Zoom Meeting
Technical Orientation
Click Unmute and Start Video

Click Participants and Chat menu buttons
Rename yourself by hovering on your name and clicking “Rename”.
Additional Guidance

Santa Ana River
Watershed Ambassador Program
For Local Policymakers
Workshop Three: Communicating the Value of Water
Attendee Packet
June 2nd / June 4th

Table of Contents
1. Zoom Instructions
2. Agenda
3. Speaker Bios

Zoom Instructions
Additional support can be found at: https://support.zoom.us/

If you have never used Zoom before, you can join a test meeting to familiarize yourself. You can also join our Tech Check between 12:30 and 1:00 pm. We highly recommend all registrants log on to the call 15 - 20 minutes before it starts, as heavy user traffic on the hour causes Zoom to slow down. This will also allow time to figure out your audio/video logistics and settle in.
Welcome & Introductions

Session 1:
Communicating the Value of Water
June 2 / June 4, 2020

Emily Finnegan
Water Project Manager
Rules of Engagement

- Mute when not speaking.
- Remain actively engaged.
- Mutual respect - suspend judgement/ assume best intentions
- Use the Chat box & Participant Features.
- Step up/Step back.
- Be gracious to the facilitator(s).
Virtual Session Outline - June 2, 2020

1:00 - 1:30  Welcome and Framing
             LGC & Local Elected Host

1:30 - 1:50  Local Communication Barriers - What We Know

1:50 - 2:10  Mutually Beneficial Partnerships
             Presentation by Melissa Elliott, Raftelis

2:10 - 2:40  Building Community Partnerships: A Local Perspective
             Presentation by Amanda Fine, Eastern Municipal Water District

2:40 - 2:50  Stretch Break

2:50 - 3:10  Breakout Groups: Action Plan to Build and Grow Your
             Community Relationships
Virtual Session Outline - June 4, 2020

1:00 - 1:30  Welcome and Framing
             LGC & Local Elected Host

1:30 - 1:50  Local Communication Barriers - What We Know

1:50 - 2:10  Mutually Beneficial Partnerships
             Presentation by Melissa Elliott, Raftelis

2:10 - 2:40  Building Community Partnerships: A Local Perspective
             Presentation by Janet Anderson, Quail Valley Environmental Coalition & Letisia Vazquez, Quail Valley resident

2:40 - 2:50  Stretch Break

2:50 - 3:10  Breakout Groups: Action Plan to Build and Grow Your Community Relationships
Virtual Session Outline (cont.)

3:10 - 3:25  Importance of Inclusivity
   Presentation by Susana Villegas, SVPR Communication

3:25 - 4:00  Breakout Groups: Action Plan to Enhance Inclusivity

4:00 - 4:10  Stretch Break

4:10 - 4:40  Communicating in the Spotlight
   Presentation by Melissa Elliott, Raftelis followed by participant Q&A

4:40 - 4:50  Discussion: Summing It All Up

4:50 - 5:00  Next Steps and Resources
   LGC, Closing Group Discussion

5:00  Wine and The Watershed
   Virtual “Adjustment” Hour
Santa Ana Watershed Ambassador Program

Round 1
September 2019:
Understanding Your Watershed

Round 2
January 2020:
Collaborative Planning in the Face of Uncertainty

Round 3
June 2020:
Communicating the Value of Water
SAWPA Certification

Watershed Steward
Attend 1 Workshop

Watershed Champion
Attend 2 Workshops

Watershed Ambassador
Attend 3 Workshops

Virtual Mini Series Coming Soon!
By the end of today, we hope you can...

1. Learn best practices for effectively communicating to the cultural, socio-economic, and linguistic diversity of your constituents and their relationship to water;
2. Prepare to respond to “hot button” water issues; and
3. Identify opportunities for collaborative messaging across departments and jurisdictions.
Local Host Welcome

Mayor Deborah Robertson
City of Rialto
Local Host Welcome

Vice Mayor Jacque Casillas
City of Corona
Getting to Know You

1) ID someone you don’t know
   (or have only spoken to, never met)

2) Private Chat them:
   a) Biggest personal annoyance of this new virtual world
   b) Best personal silver lining of going virtual
Getting to Know You

What do you consider your “home” water body?
The Disadvantaged Communities Involvement (DCI) Program

“disadvantaged community”

• A state-defined term; **not an identity.**

• Avoid pronouncing “DAC” as “dack.”

• Alternate terms:
  ➔ underrepresented
  ➔ overburdened
  ➔ structurally disempowered
The Disadvantaged Communities Involvement (DCI) Program

Interviewed:
- Local elected officials
- Mutual water companies
- Water agencies
- Tribal representatives
- Community members
Communicating Water

Intentions vs. Outcomes
Lessons Learned from the Community Water Experiences Assessment
Lesson Learned:
Address Language Barriers
Lesson Learned:
Maintain Consistent Communication
Lesson Learned:

Listen and Respond to Localized Tap Water Quality Concerns
Lesson Learned:

Engage Across Sectors & Jurisdictions
Session 2: Local Communication Barriers
What We Know

Emily Finnegan
Water Project Manager

Watershed Ambassador Program
June 2020
What we know

- water conservation
- mistrust
- regulations
- engagement
- misinformation
- technical jargon
- water quality
- integrated planning
- water availability
- virtual engagement
- watershed management
- infrastructure
- coordination
- water district
- investment
- water education
- disaster response
- maintenance
- institutional knowledge gap
- importance of water
- competing priority
- limited resources
- limited capacity
- reached community
- political tension
- terms conservation
- water source
- water rate
- measuring effectiveness
- language barriers
- covid
- complexity
- regional challenge
- individual
- diversifying supplies
- household conservation
- negativity
- public misperception
- misperception of drought
- homelessness
- information overload
- apathy
Does it match what we heard?

1) Address Language Barriers
2) Maintain Consistent Communication
3) Listen & Respond to Water Quality Concerns
4) Engage Across Sectors & Jurisdictions
Participant Worksheet

Jump to
- Session 2 - Local Communication Barriers
- Session 5 - Breakout Groups: Action Plan to Build and Grow Your Community Relationships
- Session 7 - Breakout Groups: Action Plan to Enhance Inclusivity
- Session 9 - Discussion: Summing It All Up

Session 2 - Local Communication Barriers
Start Time: 1:30 PM

Original Communication Challenge

What is the communication challenge that you listed in your registration form? (also emailed to you on Friday, 6/29)

Assessment Checklist:

1. Place an “X” or “✓” to answer each yes/no question. Provide an explanation for why you selected yes or no.

<table>
<thead>
<tr>
<th>Cross-Departmental Communication</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does your agency/organization have relationships with other community groups?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Messaging is coordinated within and across your agency/organization to prevent mixed messaging or information confusion?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do departments within your agency/organization coordinate on multi-lingual messaging?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you familiar with the communication strategy of other departments within your agency/organization?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can you identify the community groups that other departments within your agency/organization have existing relationships with?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cross-Jurisdictional Communication</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you learned from watching other jurisdictions in their communications approaches (either positively or negatively)?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you partnering with other jurisdictions on effective communication strategies?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Explanation:
Setting a baseline

Session 2 - Local Communication Barriers

Start Time: 1:30 PM

Original Communication Challenge

What is the communication challenge that you listed in your registration form? (also emailed to you on Friday, 5/29)

Tap water is safe to drink and that there’s no need to buy bottled water.
## Self Assessment Checklist

**Part A: Place an “X” or “✓” to answer each yes/no question. Provide an explanation for why you selected yes or no.**

<table>
<thead>
<tr>
<th>Cross-Departmental Communication</th>
<th>Yes</th>
<th>No</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Do other departments within your agency/organization have existing relationships with community groups?</td>
<td>☐</td>
<td>☐</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cross-Jurisdictional Communication</th>
<th>Yes</th>
<th>No</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Have you learned from watching other jurisdictions in their communications approaches (either positively or negatively)?</td>
<td>☐</td>
<td>☐</td>
<td></td>
</tr>
<tr>
<td>12. Are you partnering with other jurisdictions on effective communication strategies?</td>
<td>☐</td>
<td>☐</td>
<td></td>
</tr>
</tbody>
</table>
Refined Communication Challenge

Now that you’ve completed the self-assessment to identify strengths and weaknesses in your current communication efforts, how can you refine your communication challenge to be more specific?

We need to expand partnerships with local groups (schools, churches, etc.) to provide education and resources about the tap water quality, AND provide a clear communication channel for customers to share and address their water quality concerns.

*Once finalized, please share your communication challenge in the Zoom chat.*
Sharing Challenges
Are there others on this call that have a similar challenge as you? Anything surprise you in what you’re seeing on the chat?

Who do you need support from to address this challenge? What kind of support?
Session 3:
We're Better Together: Mutually Beneficial Partnerships
We’re Better Together

Building Mutually Beneficial Partnerships for Effective Communication

Melissa Elliott, APR
Director of Strategic Communications
melliott@raftelis.com
Reason #1: Pressure to limit rate increases or cut costs
Reason #2: A regional education campaign is more effective than dozens of local campaigns
Partnerships and coalitions can be more successful than going it alone.
Better together #1
Securing funding
Successful partnerships follow a roadmap:

1. **Start**
2. **Build a Coalition**
3. **Form a Strategic Vision**
4. **Enlist Stakeholders**
5. **Generate Wins**
6. **Gain Acceleration**
7. **Institute Change**
8. **Finish**
One Water
One Watershed Plan
Update 2018

Moving forward together

Santa Ana River Watershed
What’s the first step?
Getting the partnership flowing
What causes partnerships to fail?
Partnering highlights

• Partnerships should bring mutual benefits
• Water agencies and local governments have many reasons to partner
• Partnerships can address a common messaging need a growing concern
• Celebrating short-term wins is critical to energizing your partners
• Thinking through your own lessons learned from previous partnership can make your next one more successful.
Session 4: Building Community Partnerships: A Local Perspective

Watershed Ambassador Program
June 2020

Santa Ana River Watershed Ambassador Program For Local Policymakers
Workshop Three: Communicating the Value of Water June 2 / June 4, 2020

Organized by: Local Government Commission Certified by: SAWPA
Guest Speakers

Janet Anderson
Quail Valley Environmental Coalition

Letisia Vazquez
Quail Valley resident
10-min Stretch Break
Santa Ana River
Watershed Ambassador Program
For Local Policymakers

Workshop Three:
Communicating the Value of Water
June 2 / June 4, 2020

Session 5: Action Plan to Develop Your Mutually Beneficial Partnerships

Emily Finnegan
Water Project Manager

Organized by: Local Government Commission
Certified by: SAWPA

Watershed Ambassador Program
June 2020
## Self-Assessment Checklist

**Part A -** Please mark an "X" or a "√" to answer each yes/no question. Provide an explanation for why you selected yes or no.

### Cross-Departmental Communication

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>6. Do other departments within your agency/organization have existing relationships with community groups?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>7. Is messaging coordinated within and across your agency/organization to prevent mixed messaging or information fatigue?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>8. Do departments within your agency/organization coordinate on multi-lingual messaging?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>9. Are you familiar with the communication strategy of other departments within your agency/organization?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>10. Can you identify the community groups that other departments within your agency/organization have existing relationships with?</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

### Cross-Jurisdictional Communication

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Have you learned from watching other jurisdictions in their communications approaches (either positively or negatively)?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>12. Are you partnering with other jurisdictions on effective communication strategies?</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
Breakout Groups: Action Plan to Enhance Inclusivity
Communicating the Value of Water
Facilitation & Note Taking Guide

Session 5 - Breakout Groups: Action Plan to Build Your Community Relationships

Identify a notetaker and timekeeper (which can be yourself as facilitator) in each breakout group. Identify one participant who will “report back” to summarize the conversation.

18 min total

Reflecting on Part A of your Self-Assessment and the presentations, where are there opportunities to build partnerships across jurisdictions or across departments to address your communication challenge?

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

What would the first step look like in building those partnerships?

<p>| |</p>
<table>
<thead>
<tr>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakout Groups</td>
</tr>
<tr>
<td>------------------------------</td>
</tr>
<tr>
<td>1) Emily Finnegan</td>
</tr>
<tr>
<td>2) Danielle Dolan</td>
</tr>
<tr>
<td>3) Melissa Elliott</td>
</tr>
<tr>
<td>4) Susana Villegas</td>
</tr>
<tr>
<td>5) Bailey Lai &amp; Zachary Gianotti</td>
</tr>
<tr>
<td>Breakout Groups</td>
</tr>
<tr>
<td>-----------------</td>
</tr>
<tr>
<td>1) Emily Finnegan</td>
</tr>
<tr>
<td>2) Danielle Dolan</td>
</tr>
<tr>
<td>3) Melissa Elliott</td>
</tr>
<tr>
<td>4) Susana Villegas</td>
</tr>
<tr>
<td>5) Bailey Lai &amp; Frank Lyles</td>
</tr>
<tr>
<td>6) Jacqueline Garcia &amp; Zachary Gianotti</td>
</tr>
<tr>
<td>7) Atley Keller</td>
</tr>
</tbody>
</table>
Session 5 - Breakout Groups: Action Plan to Build and Grow Your Community Relationships

Start Time: 2:50 PM

What are your key takeaways from your Session 5 Breakout Group?
Session 6: The Value of Inclusive Communications

Santa Ana River Watershed Ambassador Program For Local Policymakers

Workshop Three: Communicating the Value of Water
June 2 / June 4, 2020

Organized by: Local Government Commission
Certified by: SAWPA

Susana Villegas
President
SVPR Communications

Watershed Ambassador Program
June 2020

www.lgc.org
The Value of Inclusive Communications

Why it matters.
How to create them.

Susana Villegas, President, SVPR Communications
June 2, 2020
Not a simple exercise in looking diverse
Inclusive communications go deeper and make a connection that welcomes people into your world and invites them to engage and participate with your agency.
Appeal to a broader group of people
Inclusive Processes, Inclusive Communications
Fácil y sana / Agua del grifo (Easy and healthy / Tap Water)

Agua de la llave: sana y al alcance de todos (Tap water: healthy and available to everyone)
Linguistic Competence

Cultural Competence
ROI

It's about real influence
**Part B** - Place an “X” or “✓” to answer each yes / no question. Provide an explanation where possible.

<table>
<thead>
<tr>
<th>Community Member Communication</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1   Do clear channels exist to receive input from community members?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2   Can you identify who your current communication strategy is reaching?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Explanation:
Session 7: Breakout Groups - Action Plan to Enhance Inclusivity
Report Out

- Two minutes each group to report:
  - Opportunities to partner across jurisdictions or departments on communicating about water / the value of water
  - Opportunities to improve inclusivity of messaging (shared resources, lessons learned?)
10-min Stretch Break
Session 8:
Communicating in the Spotlight

Santa Ana River
Watershed Ambassador Program
For Local Policymakers

Workshop Three:
Communicating the Value of Water
June 2 / June 4, 2020

Organized by:
Local Government Commission
Certified by:
SAWPA

Melissa Elliott
Strategic Communications Director
Raftelis

Watershed Ambassador Program
June 2020
www.lgc.org
Communicating in the Spotlight

Communicating effectively when public confidence is at risk

Melissa Elliott, APR
Director of Strategic Communications
melliott@raftelis.com
In the past, engaging the public was easy.
That simpler paradigm of one messenger to many receivers existed for more than 50 years.
Has your agency been hiding in plain sight?
This choice to be silent left the door open for others to steal your opportunity!
Many influencers use fear-based messaging.
The spotlight is on. The mic is hot. You’ve got to be ready, and equipped to talk.
500 million stories daily per platform
CORONAVIRUS UPDATE
AIRLINE STAFF DIAGNOSED
MARKET PLUNGE
DISNEYLAND CLOSES
Trust Happens When...

• Promises are filled
• Expectations are met
• Values are being lived
Ask Yourself

What would *reasonable* people appropriately expect a *responsible* organization to do in this situation?
IN TURBULENT TIMES,

PEOPLE CRAVE REASSURANCE
Heightened Emotions Block Discourse
We need to move our audiences from this heightened emotional, fear-based state, back to one of reason.
Trust Determination Theory:

When people are concerned, stressed, upset… They want to know that you care before they care what you know.
Mental Noise Theory:

When people are concerned, stressed, upset… They have difficulty hearing, understanding and remembering information; they focus on what they hear first.
Negative Dominance Theory:

When people are concerned, stressed, upset… They often focus more on the negative than on the positive.
Risk Perception Theory:

When people are concerned, stressed, upset… The gaps between risk perceptions and reality often become wider.
Responding in times of great uncertainty

• Provide information at four or more grade levels below the average for the audience
• Balance bad news/negative with at least three constructive messages
• Be brief and concise in your first response
Follow the 27-9-3 Rule

The human brain can effectively process NO MORE THAN 27 words, that can be spoken in 9 seconds, that have 3 (or fewer) pieces of information.

Source: Dr. Vincent Covello and the Center for Risk Communication
Would we communicate differently if customers could choose their water service provider?
Customers/stakeholders must hear from you consistently

• Go where the key influencers are
• Build content on your website and social media that shows how you are improving the water system
• Open your doors to tours
• Consider using customer surveys, focus groups
• Invite the public to help you understand what they want
• Green infrastructure is intended to support the District’s 2035 Vision for zero basement backups and overflows and improved stormwater quality by capturing stormwater near its source and allowing it to soak into the ground, be filtered by vegetation, or evaporate instead of entering sewers and contributing to sewer overflows, water in basements, or discharging pollutants to waterways.

OR

• Green infrastructure will help our community eliminate basement backups and have cleaner rivers by 2035.
Images speak louder than words.
**Indoor Budget** = Persons per household (number of permanent residents) x 55 gallons per person per day x number of days in the billing cycle / 748 conversion factor (conversion factor to calculate budget in HCF)

**Outdoor Budget** = Irrigable area (square footage per parcel) x Evapotranspiration (actual daily plant water loss) x 0.7 plant factor (based on a combination of native plants and turf per guidelines provided by state law) x 0.62 / 748 (conversion factor to calculate budget in HCF)
We can do this!

• What you do is as important as what you say
• Start with empathy
• Remember that being first is important
• Follow the 27-9-3 Rule
• Templates make communication consistent
• Make it easy for people by using images
• Words matter when we promise engagement
Questions?
Session 9: Summing It All Up

Melissa Elliott
Strategic Communications Director
Raftelis
Reimagining Engagement during COVID
Session 9 - Discussion: Summing It All Up

Start Time: 4:40 PM

What is one next step that you will take following this workshop?

What groups are you struggling to reach, and what’s the first step that you can take to get them engaged?

What are common messages or communication needs across departments and/or jurisdictions? What are the opportunities to partner with others on resources, staffing,
Session 9: Resources and Next Steps

Emily Finnegan
Water Project Manager
Local Government Commission

Watershed Ambassador Program
June 2020
What’s the Best Type of Virtual Event for You?

To select the best type of engagement event for your situation, consider the most appropriate format and mechanism(s) for achieving your objectives.

☐ MEETING: An occasion when people come together to discuss or decide something. Virtual meetings can be a basic conference call or video conference, with a simple agenda.

☐ FORUM: An assembly for discussion, with opportunities for all participants to share information. Virtual forums require a more carefully structured agenda, and likely the use of breakout groups.

☐ SUMMIT: An official meeting or series of meetings between key officials, decision-makers and/or leaders in their field to discuss important issues, policy decisions and aspirational goals.

A virtual summit will likely be invite-only, include video-conferencing, and have a structured (rather than free-form) discussion format.

☐ SYMPOSIUM: A formal meeting of specialists, delivering short addresses on a topic or on related topics. The emphasis is on knowledge-sharing and increasing understanding, rather than dialogue or decision-making.

A traditional webinar structure, in which only the presenters are on video but attendees have the opportunity to ask questions (via chat or verbally), is appropriate.

☐ CONFERENCE: A large official meeting, usually over multiple days, at which people with shared work or interests come together to learn from one another and discuss their views. This is the most difficult type of event to replicate in a virtual setting, because of the wide audience and broad subject matter covered.

Some combination of video-conferencing, including large and small breakout groups, with a series of presentations or webinars over an extended time frame, is the closest approximation to an in-person event. Including breaks and interactive activities is especially important for virtual conferences.

☐ WORKSHOP: A brief (1/2-2 day) intensive educational program for a relatively small group of people that focuses especially on techniques and skills in a particular field.

Small-group discussions and interactive activities in which participants can practice the skills they are learning are critical for virtual workshops. A robust video-conferencing platform paired with other interactive apps is the best fit.

☐ TRAINING: A very brief (1-3 hours) course to assist in learning new skills needed to complete a job or task. More narrow in scope than a workshop, a virtual training can be conducted via a traditional webinar format, or with greater interactivity as needed.

Key Considerations

for effective virtual engagement

1  Embrace the Virtual World, Embrace Humanity

Resist the urge to simply convert an in-person event to a virtual one. It’s almost apples and oranges; you will need to completely re-evaluate the engagement – the structure, interactions and results – as a whole.

What would you normally do in an in-person setting, and how can you provide a similar experience or value in the virtual environment?

- Flip charts and stickies vs. virtual white-board, comment box.
- Small-group discussions in physical space vs. virtual breakout rooms.
- Informal networking and talking with one another during breaks vs. providing prompts for individuals to connect one-on-one via chat:
  - *Find someone whom you don’t know.* And private chat.
City of Richmond Environmental Initiatives
North Bay Area Region, 2015-2016

Outcomes & Achievements
- Benchmarked energy and resource consumption to remove costs and improve energy efficiency at 10 Community Centers, 3 libraries, and 7 Fire Stations.
- Led outreach, developed promotional materials, and organized two Community sign-up workshops for free solar systems. A total of 62 households attended and 31 applications were submitted.
- Implemented organic recycling in 3 Community Centers.
- Coordinated informational recycling presentations for 2 Community Center Summer Youth Camp.
- Implemented recycling program at the 144 Unit Affordable Housing Nelin Apartment Complex.

Highlights
- The Governor’s Office of Planning and Research selected the City of Richmond for a Best Practices Pilot Project Phase I.
- Led City Council approval of $415,000 recycling enhancement & public art project of 210 City trash bins starting October 2016.
- Designed and procured 7,700 multilingual reusable bags to promote recycling and foster civic pride.
- The CDP selected the City of Richmond to be included as a case study in the CDP cities global report on financing/incentives for urban sustainability projects.

L.A. County Water/Energy Nexus
Los Angeles County Office of Sustainability – Environmental Initiatives Division

Project Overview
The L.A. County Office of Sustainability (COS), part of the Internal Services Department, coordinates sustainability programs for County facilities, including energy efficiency, renewable energy, water efficiency, and other green building services programs. With approximately 1,200 facilities in the County’s portfolio, there are significant opportunities for water savings in County operations.

CivicSpark member Erin Brewster was tasked with supporting COS’s new water conservation program through the development of a comprehensive water conservation cost-benefit analysis tool to identify and prioritize potential water savings opportunities at County facilities. The tool uses basic information provided by facility managers to estimate potential water savings from plumbing fixture upgrades, advanced water treatment for cooling towers, and replacing ornamental turf with drought-tolerant landscaping. In addition to estimating water savings, the analysis tool quantifies the co-benefits associated with water conservation projects, including cost savings and GHG emissions reductions. After the Governor’s April 1st Executive Order on the drought, Erin also used this tool to help analyze the financial impact of the emergency water use regulations on the County’s building portfolio and identify new priorities for water conservation projects.

More than just a drop in the bucket...
The water conservation cost-benefit analysis tool was used to estimate the potential water savings at all County-owned facilities. The results suggest a total potential savings of 30-50% from proposed upgrades, or 150-280 million gallons annually. This represents $1.7M in avoided costs and more than 300 MTCO2e of GHG emissions reductions annually.

Creating lasting change
The County water use analysis led to the following recommendations:
- Prohibit the installation of new ornamental turf at all County facilities unless non-potable water is used for irrigation and encourage drought-tolerant landscaping.
- Replace all non-compliant plumbing fixtures in County-owned buildings by 1/1/2019.
- Upgrade water treatment systems to conserve water in cooling towers, if applicable.
- Implement a Countywide behavioral water conservation outreach program.
CALIFORNIA

GROWING WATER SMART
THE WATER-LAND USE NEXUS GUIDEBOOK

ENSURING A PROSPEROUS FUTURE AND
HEALTHY WATERSHEDS THROUGH INTEGRATED
WATER RESOURCES AND LAND USE PLANNING.

BABBITT CENTER
FOR LAND AND WATER POLICY

SONORAN INSTITUTE

Local Government Commission
Leaders for Livable Communities
July 9, 2020 | 9:00 AM - 12:30 PM
Virtual Policy Briefing
Coordinated Planning in Public Engagement for Equitable Integration of Water & Land-Use

[Website Link]

[Logos and Organizations]
IRWM Disadvantaged Community and Tribal Involvement
2020 Statewide Lessons Learned Virtual Summit
Fall 2020

Summit Facilitator

Summit Organizer
Missed a Workshop?

Virtual Mini Series Coming Soon!

- **Watershed Steward**: Attend 1 Workshop
- **Watershed Champion**: Attend 2 Workshops
- **Watershed Ambassador**: Attend 3 Workshops
Today’s Objectives - How did we do?

1. Learn best practices for effectively communicating to the cultural, socio-economic, and linguistic diversity of your constituents and their relationship to water;
2. Prepare to respond to “hot button” water issues; and
3. Identify opportunities for collaborative messaging across departments and jurisdictions.

Complete the Workshop Feedback Survey: https://www.surveymonkey.com/r/BB5RTJD
Transition to Virtual Happy Hour
Morning Mad Libs!

Fill in the blanks... type your responses into the “everyone” chat box!

1. Virtual workshops are ______ because _____; in-person workshops are ______, but _______.

2. The Santa Ana watershed is the _________ region that _______ because it ______ and _______.

3. Being a Watershed Ambassador means ______ because ______ and _______.

Local Government Commission
Leaders for Livable Communities
Name That Tune (er, challenge)!

- Share your water related challenge from today.
- Participants can ask up to 3 clarifying questions.
- **1 Point:** Anyone from a different jurisdiction struggling/ed with the same or similar issue.
- **2 Points:** Anyone who suggests a viable solution.
- **3 Points:** Anyone who identifies a specific, relevant resource.