



PARTICIPATION WITH WMWD IN THE SOLVE THE WATER CRISIS COALITION

Riverside Public Utilities

Board of Public Utilities

July 11, 2022

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BACKGROUND

1. Western Municipal Water District created and is leading the Solve the Water Crisis Coalition
(As of mid-June, there are 21 confirmed Coalition members)
2. As a result of extreme weather events California has been experiencing, coupled with the ongoing drought and dwindling water supplies on hand, Western believed the time was right to begin a campaign to State Policymakers about investing in the State's future water supply.



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BACKGROUND

3. The mission of the "Solve the Water Crisis Coalition" is, through a critically needed education effort, to bring into sharp focus the ongoing water supply crisis that is already impacting residents' quality of life, economic growth, community health, and the environment, as well as risking California's future.
4. Solve the Water Crisis Coalition will raise awareness among policymakers and thought leaders of the enormous water supply crisis and the urgency that requires bold and immediate State action to secure California's future.



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DISCUSSION

1. Solve the Water Crisis will...
 - a. Elevate water as a crisis that is already here and educate State leadership that this crisis must be solved to project the State's future
 - b. Prioritize California legislators, regulators, and the Newsom Administration as the Coalition's key audience
 - c. Demonstrate the need for comprehensive, long-term investments, improved science, and regulatory reforms to increase water supply for the State



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DISCUSSION

1. The Coalition will meet monthly to assess progress and discuss strategy
2. A Steering Committee made up of 7-10 GMs will lead the Coalition
3. Each participating agency will contribute a payment of \$15,000 to cover the program
4. Western hired KP Affairs to manage the Coalition program
 - a. Developing material, messaging, media and website campaigns
 - b. Outreach and coalition building
 - c. Completing research, tracking, and measuring the effects of the coalition
5. By the end of September 2022, KP will create a report summarizing the effectiveness of the Coalition and providing recommendations.
Depending on the success of this effort, a second phase may be implemented at which time a second round of funding may be requested



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STRATEGIC PLAN ALIGNMENT



Priority No. 4 – Environmental Stewardship

Goal 4.2 – Sustainably manage local water resources to maximize reliability and advance water reuse to ensure safe, reliable, and affordable water to our community

Cross-Cutting Threads



Community Trust



Fiscal Responsibility



Sustainability & Resiliency



Equity



Innovation



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RECOMMENDATIONS

That the Board of Public Utilities:

1. Approve an annual expenditure of \$15,000 to participate in Western Municipal Water District's Solve the Water Coalition for fiscal years 2023 and 2024;
2. Designate Public Utilities General Manager as the designee to represent the City of Riverside on the Solve the Water Crisis Coalition.



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