

# 2004 Water Use Efficiency Proposal Solicitation Package

## APPENDIX A: Project Information Form

Applying for:

Urban

Agricultural

1. (Section A) **Urban or Agricultural Water Use Efficiency Implementation Project**

(a) implementation of Urban Best Management Practice, # \_\_\_\_\_

(b) implementation of Agricultural Efficient Water Management Practice, # \_\_\_\_\_

(c) implementation of other projects to meet California Bay-Delta Program objectives, Targeted Benefit # or Quantifiable Objective #, if applicable  
\_\_\_\_\_

(d) Specify other: \_\_\_\_\_

2. (Section B) **Urban or Agricultural Research and Development; Feasibility Studies, Pilot, or Demonstration Projects; Training, Education or Public Information; Technical Assistance**

(e) research and development, feasibility studies, pilot, or demonstration projects

(f) training, education or public information programs with statewide application

(g) technical assistance

(h) other

3. Principal applicant  
(Organization or affiliation):

**Water Education Foundation**

4. Project Title:

**Agricultural Water Use Efficiency Booklet & Workshops**

5. Person authorized to sign and submit proposal and contract:

Name, title

Rita Schmidt Sudman,  
Executive Director

Mailing address

717 K Street, Suite 317  
Sacramento, CA 95814

Telephone

916-444-6240

Fax.

916-448-7699

E-mail

rsudman@watereducation.org

6. Contact person (if different):

Name, title.

Mailing address.

Telephone

Fax.

E-mail

7. Grant funds requested (dollar amount):

*(from Table C-1, column VI)*

**\$167,579**

8. Applicant funds pledged (dollar amount):

9. Total project costs (dollar amount):

*(from Table C-1, column IV, row n)*

**\$167,579**

10. Percent of State share requested (%)

*(from Table C-1)*

100%

11. Percent of local share as match (%)

*(from Table C-1)*

N/A

12. Is your project locally cost effective?

*Locally cost effective means that the benefits to an entity (in dollar terms) of implementing a program exceed the costs of that program within the boundaries of that entity.*

*(If yes, provide information that the project in addition to Bay-Delta benefit meets one of the following conditions: broad transferable benefits, overcome implementation barriers, or accelerate implementation.)*

(a) yes

(b) no

**See Benefit & Cost Analysis**

11. Is your project required by regulation, law or contract?  (a) yes  
 If no, your project is eligible.  (b) no

If yes, your project may be eligible only if there will be accelerated implementation to fulfill a future requirement and is not currently required.

*Provide a description of the regulation, law or contract and an explanation of why the project is not currently required.*

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|---|---|
| 12. Duration of project (month/year to month/year):                 | <b>December 1, 2005 – November 30, 2008</b> |
| 13. State Assembly District where the project is to be conducted:   | <b>CALFED Target Area</b>                   |
| 14. State Senate District where the project is to be conducted:     | <b>CALFED Target Area</b>                   |
| 15. Congressional district(s) where the project is to be conducted: | <b>CALFED Target Area</b>                   |
| 16. County where the project is to be conducted:                    | <b>CALFED Target Area</b>                   |
| 17. Location of project (longitude and latitude)                    | <b>CALFED Target Area</b>                   |
| 18. How many service connections in your service area (urban)?      | N/A   |
| 19. How many acre-feet of water per year does your agency serve?    | N/A   |
20. Type of applicant (select one):
- (a) City
  - (b) County
  - (c) City and County
  - (d) Joint Powers Authority
  - (e) Public Water District
  - (f) Tribe
  - (g) Non Profit Organization
  - (h) University, College
  - (i) State Agency

**2004 Water Use Efficiency Proposal Solicitation Package**  
**APPENDIX B: Signature Page**

By signing below, the official declares the following:

The truthfulness of all representations in the proposal;

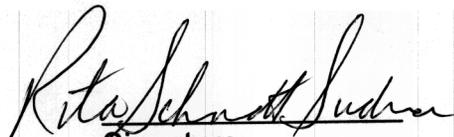
The individual signing the form has the legal authority to submit the proposal on behalf of the applicant;

There is no pending litigation that may impact the financial condition of the applicant or its ability to complete the proposed project;

The individual signing the form read and understood the conflict of interest and confidentiality section and waives any and all rights to privacy and confidentiality of the proposal on behalf of the applicant;

The applicant will comply with all terms and conditions identified in this PSP if selected for funding; and

The applicant has legal authority to enter into a contract with the State.

  
Signature

Rita Schmidt Sudman, Exec. Dir.  
Name and title

1/10/05  
Date

## **B-15c. Statement of Work, Section 1: Relevance and Importance**

The largest consumer of water in California is the agriculture industry, which accounts for about 42 percent of total state water use in an average year (DWR, Draft Water Plan 2004). California derives many benefits from agricultural use of water, but agricultural areas increasingly are being looked upon as potential sources of water as well as users. With competition for water supplies expected to increase in the future in California, a premium will be placed on ensuring that those supplies are used as efficiently as possible to maintain California's agricultural leadership while at the same time sharing some of the resource for other needs.

Debates over sharing water resources often have led to polarization of interest groups and stakeholders without necessarily advancing dialogue toward approaches that could benefit all parties. Discussions about water use efficiency (WUE) in agriculture provide a good example. Agriculture is sometimes accused of "wasting" water through inefficient irrigation techniques. Some members of the agricultural community are suspicious of WUE strategies as a wedge to reduce water allocations to farmers.

Water use efficiency in agriculture (as well as in urban settings) is an important objective of the CALFED Record of Decision and of long-term water management planning for California. Its importance was recognized even before CALFED with enactment of legislation in the early 1990s to promote voluntary, efficient water management practices (EWMPs) in the agricultural sector.

EWMPs have enjoyed some success in improving water use efficiency in agriculture, but polarization continues to exist. That suggests a need to supplement voluntary guidelines and other tools with educational materials and outreach to stakeholder communities to raise awareness of water use efficiency practices and the critical role that agricultural WUE must play if CALFED's goals for efficient water use management are to be achieved.

The Water Education Foundation (WEF), in partnership with the California Association of Resource Conservation Districts (CARCDs), proposes to meet that need with a three-year educational strategy that leverages WEF's strengths in creating highly respected, objective publications with CARCD's well-established network of direct contacts with rural and urban communities throughout California. Using the combination of a booklet published by WEF, direct outreach through CARCDs and a series of jointly sponsored workshops, the proposal would help create a common foundation of the principles and practice of agricultural water use efficiency upon which stakeholders could build collaborative solutions to local needs.

The cornerstone of this joint outreach effort would be a 24- to 28-page, illustrated publication, *Agricultural Water Use Efficiency: A Briefing*, to be used mainly by CARCD staff, but also by others, including CALFED, in raising awareness among stakeholders in the CALFED solution area with interests in WUE in the agricultural sector. More dissemination of objective information on agricultural water use efficiency will help reduce polarization of debate on the

issue and promote CALFED's goals of improving water supply reliability, water quality and ecosystem restoration.

In short, *Agricultural Water Use Efficiency: A Briefing* would provide all stakeholders with an unbiased, common understanding of the basic concepts and issues of agricultural water use efficiency, enabling them to work toward collaborative solutions with minimal polarization.

To ensure that *Agricultural Water Use Efficiency: A Briefing* receives wide distribution to stakeholder communities, a series of four half-day regional workshops are proposed for Year 2 and Year 3 of the grant period. The workshops would be led by WEF and CARCD staff, augmented by local representatives of stakeholder groups, using *Agricultural Water Use Efficiency: A Briefing* as a focal point of discussion. Target stakeholders for the workshops would be area farmers, community and environmental groups interested in water use issues, local water agency officials, etc.

With 103 RCDs located throughout California, *Agricultural Water Use Efficiency: A Briefing* would be used on a daily basis by CARCD staff as they interact with rural communities. It also could be used by CALFED staff in meetings on agricultural water use efficiency. WEF also would make the booklet available to the 10,000 subscribers of the Foundation's *Western Water* magazine.

The publication would include general background on California's \$28-billion-dollar agriculture industry, as well as specific information about the evolution and practice of water efficiency on farms:

- The importance of agriculture in the state's economy;
- How the industry currently uses water;
- Techniques and technologies available to improve water use efficiency in the farm sector such as water recycling, improved irrigation technologies, etc.;
- The emergence of water use measurement and how it affects farmers
- How EWMPs dovetail with runoff-control programs;
- Support systems and resources available to agricultural communities for implementation of EWMPs;
- Viewpoints of other parties and stakeholders in discussions about on-farm water use efficiency;
- Linkages between farm water use and wildlife protection;
- Community and cultural impacts of changing agricultural water uses;
- Risks and rewards of water transfers for rural communities;
- How water recycling and conservation in the agricultural sector can augment California's overall water supplies without adversely affecting farmers;
- The role that voluntary EWMPs play in agricultural water use efficiency.

Like other publications in the Foundation's *A Briefing* series (on wetlands and environmental water), *Agricultural Water Use Efficiency: A Briefing* would feature a strong focus on the policy issues and include balanced views of various stakeholders, photos, charts, a glossary and a listing of resources for additional information. It also would include case studies of successful implementation of EWMPs and related WUE practices in real agricultural settings that could be modeled throughout the CALFED solution area.

### **Rationale for *Agricultural Water Use Efficiency: A Briefing***

Agriculture typically is the largest single user of water in California and within the CALFED solution area. Ensuring that water use in this sector is as efficient as practicable will support key CALFED objectives of conserving water, improving water quality and restoring ecosystem function. In order to move toward those objectives, stakeholders need a common set of facts on which to develop solutions with benefits for all parties. That common set of facts would be provided by *Agricultural Water Use Efficiency: A Briefing*.

EWMPs are the foundation of agricultural WUE. Approximately 50 agencies signed a memorandum of understanding (MOU) in the early 1990s committing to implement six core EWMPs. They included preparation of water management plans, designation of a water conservation coordinator, and support for the delivery of water management services to water users. The three other practices called for improved communication and cooperation among water suppliers, users and other agencies; evaluation of the need, if any, for policy changes in institutions to which the water supplier is subject; and evaluation and improvement in efficiency of water suppliers' pumps.

There are nine other "conditionally applicable" EWMPs that, if implemented, could provide bigger water-savings payoffs than the six core management practices listed above. These include lining ditches and canals, facilitating alternative land uses and financing for capital improvements to irrigation systems, and increasing flexibility in water ordering.

*Agricultural Water Use Efficiency: A Briefing* is a cost-effective way of reaching key constituencies concerned with efficient water management in agriculture. RCD staff members are ideally situated to deliver information on water use efficiency because they have one-on-one contact daily with members of the full range of stakeholders interested in efficient agricultural water use. By using real-world examples of successful implementation of efficient water use management practices, *Agricultural Water Use Efficiency: A Briefing* would build interest in rural communities and among other stakeholders in agricultural water conservation, recycling and other key CALFED objectives.

To ensure that *Agricultural Water Use Efficiency: A Briefing* is accurate, balanced and complete, draft text will undergo WEF's thorough advisory committee review process. A representative committee of stakeholders and experts on water use efficiency will be invited to comment on the draft. Their comments will be reviewed and incorporated into the final text of the publication. WEF makes final editorial decisions on issues of content and balance.

## **DRAFT Outline for Proposed *Agricultural Water Use Efficiency: A Briefing***

### **A. Introduction**

1. What is meant by water use efficiency in agriculture?
2. What are the components of water use efficiency?
3. Why is water use efficiency important to farmers and other water interests?

### **B. Background**

1. The landscape of California agriculture, value to state's economy, diversity of its climate and crops, annual consumptive use, need for irrigation in an arid state
2. Sources of water used in agriculture (surface water, groundwater, recycled water)
3. Water projects serving the needs of California agriculture
4. Irrigation methods
5. Regional differences in water use across California

### **C. Water Use Efficiency on the Farm**

1. Agricultural Water Management Council, its membership and functions
2. Memorandum of Understanding
3. Efficient Water Management Practices (EWMPs) and how they work
4. How are EWMPs working and should they be mandatory?
5. CIMIS system and irrigation scheduling for maximum efficiency
6. Tailwater return systems
7. Using recycled water on crops
8. Crop shifting – the risks and benefits
9. Case studies of lessons learned from implementation of EWMPs

### **D. What Can be Done with Conserved Water?**

1. Water rights issues and conserved/recycled water
2. Water marketing to other farmers or urban areas
3. Growing pressure on agriculture to make water available for urban areas, environmental uses
4. Potential effects of privatization of water resources on agricultural water resources
5. Community and cultural impacts of changing water uses for agricultural water

### **E. Ag Water Conservation and the Environment**

1. Selling ag water to the Environmental Water Account (EWA)
2. Linkages between water use and wildlife protection
3. Irrigation runoff and the environment (irrigated lands waiver, monitoring for contaminants, how EWMPs might contribute to reducing runoff)
4. CALFED and its Water Use Efficiency (WUE) program element
5. Conjunctive use

**F. Resources**

1. List of agencies, websites with information about agricultural water use efficiency
2. Contact information for RCDs in the CALFED solution area

**F. Summary**

**DRAFT Workshop Agenda**

Workshops would be held in four different regions of California, with emphasis on reaching as broad a spectrum of stakeholders as possible, using RCD contacts and WEF publicity and contacts.

Issues to be covered in workshops include the following:

1. ABCs of agricultural water use efficiency (current water use on farms, EWMPs, irrigation and water conservation techniques)
2. Pressures on farm water users to share the resource through transfers, allocations for environmental protection, etc.
3. Linkages between agricultural water use and environmental protection
4. Water use measurement and how it affects farmers
5. Role of agricultural water use efficiency in CALFED plan

**B-15d. Statement of Work, Section 2: Technical/Scientific Merit, Feasibility**

The proposed project period will be from December 1, 2005 through November 30, 2008.

**Task 1: Research, write, review and produce booklet**

December 1, 2005 – December 30, 2006

\$73,568 year one

	<u>End Date</u>
1.1 Conduct research	02/28/06
1.2 Solicit stakeholder involvement	01/31/06
List of Technical Advisory Committee	02/28/06
Produce draft document	06/30/06
1.5 Submit draft for review	07/10/06

- |      |  |          |
|------|--|----------|
| 1.6  | Incorporate review comments. The Foundation retains editorial control of the final product and is responsible for decisions regarding revisions. | 10/10/06 |
| 1.7  | Final text to graphic design for layout  | 10/31/06 |
| 1.8  | Complete final booklet and produce 10,000 copies for distribution  | 11/30/06 |
| 1.9  | Develop distribution list  | 10/31/06 |
| 1.10 | Distribute booklet announcements   | 11/15/06 |
| .11  | Distribution of booklet  | 12/15/06 |

**Task 2: Conduct four (4) half-day workshops**

January 1, 2007 – October 30, 2008

\$34,490 years two and three

Prospective workshop dates: 5/15/07; 9/15/07; 5/15/08; 9/15/08

Locations TBA in consultation with CARCD

- |  | <u>End Date</u>                    |
|--|------------------------------------|
| .1 Solicit stakeholder involvement                     | 1/31/07; 5/31/07; 1/31/08; 5/31/08 |
| 1.2 Finalize workshop content/agenda                   | 2/28/07; 6/30/07; 2/28/08; 6/30/08 |
| 1.3 Produce and distribute registration notices        | 2/28/07; 6/30/07; 2/28/08; 6/30/08 |
| 1.4 Follow-up contacts with prospective attendees      | 3/31/07; 7/31/07; 3/31/08; 7/31/08 |
| 1.5 Recruit speakers for workshops                     | 3/31/07; 7/31/07; 3/31/08; 7/31/08 |
| 1.6 Secure workshop locations                          | 3/31/07; 7/31/07; 3/31/08; 7/31/08 |
| .7 Finalize workshop arrangements (e.g., audio-visual) | 4/30/07; 8/31/07; 4/30/08; 8/31/08 |
| 1.8 Conduct workshops                                  | 5/15/07; 9/15/07; 5/15/08; 9/15/08 |
| 1.9 Summary evaluations for each workshop              | 5/31/07; 9/30/07; 5/30/08; 9/15/08 |

**Task 3: Project Monitoring & Assessment**

December 1, 2005 – November 30, 2008

\$13,873 over three years

- |   |                            |
|---|----------------------------|
| 1.1 Monitoring of project progress and deliverables | <u>End Date</u><br>Ongoing |
|---|----------------------------|

**Task 4: Report Preparation**

December 1, 2005 – November 30, 2008

\$17,593 over three years

- |   |                              |
|---|------------------------------|
| 1.1 Preparation of all progress reports           | <u>End Date</u><br>Quarterly |
| 1.2 Preparation of all financial reports/invoices | Quarterly                    |
| 1.3 Preparation of final report                   | 11/30/08                     |

**B-15e. Statement of Work, Section 3: Monitoring and Assessment**

To ensure that *Agricultural Water Use Efficiency: A Briefing* is accurate, balanced and complete, draft text will undergo WEF's thorough advisory committee review process. A representative committee of stakeholders and experts on water use efficiency will be invited to comment on the draft. Their comments will be reviewed and incorporated into the final text of the publication.

Each participant who attends a workshop will complete a workshop evaluation form. Statistics from evaluation forms will be tabulated and reported in standard Excel format. The Water Education Foundation will monitor these evaluations for quality of the workshops and to make sure that they are meeting the standards set out for all workshops.

Each facilitator will also submit a Workshop Report to the Water Education Foundation (See sample.)

From the evaluations and reports the Water Education Foundation will compile information into an Excel file on the location of the workshop, speakers, number of participants and ratings. This will be formatted into a summary report.

This format of reporting ensures that the Water Education Foundation will oversee the quality of the workshops and compile data on the number of participants. We have been using this format

successfully for over nine years.

### **B-15f. Qualifications of the Applications and Cooperators**

Both of the partners bring special strengths to this proposal. The **Water Education Foundation** is an impartial, non-profit, 501(c)3 organization whose mission is to create a better understanding of water issues and help resolve water resource problems through educational programs. The Water Education Foundation has more than 25 years of experience producing award-winning educational materials on California and Western water issues. It publishes *Western Water*, a bimonthly magazine devoted to water issues, the acclaimed Layperson's Guide series and specialty booklets and materials on a wide range of water topics. The Foundation's publications and programs have earned a reputation for balance and thoroughness. The Foundation also organizes workshops, briefings and symposia, including its annual Executive Briefing, an annual Water Law and Policy Conference and the biennial Colorado River Symposium. WEF has trained thousands of classroom teachers through its position as California coordinator for Project WET (Water Education for Teachers).

The Foundation has been very active on issues related to water use efficiency. It published the *Layperson's Guide to Water Conservation*, with partial funding from the California Bay-Delta Program. It produced the poster-size *Water Wise Gardens of California*, which promotes water-efficient landscaping, in cooperation with the U.S. Bureau of Reclamation and the California Urban Water Conservation Council.

A volunteer board of directors includes the representation of the agricultural community, environmental groups, water law, municipal agencies, and Native American tribes. The Water Education Foundation is managed by a very committed staff. Rita Schmidt Sudman, executive director, has been with the Foundation since 1979 and is widely recognized as an expert on water policy and management. Due to this strong leadership, the Foundation has received many prestigious awards for its work, including the Governor's Award for Environmental and Economic Leadership, the national Chevron Conservation Award, the Bureau of Reclamation's highest award in the Water Conservation Awards Program, many Emmy nominations for documentaries and the receipt of two Emmy awards. (See resume.)

The Foundation's Program Director, Sue McClurg, has worked for the Foundation since 1990. A former journalist, Sue wrote the Foundation's highly acclaimed book *Water & the Shaping of California*. For eleven years she was the sole writer of the Foundation's bimonthly magazine *Western Water*, which is well respected by all water stakeholders. She now serves as editor of the magazine and the Layperson's Guide series, supervising two other writers. Sue continues to write articles for the Foundation's Colorado River newsletter, *River Report*, and special publications such as the 24-page booklet *The Water Forum Agreement: A Model for Collaborative Problem Solving* as well as overseeing grant projects and the Foundation's web site. (See resume)

Glenn Totten joined the Water Education Foundation in January 2003. He works on a variety of writing and video projects, including a forthcoming documentary on the New River and a planned newsletter on nonpoint source pollution. Glenn has a long background covering California environmental policy and regulation for The Bureau of National Affairs, Inc. His freelance career includes writing two layperson's guides for the Foundation and a source water assessment and protection manual for Indian Tribes, *Protecting Drinking Water, A Workbook for Tribes*. He received a bachelor's degree in political science from George Washington University. (See resume)

Previous CALFED Water Use Efficiency grant projects:

The Water Education Foundation successfully fulfilled its contractual obligations for a CALFED Water Use Efficiency project (Contract #460000-1602) entitled "Water Use Efficiency: The Water Conservation and Recycling Awareness Initiative." This project was a comprehensive, multi-media public education campaign which raised the public's awareness and improved understanding of two water supply stretching strategies: water conservation and recycling. The three primary components of the project were to develop, disseminate and evaluate the following products: 1) Water radio minutes; 2) Layperson's Guide to Water Conservation; and 3) Conserve Water Educator's Guide.

The **California Association of Resource Conservation Districts (CARCD)** is a voluntary association whose primary function is to provide a unified means for California Resource Conservation Districts (RCDs) to meet major conservation goals. CARCD is the umbrella organization for 102 Resource Conservation Districts located throughout California. RCD staff work one-on-one with stakeholders in local watersheds to promote conservation of water and other natural resources. With their presence in both rural and urban areas across California, RCDs are uniquely positioned as grassroots organizations to deliver an educational message about agricultural water use efficiency. RCD efforts strive to balance economic realities with community needs for healthy, sustainable watersheds.

## **B-15g. Outreach, Community Involvement, and Acceptance**

This project will leverage the combined resources of the Water Education Foundation and the California Association of Resource Conservation Districts to reach out to stakeholders interested in agricultural water use efficiency. Outreach will target major affected stakeholders in the CALFED solution area, and will occur through two primary means – (1) a published booklet and (2) a series of four workshops directly involving stakeholders. Providing repeated opportunities for discussion of issues involving agricultural water use efficiency will help give stakeholders a common understanding of those issues from which collaborative solutions can emerge that will have broad-based support both locally and in the broader CALFED community.

The booklet will summarize the many issues involving agricultural water use in an objective and comprehensive manner. To ensure that all viewpoints are represented, booklet contents will be reviewed by an advisory committee consisting of persons and groups with expertise in agricultural water use efficiency. Included in the advisory committee will be representation from agricultural water users and rural communities, academic experts, environmental and community groups, local water agencies and state officials.

WEF and CARCD will collaborate on several levels to get the booklet to stakeholders and interested persons. An announcement of the booklet's publication will appear in the Foundation's *Western Water* magazine, which has approximately 10,000 subscribers, most of them in the CALFED solution area. The publication also would be announced through the Foundation's press release mailing list, which goes to media outlets throughout California.

A second level of outreach will occur when CARCD field representatives use the booklet in their contacts with communities throughout California. There are 103 RCDs in California, whose staff members provide support for community initiatives. RCDs have a particularly strong presence in rural communities, which are likely to be most concerned about, and affected by, policies that address agricultural water use efficiency. As grassroots organizations, RCDs have a strong interest in environmental and economic sustainability of the communities they serve.

*Agricultural Water Use Efficiency: A Briefing* will provide RCDs with an outreach tool on an issue that is critical to both of those interests.

A third level of outreach will occur with a series of four half-day workshops on agricultural water use efficiency to be conducted jointly in different areas of the CALFED solution area by WEF and RCD staff. To be held over a 22-month period in 2007 and 2008, these workshops will bring the issues of agricultural water use efficiency directly to stakeholders in affected communities and provide opportunities for additional penetration of *Agricultural Water Use Efficiency: A Briefing* into the stakeholder communities. The partners will receive feedback through evaluations by workshop attendees to fine-tune program contents as they proceed.

The outreach program described in this proposal will gain acceptance from WEF's reputation as a credible, nonpartisan, objective source of information on water issues and from CARCD's well established presence in target communities.

## **B-15h. Innovation**

Both of the partners bring special strengths to this proposal. The **Water Education Foundation** is an impartial, non-profit, 501(c)3 organization whose mission is to create a better understanding of water issues and help resolve water resource problems through educational programs. The Water Education Foundation has more than 25 years of experience producing award-winning educational materials on California and Western water issues. It publishes

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The Water Education Foundation (WEF), in partnership with the California Association of Resource Conservation Districts (CARCDs), proposes to meet the need for water use efficiency in agriculture with a three-year educational strategy that leverages WEF's strengths in creating highly respected, objective publications with CARCD's well-established network of direct contacts with rural and urban communities throughout California. Using the combination of a booklet published by WEF, direct outreach through CARCDs and a series of jointly sponsored workshops, the proposal would help create a common foundation of the principles and practice of agricultural water use efficiency upon which stakeholders could build collaborative solutions to local needs.

## **B-15i. Benefits and Costs**

### **Benefits:**

*Agricultural Water Use Efficiency: A Briefing* will help focus attention on the role and importance of agricultural water conservation at both the local level and throughout the CALFED solution area. By educating stakeholders and communities about agricultural water use efficiency, the project will help those critical CALFED collaborators to find common ground on an issue that has been characterized by polarization.

The costs of ongoing polarization are high when weighed against the modest costs of the targeted educational outreach outlined in this proposal. Initial distribution of *Agricultural Water Use Efficiency: A Briefing* through RCDs and public workshops will ensure that a balanced and authoritative discussion of issues pertaining to agricultural water conservation will reach stakeholders and affected communities as a tool for promoting dialogue among them. *Agricultural Water Use Efficiency: A Briefing* also will become part of the Water Education Foundation's catalog of educational materials, ensuring that it has a "shelf life" into the future and will be available to a wide range of interests.

**Travel (\$910 years two and three = \$1,820)**

Mileage, airfare, lodging and per diem for travel to four workshops (\$455 per workshop)

**Other Costs (\$22,878 year one; \$8,268 years two and three = \$39,413)**

**General Expense (\$11,378 year one; \$3,018 years two and three = \$17,413)**

Includes pre-rated share of rent, utilities, communications (telephone, fax) network support, desktop supplies, etc.

**Photography (\$1,500 year one)**

Images for book (\$150 x 10 images)

**Printing (\$10,000 year one; \$500 years two and three = \$11,000)**

Printing of booklets (\$10,000) and workshop promotion/registration materials (\$1,000).

**Workshop Costs (\$4,750 years two and three = \$9,500)**

Facility rental, equipment costs, meals, workshop materials (\$2,375 x 4 workshops)

**Total Project Costs: Year One - \$95,387; Years Two and Three - \$36,096 = \$167,579**

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This project will leverage the combined resources of the Water Education Foundation and the California Association of Resource Conservation Districts to reach out to stakeholders interested in agricultural water use efficiency. Outreach will target major affected stakeholders in the CALFED solution area, and will occur through two primary means – (1) a published booklet and (2) a series of four workshops directly involving stakeholders. Providing repeated opportunities for discussion of issues involving agricultural water use efficiency will help give stakeholders a common understanding of those issues from which collaborative solutions can emerge that will have broad-based support both locally and in the broader CALFED community.

The booklet will summarize the many issues involving agricultural water use in an objective and comprehensive manner. To ensure that all viewpoints are represented, booklet contents will be reviewed by an advisory committee consisting of persons and groups with expertise in agricultural water use efficiency. Included in the advisory committee will be representation from agricultural water users and rural communities, academic experts, environmental and community groups, local water agencies and state officials.

WEF and CARCD will collaborate on several levels to get the booklet to stakeholders and interested persons. An announcement of the booklet's publication will appear in the Foundation's *Western Water* magazine, which has approximately 10,000 subscribers, most of them in the CALFED solution area. The publication also would be announced through the Foundation's press release mailing list, which goes to media outlets throughout California.

A second level of outreach will occur when CARCD field representatives use the booklet in their contacts with communities throughout California. There are 103 RCDs in California, whose staff members provide support for community initiatives. RCDs have a particularly strong presence in rural communities, which are likely to be most concerned about, and affected by, policies that address agricultural water use efficiency. As grassroots organizations, RCDs have a strong interest in environmental and economic sustainability of the communities they serve.

*Agricultural Water Use Efficiency: A Briefing* will provide RCDs with an outreach tool on an issue that is critical to both of those interests.

A third level of outreach will occur with a series of four half-day workshops on agricultural water use efficiency to be conducted jointly in different areas of the CALFED solution area by WEF and RCD staff. To be held over a 22-month period in 2007 and 2008, these workshops will bring the issues of agricultural water use efficiency directly to stakeholders in affected communities and provide opportunities for additional penetration of *Agricultural Water Use Efficiency: A Briefing* into the stakeholder communities. The partners will receive feedback through evaluations by workshop attendees to fine-tune program contents as they proceed.

The outreach program described in this proposal will gain acceptance from WEF's reputation as a credible, nonpartisan, objective source of information on water issues and from CARCD's well established presence in target communities.

## **B-15h. Innovation**

Both of the partners bring special strengths to this proposal. The **Water Education Foundation** is an impartial, non-profit, 501(c)3 organization whose mission is to create a better understanding of water issues and help resolve water resource problems through educational programs. The Water Education Foundation has more than 25 years of experience producing award-winning educational materials on California and Western water issues. It publishes

The partnership of WEF and CARCD leverages strengths of both organizations in public education and community outreach. WEF has long experience in developing public education tools in a variety of media that bring stakeholders together to solve water resources problems. CARCD represents grassroots organizations that work directly with local communities to address resource-management issues.

**Costs (3-year project):**

**Salary (\$51,717 year one; \$13,717 years two and three = \$79,150)**

The executive director will oversee the project's progress, as well as the assessment and reporting in monthly meetings with staff (27 hours per year = 80 hours)

The project director will be the coordinator of the project and will oversee the work of the writer (42 hours per year = 125 hours)

The writer will write, edit and oversee production of the booklet and will assist with development and delivery of the workshops (513 hours year one, 53 hours years two and three = 620 hours)

The office manager will conduct shipment of booklets and assist with management of workshops (120 hours year one, 40 hours years two and three = 200 hours)

The web master will update and add content (booklet and workshop information) to website (40 hours year one, 20 hours years two and three = 80 hours)

The development director will write the required grant reports and administer grant funds (67 hours per year = 200 hours)

**Fringe Benefits (\$17,067 year one; \$4,527 years two and three = \$26,121)**

Calculated at 33% of salaries and includes all payroll taxes, health and retirement benefits.

**Consultants (\$1,575 year one; \$8,000 years two and three = \$17,575)**

**Graphic Design (\$1,575 year one, \$1,000 year two = \$2,575)**

Design of booklet and workshop promotion materials.

**California Association of Resource Conservation Districts (\$7,500 years two and three)**

CARCD will assist with coordination of workshops and recruiting attendees from rural conservation districts.

**Supplies (\$2,150 year one, \$675 years two and three = \$3,500)**

Postage and materials for dissemination of booklets and of workshop promotional/registration materials.

**Travel (\$910 years two and three = \$1,820)**

Mileage, airfare, lodging and per diem for travel to four workshops (\$455 per workshop)

**Other Costs (\$22,878 year one; \$8,268 years two and three = \$39,413)**

**General Expense (\$11,378 year one; \$3,018 years two and three = \$17,413)**

Includes pre-rated share of rent, utilities, communications (telephone, fax) network support, desktop supplies, etc.

**Photography (\$1,500 year one)**

Images for book (\$150 x 10 images)

**Printing (\$10,000 year one; \$500 years two and three = \$11,000)**

Printing of booklets (\$10,000) and workshop promotion/registration materials (\$1,000).

**Workshop Costs (\$4,750 years two and three = \$9,500)**

Facility rental, equipment costs, meals, workshop materials (\$2,375 x 4 workshops)

**Total Project Costs: Year One - \$95,387; Years Two and Three - \$36,096 = \$167,579**

**APPENDIX C  
PROJECT IMPLEMENTATION COSTS TABLE**

**APPLICANT: Water Education Foundation**  
**Project Title: Agricultural Water Use Efficiency Booklet & Workshops**

If using the excel tables on DWR website, complete shaded areas only.

Section A projects must complete Life of Investment, column VII and Capital Recovery Factor, column VIII. Do not use 0.

**Table C-1: Project Costs (Budget) December 1, 2005 – November 30, 2006**

	Category	Project Costs \$	Contingency % (ex. 5 or 10)	Project Cost + Contingency \$	Applicant Share \$	State Share \$	Life of investment (Years)	Capital Recovery Factor (Table C-4)	Annual costs \$
	(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX)
	<b>PERSONNEL</b>								
	Salaries/ wages	51,717		51,717		100%			
	Fringe benefits	17,067		17,067		100%			
	<b>Total Personnel</b>	68,784		68,784		100%			
	<b>CONSULTANTS</b>	1,575		1,575		100%			
	<b>SUPPLIES</b>	2,150		2,150		100%			
	<b>TRAVEL</b>	0		0		100%			
	<b>OTHER</b>								
	General Expense	11,378		11,378		100%			
	Photography	1,500		1,500		100%			
	Printing	10,000		10,000		100%			
	Workshop Costs	0		0		100%			
	<b>Total Other</b>	22,878		22,878					
(n)	<b>TOTAL (=a+...+m)</b>	95,387	NA	95,387		100%	NA	NA	
(o)	<b>Cost Share Percentage</b>	NA	NA	NA	(row n, column V/ IV) x 100	(100 – row o, column V)	NA	NA	NA

1 (Excludes administration O & M costs)

**APPENDIX C  
PROJECT IMPLEMENTATION COSTS TABLE**

**APPLICANT: Water Education Foundation**

**Project Title: Agricultural Water Use Efficiency Booklet & Workshops**

If using the excel tables on DWR website, complete shaded areas only.

Section A projects must complete Life of Investment, column VII and Capital Recovery Factor, column VIII. Do not use 0.

**Table C-1: Project Costs (Budget)**

**December 1, 2005 – November 30, 2008  
3-Year Budget**

	Category	Project Costs \$	Contingency % (ex. 5 or 10)	Project Cost + Contingency \$	Applicant Share \$	State Share \$	Life of investment (Years)	Capital Recovery Factor (Table C-4)	Annual cost \$
	(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX)
	<b>PERSONNEL</b>								
	Salaries/ wages	79,150		79,150		100%			
	Fringe benefits	26,121		26,121		100%			
	<b>Total Personnel</b>	105,271		105,271		100%			
	<b>CONSULTANTS</b>	17,500		17,500		100%			
	<b>SUPPLIES</b>	3,500		3,500		100%			
	<b>TRAVEL</b>	1,820		1,820		100%			
	<b>OTHER</b>								
	General Expense	17,413		17,413		100%			
	Photography	1,500		1,500		100%			
	Printing	11,000		11,000		100%			
	Workshop Costs	9,500		9,500		100%			
	<b>Total Other</b>	39,413		39,413					
(n)	<b>TOTAL (=a+...+m)</b>	167,579	NA	167,579		100%	NA	NA	
(o)	<b>Cost Share Percentage</b>	NA	NA	NA	(row n, column V/ IV) x 100	(100 – row o, column V)	NA	NA	NA

<sup>1</sup> (Excludes administration O & M costs)

**APPENDIX C  
PROJECT IMPLEMENTATION COSTS TABLE**

**APPLICANT: Water Education Foundation**

**Project Title: Agricultural Water Use Efficiency Booklet & Workshops**

If using the excel tables on DWR website, complete shaded areas only.

Section A projects must complete Life of Investment, column VII and Capital Recovery Factor, column VIII. Do not use 0.

**Table C-1: Project Costs (Budget)**

**December 1, 2006 – November 30, 2007**

	Category	Project Costs \$	Contingency % (ex. 5 or 10)	Project Cost + Contingency \$	Applicant Share \$	State Share \$	Life of investment (Years)	Capital Recovery Factor (Table C-4)	Annual costs \$
	(I)	(II)	(III)	(IV)	(V)	(VI)	(VII)	(VIII)	(IX)
	<b>PERSONNEL</b>								
	Salaries/ wages	13,717		13,717		100%			
	Fringe benefits	4,527		4,527		100%			
	<b>Total Personnel</b>	18,244		18,244		100%			
	<b>CONSULTANTS</b>	8,000		8,000		100%			
	<b>SUPPLIES</b>	675		675		100%			
	<b>TRAVEL</b>	910		910		100%			
	<b>OTHER</b>								
	General Expense	3,018		3,018		100%			
	Photography	0		0		100%			
	Printing	500		500		100%			
	Workshop Costs	4,750		4,750		100%			
	<b>Total Other</b>	8,268		8,268					
(n)	<b>TOTAL (=a+...+m)</b>	36,097	NA	36,097		100%	NA	NA	
(o)	Cost Share Percentage	NA	NA	NA	{row n, column V} / {IV} x 100	{100 – row o, column V}	NA	NA	NA

† (Excludes administration O & M costs)

**APPENDIX C  
PROJECT IMPLEMENTATION COSTS TABLE**

**APPLICANT: Water Education Foundation**

**Project Title: Agricultural Water Use Efficiency Booklet & Workshops**

If using the excel tables on DWR website, complete shaded areas only.

Section A projects must complete Life of Investment, column VII and Capital Recovery Factor, column VIII. Do not use 0.

**Table C-1: Project Costs (Budget)**

**December 1, 2007 – November 30, 2008**

	Category <i>(i)</i>	Project Costs \$ <i>(ii)</i>	Contingency % (ex. 5 or 10) <i>(iii)</i>	Project Cost + Contingency \$ <i>(iv)</i>	Applicant Share \$ <i>(v)</i>	State Share \$ <i>(vi)</i>	Life of investment (Years) <i>(vii)</i>	Capital Recovery Factor (Table C-4) <i>(viii)</i>	Annual costs \$ <i>(ix)</i>
	<b>PERSONNEL</b>								
	Salaries/ wages	13,717		13,717		100%			
	Fringe benefits	4,527		4,527		100%			
	<b>Total Personnel</b>	18,244		18,244		100%			
	<b>CONSULTANTS</b>	8,000		8,000		100%			
	<b>SUPPLIES</b>	675		675		100%			
	<b>TRAVEL</b>	910		910		100%			
	<b>OTHER</b>								
	General Expense	3,018		3,018		100%			
	Photography	0		0		100%			
	Printing	500		500		100%			
	Workshop Costs	4,750		4,750		100%			
	<b>Total Other</b>	8,268		8,268					
(n)	<b>TOTAL (=a+...+m)</b>	36,096	NA	36,096		100%	NA	NA	
(o)	<b>Cost Share Percentage</b>	NA	NA	NA	(row n, column V/IV) x 100	(100 – row o, column V)	NA	NA	NA

<sup>1</sup> (Excludes administration O & M costs)

## Rita Schmidt Sudman

Ms. Sudman is Executive Director of the Water Education, an impartial and nonprofit organization whose mission is to develop and implement education programs leading to a broader understanding of water issues and to resolution of water problems in the West. She directs the development of *Western Water* magazine, the *Layperson's Guide* series, the Foundation's Colorado River program, public television programs on water, poster maps, tours, press briefings and school programs. Ms. Sudman is a former radio and television reporter and producer and received her master's degree in telecommunications from San Diego State University. She has developed a television production team which has won two Emmys and several regional Emmy nominations for the Foundation's public television documentaries. She serves on numerous boards including the President's Advisory Commission on water for the University of California and the board of Water For People, an international program assisting people in developing countries to obtain safe drinking water. In 2003, she received the *Lifetime Achievement Award* from the Groundwater Resources Association of California in recognition of her efforts on groundwater education.

**SUE McCLURG**  
**Program Director, Water Education Foundation**

**Specialized Professional Competence**

Water policy analysis, writing and editing publications, grant project management.

**Education**

Ms. McClurg holds a Bachelor of Arts in Journalism from California State University, Fresno.

**Experience**

Program Director for the Water Education Foundation from 2002 to 2005. Serves as editor of the bimonthly magazine, *Western Water*, and the 16-title Layperson's Guide series. Supervises the work of two other writers and oversees graphic design/production. Writes articles for the Foundation's Colorado River newsletter, *River Report*, and special publications such as the 24-page booklet *The Water Forum Agreement: A Model for Collaborative Problem Solving* and the 20-page *Environmental Water Acquisition: A Briefing*. Oversees grant projects and maintains the Foundation's web site. Coordinates conferences and symposia.

Chief writer for the Foundation from 1990 to 2001. Responsible for writing *Western Water*, a bimonthly magazine devoted to coverage of water issues in California and the West. Specialized in summarizing complex issues. Topics she wrote about included the Sacramento-San Joaquin River Delta (multiple issues), the Colorado River (multiple issues), climate change, groundwater use and management (multiple issues), restoring Chinook salmon populations (multiple issues), drought, water marketing, water and growth, water recycling, water conservation, and profiles of specific rivers such as the San Joaquin, the Yuba and the Klamath.

Wrote the book *Water & the Shaping of California*. Published in 2000, this beautifully designed oversized book discusses the engineering feats, political decisions and popular opinion that reshaped the nature of the state's most vital resource – water. The book explores the forces of nature – flood and drought – and society – gold grain, and growth – that led to the water projects that created the California we know today. Portrayed along with the building of the great projects is the rise of the conservation movement from John Muir's Sierra Club to the environmental movement of the 1960s to 1990s, and its impact on water. The book ends with the 21<sup>st</sup> Century focus on finding balance between economics and the environment. Supervised the work of the graphic artist and two other staff people on this special project.

Serves as a resource for reporters, officials and the general public. Works with Foundation's 30-member Board of Directors and Publications and Programs Committee in developing new publications.



California Association Of Resource Conservation Districts

SOLUTIONS FROM THE ROOTS UP

January 10, 2005

To Whom It May Concern:

RE: WUE grant application from the Water Education Foundation

I am writing this letter to urge you to support the grant application of the Water Education Foundation (WEF) for a WUE agricultural grant to produce a booklet entitled ***Agricultural Water Use Efficiency: A Briefing*** and to conduct a series of workshops in cooperation with local Resource Conservation Districts (RCD's) throughout California to promote the booklet and discussions of agricultural water conservation.

As Executive Director of the California Association of Resource Conservation Districts (CARCD), I believe the partnership between WEF and CARCD outlined in this proposal will help promote collaborative approaches among stakeholders and communities on agricultural water-use management issues.

Staff in the 103 RCD's across California will use ***Agricultural Water Use Efficiency: A Briefing*** in outreach to the communities they serve. That outreach will be supplemented by a series of public workshops to be conducted jointly by RCD's and WEF. Together, the booklet and workshops will help elevate the discussion of agricultural water use efficiency as an important element of CALFED's overall strategy for improving water-management.

I urge you to support the Water Education Foundation grant proposal.

Sincerely

Brian Leahy  
Executive Director