involving tunnels, pumps, and smart storage like the Sites Reservoir. Want to know how it all works?”

Deeper Engagement (1-2 minutes)

“We rely on groundwater for most of our water here in the Pass Area. Every time you wash your hands or fill a glass, that’s likely groundwater. The challenge is that it doesn’t naturally refill fast enough to keep up with demand. That’s where we come in. SGPWA imports water from Northern California through the State Water Project to replenish our local supply (a process called recharge). Without this imported water, some of our wells could literally run dry. We’re investing in the future through projects like the Sites Reservoir to store water from big storms, and the Delta Conveyance project to modernize the infrastructure that brings water south. We’re planning for drought, climate change, and earthquakes so you don’t have to worry every time you turn on the tap.”

Really Into It

Sites Reservoir: CA’s Rainy Day Fund

**What it is:**  
Sites Reservoir is a proposed off-stream reservoir in Northern California that would capture and store excess water during big storms (not snowmelt, but actual storm runoff) so it can be saved for dry years.



Five Community Events

Priorities:

Stagecoach Days  
Cherry Festival

Anticipated Impact:  
**1,000** Community Members

2025-26 Events

- Full branding by IERCD in attire, booth appearance, and talking points
- Development of pre-event comprehensive talking points for all IERCD staffers, informing strategic messaging connected to visitor interest
- Call to action messaging: advertising workshops, other SGPWA events, QR code to SGPWA conservation content on website
- Tracking metrics and adaptive management for events short to hitting targets







Education Programs Lead  
Gaby Preciado (8 years  
with IERCD)



Education Specialist Lus  
Gomez (4 years with  
IERCD)



Community Engagement  
Specialist Crystal  
Valenzuela (6 years with  
IERCD)



New Education Programs  
Manager (Beginning Mid-  
September)

## 2025-26 Employee Transition

- Long-time Conservation Educator Shari Tindall retiring August 2025
- IERCD ensuring continuity of contract excellence through:
  - Retaining Gaby Preciado in contract lead role
  - Adding support role from incoming Education Programs Manager
  - Adding highly experienced education/outreach employee Lus Gomez to support in workshops and classroom programs
  - Continued outreach and branding support from Community Engagement Specialist Crystal Valenzuela (and CV Strategies!)
- Team brings significant experience in bilingual youth and adult conservation education and virtual/in-person outreach



# Thank you for your support!



Key Staff for SGPWA Contract:  
Education Programs Lead, Gabriela Preciado