



August 5, 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) – 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



# Booth Update







# Board Assets



**Kevin Walton**

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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 canals, pipes, and pumps to reach the basins. SGPWA actively participates in local groundwater sustainability agencies, which develop plans for responsible groundwater management.



**SAN GORGONIO PASS  
WATER AGENCY**  
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**Thomas W. Todd, Jr.**  
Chief Financial Officer

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### Agency Facts & Figures

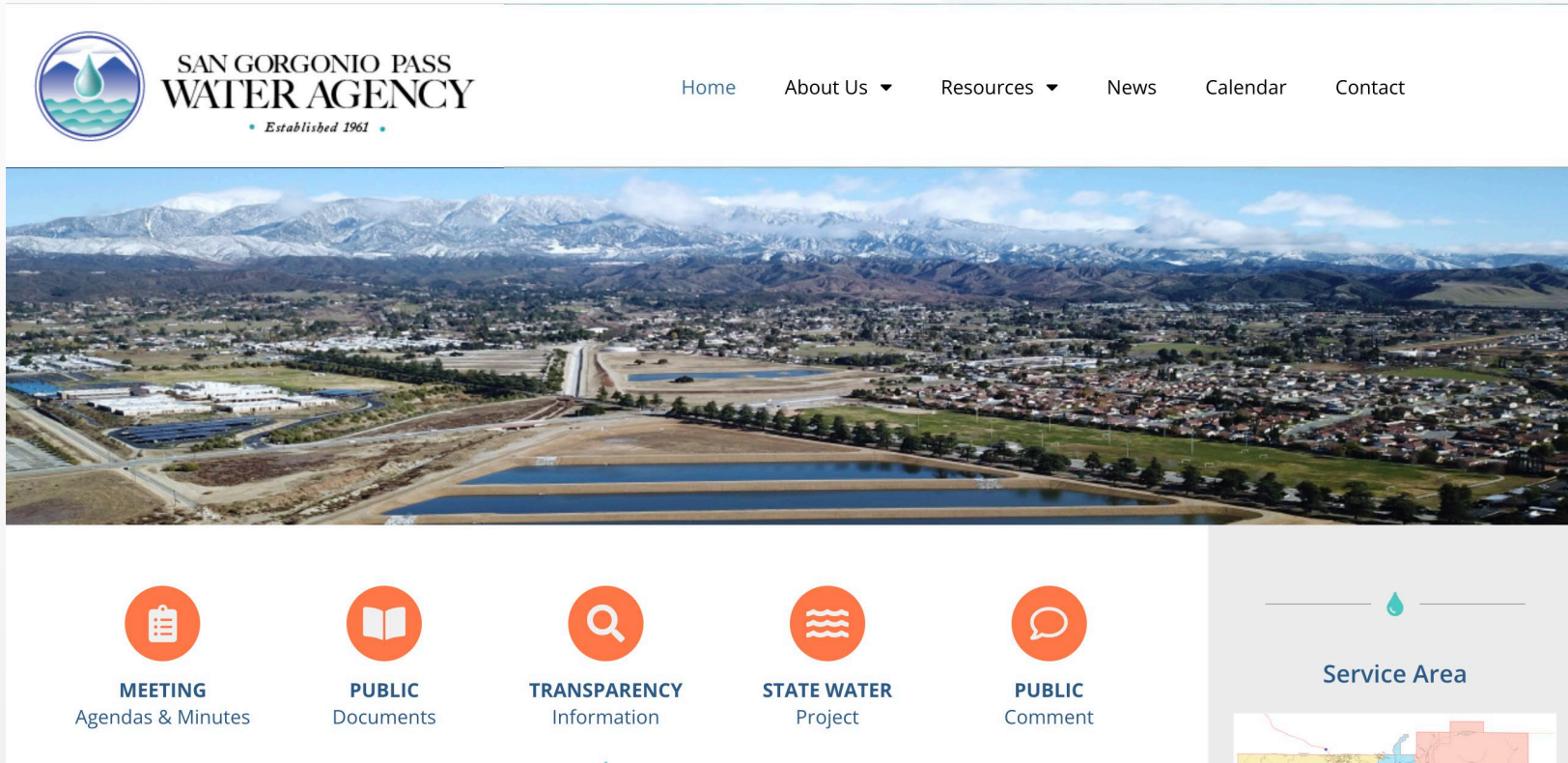
- As a wholesale agency, we sell water to local retailers to reduce groundwater depletion, benefiting more than 106,000 people who live in our region.
- We serve a 225-square-mile area, from Calimesa to Cabazon. Our shared delivery and storage system along the East Branch Extension of the State Water 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 Beaumont
- City of Calimesa
- High Valley's Water District
- Mission Springs Water District
- South Mesa Water Company
- Yucaipa Valley Water District



# Website Updates & Reorganization







# Media Buy Overview

## Ad Messaging

- Sites Reservoir
- Delta Conveyance Project
- Water Supply Resilience

## Marketing Channels

- Digital & Social Media
- Billboard
- Local Print Ads (Record Gazette, Sun Lakes Life)
- Industry Print Ads (ACWA, WaterWorld, AWWA)
- Video Ads (YouTube)
- Email
- Transit



# Proposed Media Buy

Type	Name of Recommended Outlet	Description	Audience	Message
Newspaper	Record-Gazette	Print Ad for Awareness	Local	Value/Key Agency Priorities
Magazine	Sun Lakes Life	Print Ad for Awareness	Local	Value/Key Agency Priorities
Video (Online)	YouTube (GeoTargeted)	Video Ad	Local	Value/Key Agency Priorities
Magazine	ACWA	Industry Awareness Ad	Industry	Collaboration & Success
Magazine	WaterWorld	Industry Awareness Ad	Industry	Collaboration & Success
Magazine	AWWA	Industry Awareness Ad	Industry	Collaboration & Success
Social Media	Facebook	Boosted Posts	Local	Value/Key Agency Priorities
Social Media	LinkedIn	Sponsored Post	Industry	Collaboration & Success
Email/Newsletter	NBC	Email Newsletter	Local	Value/Key Agency Priorities
Billboard	Banning/Lamar	Regular Placement	Local	Value/Key Agency Priorities
Transit	Banning Transit	Bus Wrap Placement	Member Agency	Value/Key Agency Priorities
Transit	Beaumont Transit	Bus Wrap Placement	Member Agency	Value/Key Agency Priorities
Digital Ads	NBC	Digital Display Ad	Local & Member Agency	Value/Key Agency Priorities





# What's next?

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## **Phase 3: Milestones**

- Award Submissions (ACWA Gap Funding, PRSA, CAPIO, AWWA – Innovation Award)
- Speaker Submissions (BIA – DoubleTree in Ontario, Geologic Society of America)

## **Ongoing Outreach**

- Press Releases
- Social Media
- Advertising

# Questions?

CV STRATEGIES

LOS ANGELES • PALM DESERT • SACRAMENTO