



**CALIFORNIA WATER PLAN, UPDATE 2013
WATER PLAN PLENARY
OUTREACH & EDUCATION
BREAKOUT SESSION SUMMARY
OCTOBER 27, 2011
8:45-10:30AM**

Welcome and Greetings

Megan Fidell, Department of Water Resources, opened the session with Crystal Fair Welty, Center for Collaborative Policy. Participants were welcomed to the first session of the Water Plan Plenary.

Overview Outreach & Education and Outreach & Education in the Water Plan

Ms. Fidell provided an overview on Outreach and Education. The new Resource Management Strategy (RMS) on Outreach and Education in Update 2013 comes from Recommendation 9 in Chapter 2 of Update 2009:

- California should increase public understanding and awareness of where our water comes from as well as the value and importance of water, water quality, and water conservation to people, ecosystems, and California's economy.

The text of Recommendation 9 further explores the topic, some of which are highlighted below:

- Californians are not sufficiently aware of the critical issues confronting them.
- It is the responsibility of State government to help the public understand the importance of efficient water use, how to protect water quality, how their actions can benefit or harm the watersheds from which they receive their water and the watersheds in which they live, play, and work.
- DWR and other State agencies should make public outreach and education a priority.
- Outreach should include high-quality, balanced water information, including programs as part of early grade school education.
- Water conservation and water use efficiency must become a public ethic.

The full text of Recommendation 9 begins on page 31, which is available at:

http://www.waterplan.water.ca.gov/docs/cwpu2009/0310final/v1c2_imper2act_cwp2009.pdf.

The need for Outreach and Education is also included in various RMS Recommendations, where it is referred to as either education or local action. In response to the Recommendations in Update 2009, the 2013 Water Plan Update will add an RMS about using Outreach and Education as a means of changing the public ethic, alerting people to the critical issues in water, or connecting people with their watersheds.

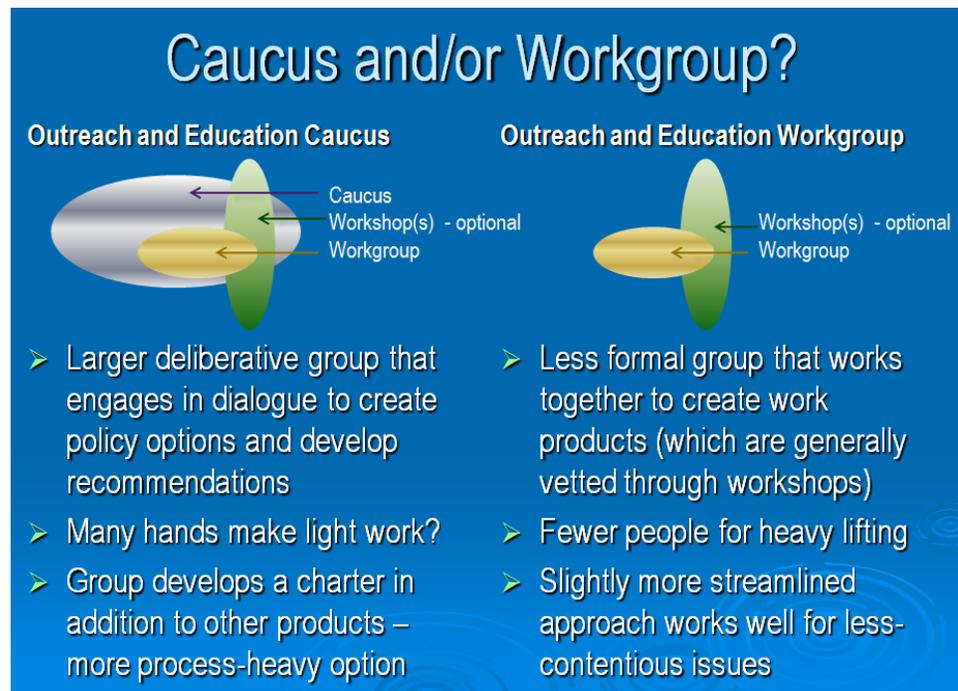
An RMS is a 10-20 page chapter, which conforms to a standardized outline, which includes:

- Description/ Current state of Outreach and Education
- Potential Benefits
- Potential Costs
- Major Issues
- Recommendations
- References

Outreach & Education: Discuss Caucus or Workshops?

Ms. Fair Welty presented two options for moving forward for RMS Chapter creation: Caucus and/or Workgroup?

Having discussed the options, the group of plenary participants decided that the Outreach and Education RMS should be created via Workgroup.



Group Discussions: Prospective RMS Topics

The participants were asked to break into table-top discussions to discuss one of three pre-identified topics, or to form groups to discuss other topics. The pre-identified topics included: Getting the Word Out, Creating a Cultural Shift (by 2050), or Using Sociology in Water Planning. Two additional topics were added: Demographics: Underserved Sub-communities, and Housing Development and Water.

All groups were asked to reflect on the following four questions:

- What content areas should the Outreach and Education RMS cover?
- What can the state do to support local public information officers?
- What tools are available that can be leveraged?
- What best practices have been established in this field?

Report Outs and Discussion

Ms. Fidell led group report-outs from the table-top discussions:

Getting the Word Out

- Do we want to reach users or managers?
- Do inventory of water materials (WEF, DWR, SNC)
- List of tools and materials specifically for the Water Plan with links to the materials
- Sort on a regional basis
- Further defined by demographics and topics
- Outreach networks – links to different organizations
- Common denominator among the state of California is access to resources, like drivers education, students should take resources education so you know what happens when you flush your toilet

Creating a Cultural Shift (by 2050)

- Ron Goode to incorporate land tenure into K-12 curriculum http://landlessons.org/about_us
- Survey success stories: Australia – devastating drought caused behavioral change
- After school programs so not overwhelmed by testing
- Scouts , children’s museums, other places
- Agriculture: work with Resource Conservation Districts
- Incorporate water awareness books for reading materials

Using Sociology in Water Planning

- Areas in development – Fresno state is studying: can we develop an ethic?
- Las Vegas is doing work in Sociology – successful
- Saving water: what are the economics of the decision?
- How do you determine the real price of water?
- Politicians may lose office if they espouse rate stabilization
- Disasters require mind shifts: can you talk about it, or do you need to experience the disaster?
- Semi-disasters: drought and recession – influence the mind shift in the area of sociology
- Acquiring case histories

Demographics: Underserved Sub-communities

- Gets really complicated really fast
- Rural and underserved may not have access to twitter, etc.
- Access to quality drinking water that is usable and safe
- Balancing who, what, when and why between Northern California and Southern California
- Reaching targeted audiences, what do they need to hear, who do we need to reach?
- Effect of where water comes from, how does it affect people and the environment?
- Demographics cause people not to understand that where water comes from matters
- There is only so much water and we need to use it in a balanced way, rain collection

Housing Development and Water

- Conservation rate structure at water districts reduces excess use
- SBX7 supports some of this 20 x 2020
- Work with land use planners to get the message to them – they aren’t so busy right now – the slow economy may have provided an opportunity for the water community to reach people
- Tell them now how to do the right things in the future

In addition, the following general comments were raised during the discussion:

- Before this group reconvenes, can we start pulling together case studies of education and outreach on water, particularly case studies that include the impact of the campaigns, as well as the impetus for developing the campaign in the first place? This would move the tools forward as well as help the group focus on the gaps
- Sociology of Water – a new study is available
- Coachella Valley Water District is doing an excellent job with "Water-budget" rates for their customers. Has created strong incentive for conservation.
- Connect with CUWCC - they have developed BMPs on public outreach and school education
- Sacramento River Watershed Program is an example
- Sacramento River Discovery Center is an example
- Education curriculum exists, but is not implemented (CA State Superintendent of Education, WEF, SNC already have materials)
- Outreach material and method will need to change depending on targeted group. Ethnic background, rural or urban, economic status, and where in California (north v south) need to be factors in when creating key messages. There are a number of resources and tools established and available. Partnering with established organizations to get messages/word out.
- Outreach regarding -Safety of recycled water, Safety of tap water, maybe have urban and agricultural outreach and education.
- Figure out what public perceptions are relative to the water reality and explore the disconnect
- Include agricultural water use
- How will this be used? Social Media?
- The goal is to change behavior, not raise awareness
- Perception matters: water recycling is proof, public discussion and acceptance is important to implementation
- Implementation: agree in general, not on specifics, move to specifics to move toward implementation

Participants also shared the following comments on the structure and nature of Outreach and Education:

- How to structure this RMS so it is in line with others, this is more nebulous than others? We don't have an answer yet, we have heard a need and are bringing people together to work on this.
- Innovation: improving water planning processes and governance – good communication and shared resources so we, as a water community, can benefit from the work of others.
- Pulling ideas together and memorializing them, library and resource kit for Water 101 pulling the information together can save lots of time and get best ideas and practices together in full view and transparency.
- Educators are not necessarily the water providers and this stand-alone RMS would be useful for the purpose of helping educators work on the outreach mechanism.
- How to create the toolbox: Infrastructure and Institutions.
- Should this be an RMS chapter or is it an umbrella topic, could it be a sub-heading under each RMS or maybe all?
- Intro topic on education, chapter and as a component of each RMS
- Each RMS should include a specific recommendation for a high priority outreach nugget.

Adjourn

Ms. Fidell thanked participants for their work and reminded them to meet in the main room for opening remarks by 10:45am.

Attendees**Organization**

Angela Avery	Sierra Nevada Conservancy
Paula Britton	Habematolel Pomo of Upper Lake
Ellen Carlson	Elk Grove Water District
Michelle Dooley	Department of Water Resources
Maria Elena Kennedy	Kennedy Communications
Margie Graham	Department of Water Resources
Jack Hawks	California Water Association
Gwen Huff	Department of Water Resources
Lisa Hunter	County of Glenn
Karen McBride	Rural Community Assistance Corporation
Sherri Miller	Rural Community Assistance Corporation
Sophia Saadat	Townsend Public Affairs
Brad Sherwood	Sonoma County Water Agency
Mark Stadler	San Diego County Water Authority
Beth Stern	Water Education Foundation
Kerri Timmer	Sierra Nevada Conservancy
Michael Uhrhammer	Association of California Water Agencies
Harry Williams	organization not provided
Betty Yee	Regional Water Quality Control Board