

Alliance for Water Conservation and Awareness

**ANNUAL PLAN
2006-2007**

**Developed May 23 and June 28, 2006
by the
Steering Committee**

The AWAC Steering Committee met on May 23 and June 28, 2006 for the purpose of developing a set of goals for the current year. What follows is a presentation of the issues that were discussed, assignments that were made, and agreements reached.

**AWAC Review of Issues and Ideas
May-June 2006**

ISSUES:

- | | |
|---|--------------------|
| 1. Identifying memberships and partnerships
(includes delinquent participants) | Steering |
| 2. Funding/budget | Steering |
| 3. Improve our market intelligence
(discuss at Steering) | Research/Eval |
| 4. Program implementation of hard
conservation | Define by Steering |
| 5. Marketing plan implementation
(revisit existing plan; bring back to Steering) | PR/Marketing |
| 6. Standardized school programs/staff resource | Education |
| 7. Working with wholesalers/nurseries | Landscape |
| 8. Cities and school districts embracing
conservation | Education/Steering |
| 9. Possible AWAC/Expo consolidation | Steering |
| 10. Possible adoption of California Urban Water
Conservation Council's saving standards
for conservation measures | Research/Eval |

ASSIGNED TO:

IDEAS:

- | | |
|--|---------------------------|
| 1. Water abuse hotline | Decided against |
| 2. "Water on demand" program at
restaurants | PR |
| 3. Gauge effectiveness of advertisements | Can't do |
| 4. Pilot program with college for interns | Education |
| 5. Certification of landscapers/park and rec
school employees | Not now |
| 6. Working with wholesalers/nurseries | Already done |
| 7. Regional audit of individual agencies' efforts
(matrix) | Research/data |
| 8. Landscape design samples/ getting landscapers-
designers on board/ investigate plans for
desert-adaptive landscapes | Morongo will take
lead |
| 9. AWAC logo | PR |

ASSIGNED TO:

Policy Issues Identified

1. Will MWA be willing to hire consultants to help with certain projects? Or should AWAC's budget reflect line items for these kinds of expenses?
2. Should we encourage contributors to allow AWAC to determine how to use their contributions?
3. Should AWAC incorporate as a 501c3?
4. Should we implement a dues structure?
5. How could we better communicate with cities?
6. We need a strategic plan.
7. Does AWAC want to participate in legislative advocacy?
8. Should AWAC promotional materials be distributed to agencies in a proportional manner based on the number of connections?

Different Ways to Participate in AWAC

1. Give money
2. Provide in-kind services:
 - a. Time
 - b. People (staff, volunteers)
 - c. Other resources
 - Materials
 - Information on website
 - d. Distribute information
3. Participate in volunteer training

Agreements Reached at Steering Committee Planning Session May-June, 2006

1. A two-day strategic planning session will be held in October 11-12, 2006.
2. The following topics will be discussed at the strategic planning session:
 - a. Budget
 - b. How to encourage contributors to allow AWAC to use the money where most needed, as opposed to having them designate how they want their money spent
 - c. Incorporation as a 501c3 (provide information to SC members in advance)
 - d. Dues structure and what constitutes a member
 - e. How to do relationship-building with cities and districts
 - f. How to leverage volunteers and resources (such as colleges and project-specific volunteers like Boy Scouts, interns, etc.)
 - g. Landscape certification program at area community colleges
 - h. Code of Ethics
 - i. Legislative advocacy
 - j. Proportional distribution of AWAC materials to agencies based on number of connections
 - k. Should AWAC adopt CA AWC Council standards?
3. Once a year an AWAC quarterly meeting will be held on a TAC meeting day in order to encourage attendance by agency management representatives. Lunch will be provided by AWAC. A review of the strategic plan will be conducted.
4. AWAC updates will be given at the TAC bi-monthly meetings.
5. The Public Relations committee was directed to revisit the marketing plan and bring recommendations to the Steering Committee.
6. The Public Relations Committee was directed to bring recommendations to the Steering Committee on how to better communicate with the cities.
7. The Education Committee was directed to present recommendations and a budget for grade-specific curriculum to implement by 07-08.
8. The Research/Data Evaluation Committee was directed to bring recommendations to the Steering Committee on how to improve our market intelligence.
9. The AWAC Coordinator was directed to use the form he developed for soliciting contributions from cities and agencies, and to include a cover letter that lists AWAC's accomplishments.

10. The AWAC Coordinator was directed to send a letter to AWAC participants who haven't been serving on committees inviting them to join at least one committee of their choice.
11. The regular standing meeting of the Steering Committee will be on the 2nd Tuesday of the month starting July 11th, August 8th, September 12th. Meetings will be held at VVWD at 10:00 a.m.
12. The Steering Committee acknowledges that the MOU does not guarantee the signer is an active AWAC participant.
13. The AWAC Coordinator/Executive Director will bring financial statements to the Steering Committee monthly and to the general membership quarterly.
14. Agencies/participants may bring their own promotional materials to all AWAC events.
15. AWAC will not fund the RCD plant sale but will reach out to them in other ways; invite them to submit proposals for services they're capable of providing such as (possibly) landscape surveys/water audits, verify installations and calibrate, and review of landscape and irrigation plans.
16. The Research and Evaluation committee will bring a recommendation to the Steering Committee in September regarding the standards recommended by the California Urban Water Conservation Council.

PLAN OF WORK for 2006-2007

I. COMMITTEE GOALS

Education Committee

1. Develop and distribute Water Conservation Activity Book for 10,000 elementary school children.
2. Work at the following events:
 - a. Garden Party
 - b. Expo
 - c. Clean Air Fair
 - d. Science Fair
 - e. Turtle Days.
 - f. Earth Days
 - g. Annual VVC Plant Sale
3. Conduct July 15th workshop on Plant Selection and Soils
4. Improve the “packet” distributed by AWAC.
5. Make a recommendation to the Steering Committee regarding an age-specific curriculum for water conservation.

Finance/Resource Development Committee

1. Review (and create or amend as needed) all financial policies and procedure (including purchasing and bid policies, reimbursement and petty cash procedures).
2. Establish a sponsorship/financing policy for all agencies (both public and private).
3. Identify and propose new revenue sources.
4. Develop a 5 year financial plan.
5. Review financial statements and monitor the fiscal activities of the organization.
6. Attend ethics training.
7. Assure that AWAC has its own account in which to deposit funds (create letterhead, get P.O. box, etc.)
8. Explore possibility of conversion to a 501c3.

Landscape Committee

1. Distribute Plant of the Month calendars to member agencies by November 1, 2006 for distribution to customer base.
2. Engage and increase AWAC presence in the Nursery Program. Develop stronger relationship with existing partners in the program. Evaluate potential of Internet Nursery partners.

3. Develop new plant list for Plant of the Month and send to nurseries for review.
4. Improve Plant of the Month articles through new guidelines and photos.
5. Revise and add to existing recommended AWAC plant list.
6. Recommend adoption of VVWD plant list for AWAC Landscape Ordinance.

Morongo Basin

1. Work with Building Industry Association
 - a. Develop a program to prevent “blading” of entire lots for new development.
 - b. Develop a landscape ordinance for new development based on the AWAC model.
 - c. Desert-scape/xeriscape Landscaping: Continue efforts to develop model residential landscape plans that are consistent with the landscape ordinance and that feature native plants and xeriscape landscape. Quantify savings or cost of doing so.
 - d. Provide for xeriscaping landscaping at five new homes that can be advertised as model landscaping for new development.
 - e. Identify landscapers and landscape architects who design and build xeriscape yards to refer homeowners to.
 - f. Gray Water: Identify the additional cost of plumbing a residential structure for gray water so that new owners would be able to build a gray water system if they desire to have a landscaped yard.

2. Promotion
 - a. Develop plans for one or more demonstration gardens.
 - b. Meet with groups such as the Board of Realtors, Morongo Basin Building Industry Association, and Chambers of Commerce to advance the AWAC conservation goals and to disseminate information about conservation and building programs such as CARE.
 - c. Develop plans to promote use of native plants such as supporting the proposed National Park Service Association nursery, and develop a display for live native plants at community events.
 - d. Contests: Consider contests such as a \$50 water bill credit for suggesting an innovation conservation measure (and compile a book of ideas, or a “landscape house of the month.”
 - e. Good Practices: Recognize and advertise “good practices” in new developments, such as “no clear-cutting.”
 - f. Coordinate with colleges:
 - Use students to identify or confirm good conservation practices.
 - Identify classes at Copper Mountain College (CMC) or other colleges that can assist in implementing xeriscape concepts, designs, etc.
 - Coordinate AWAC conservation classes with CMC

- g. Public Messages: Consider public messages through billboards and Hi-Desert Marquee
 - h. Consider sponsoring a conservation symposium.
3. Water Districts
 - a. Incentives and rebates: Consider incentives and rebates such as Bighorn, to encourage conservation.
 4. Coordinate Morongo Basin activities with AWAC
 - a. Ask organizers of Earth Day in Yucca Valley to consider a water conservation theme for next year.
 - b. Review the AWAC 2006/07 Program of Work to assure coordination with needs that may be different in the Morongo Basin.

Public Relations Committee

1. Multi-media Outreach: Consider advertising through radio, newspaper and the website.
2. Media Relations:
 - a. Create a monthly media calendar of stories to pitch to local media outlets based on AWAC events, key water-related milestones, and marketing activities.
 - b. Conduct briefings with local reporters and editorial boards to update progress of campaign and pitch media calendar items.
3. Continue use of marketing/promotional materials such as magnets, pens, pencils, stickers, foam water drops, and so forth.
4. Continue use of Conservation for Dummies booklet.
5. Distribute conservation inserts that feature AWAC messages in billing statements and monthly newsletters of AWAC member agencies.
6. Consider implementing a Water on Demand program at local restaurants.
7. Recommend a redesign of the AWAC logo.

Research/Evaluation Committee

NOTE: Need Matt's goals for the Research/Eval committee. Insert here!!

II. BUDGET for 2007-2007

Education Committee

Water Conservation Activity Book for 10,000	\$10,000	
Workshops 2006-07	4,000	
Packet printing	<u>5,000</u>	
	\$19,000	19,000

Finance/Resource Development Committee

Attendance at Ethics Training, conferences and set-aside for contingencies	<u>4,000</u>	
	4,000	4,000

Landscape Committee

Plant calendars	2,400	
Floor displays for nursery program (10)	3,000	
AWAC plant posters	<u>1,600</u>	
	7,000	7,000

Morongongo Basin

Architecture funds/demonstration gardens	5,000	
Printing ("Protect the Ancients" brochure, etc.)	<u>500</u>	
	5,500	5,500

Public Relations Committee

Multi-media outreach	13,000	
Promotional materials	10,000	
Website	12,000	
Logo redesign	<u>1,000</u>	
	36,000	36,000

Research/Evaluation Committee

Baseline survey	1,000	1,000
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Steering Committee

Strategic Planning session expenses	1,000	
Consulting expenses	<u>7,000</u>	
	8,000	<u>8,000</u>

Total Anticipated Expenses		<u>\$80,500</u>
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