

**2008 Water Sustainability Campaign
 Planning Matrix
 “Upgrading Our Water System, Protecting Our Watersheds”
 November 15, 2007**

TOPIC	DESCRIPTION
1. Issue Focus	<i>What is the general issue you want to work on?</i>
	<p>This campaign is a response to the San Francisco Public Utilities Commission (SFPUC)’s Water System Improvement Program (WSIP), and the Bay Area Water Supply and Conservation Agency (BAWSCA)’s major role representing 1.7 million customers on the SF Peninsula and South Bay area in this regional water system.</p> <p>The WSIP’s Programmatic Environmental Impact Report (PEIR) process presents three significant opportunities for increasing water sustainability in our Chapter:</p> <ul style="list-style-type: none"> • To ensure that the WSIP does not divert additional water from the Tuolumne River, includes only necessary repair and seismic upgrade projects and prioritizes environmental restoration and mitigation, • To educate others on water sustainability issues, and to advocate for the development of more aggressive water use efficiency and conservation programs, and • To educate and advocate for a regional recycled water plan. <p>BAWSCA and its local water agency members are key to our campaign’s conservation effort. SFPUC and BAWSCA need to produce more accurate water demand projections and to pursue a sustainable water plan. The basis of a sustainable plan involves capping water sales at current levels. With more aggressive regional water use efficiency, conservation and recycling programs, we can ensure our water supply will meet future demands, while we protect and restore the watersheds on which we all depend.</p>
2. Campaign Goals	
a. Conservation Goals	<i>What are measurable end results which advance the issue?</i>
	<p><u>Primary Conservation Goals (listed in order of priority):</u></p> <ul style="list-style-type: none"> • Short-Term: <ol style="list-style-type: none"> 1. Persuade BAWSCA to withdraw support from the controversial WSIP proposal of increased Tuolumne River diversions, separating this proposal from the much-needed seismic upgrades and repairs, and 2. Increase BAWSCA local cities’ water use efficiency, conservation and recycling programs by publicizing the finding of our research project regarding current BAWSCA water use and programs, and by targeting local water agencies and contacting those agencies to promote stronger programs. • Long-Term: <ol style="list-style-type: none"> 3. Increase Coastside cities’ water conservation and recycling programs to reduce diversions from Pilarcitos Creek and restore the watershed, by reaching out to Coastside water conservation and watershed groups, and by contacting Coastside officials to promote stronger programs and watershed restoration, 4. Ensure that the SFPUC adequately considers our response to the PEIR, by engaging Chapter members, other environmental organizations, public officials and the general public to support our position by participating in hearings, signing policy position letters and petitions, and writing LTEs, and 5. Develop a regional recycled water program by educating the public and water agency officials about the need for, and benefits of, such a plan, and by advocating for it with public officials.

b. Organizational Goals	<i>What are the concrete end results for building the campaign?</i>
<p>Build and strengthen the Chapter’s activist community and the environmental community in our jurisdiction, especially on water quality issues. Ensure a broader base of support for our campaign by engaging Chapter groups and recruiting new activist members. The organizational goals are listed in order of priority within each category.</p> <ul style="list-style-type: none"> • Specifically: <ol style="list-style-type: none"> 1. Increase Chapter membership’s knowledge and interest in water sustainability issues and campaign, 2. Build volunteer base by adding at least five new volunteer activists to work on water sustainability issues, 3. Expand extended network of active volunteers to participate in campaign meetings and events, public hearings, action alerts, tabling and/or armchair activist endeavors (such as LTEs), 4. Develop Chapter’s new Water Committee into a robust group of water sustainability and watershed activists, and 5. Further the development of the BAWS coalition of organizations working to improve the regional water system, strengthen water conservation and recycling programs and protect watersheds. • When possible: <ol style="list-style-type: none"> 1. Engage Chapter outings participants in our activities, and 2. Build alliances with environmental, service, faith and labor organizations. 	
3. The Lay of the Land	
a. Org. Strengths & Weaknesses	
<ul style="list-style-type: none"> • Strengths: name recognition, strong infrastructure, strong network of allied organizations, good leadership. • Weaknesses: difficulty in mobilizing large numbers of people, need for improved outreach tools, stretched leadership, divide between activities and activism, limited financial resources and staff support. 	
b. Allies & Opponents	
<ul style="list-style-type: none"> • Allies: Sierra Club-San Francisco Bay Chapter, state and national Sierra Club water campaigns, Sierra Club Student Alliance, Sierra Club California lobbyists, Tuolumne River Trust, and Bay Area Water Stewards (BAWS), which includes: <ul style="list-style-type: none"> * Alameda Creek Alliance * The Bay Institute * Baykeeper * California League of Conservation Voters * Clean Water Action * Environmental Defense * Northern California Council, Federation of Fly Fishers * Natural Resources Defense Council * Planning and Conservation League * Restore Hetch Hetchy * San Francisco League of Conservation Voters * Save the Bay, and many other organizations, Plus other local creek and watershed organizations, fishing and recreational groups, some corporations and politicians, BAWSCA – on some issues, SFPUC – on some issues. • Opponents: Some corporations and politicians, apathy among citizens, discontent with environmentalism, BAWSCA – on some WSIP issues, SFPUC – on some WSIP issues. 	
4. Strategy	
a. Strategic Vehicle	<i>What are the principal mechanisms to achieve the goals?</i>
<p>The principal mechanism is the SFPUC WSIP PEIR. A coherent and strong water sustainability campaign, lead by SCLP volunteer leaders and coordinated with external alliances, designed to provide a wide range of engagement opportunities (e.g., educational/outreach events, water agency meetings, public hearings, public comment letters, petitions, LTEs, etc.), and promoted to ensure maximum involvement by Chapter membership, will enable the campaign to succeed.</p>	
b. Targets: Decision-Makers, Secondary Targets & Public Audiences	<i>Who needs to be targeted to the necessary decision(s)? Who are other influencers of the primary decision makers?</i>
<ul style="list-style-type: none"> • Primary Targets: SFPUC, BAWSCA, local water agency officials, city councils. • Secondary Targets: Loma Prieta Chapter members, BAWSCA members. • Public Audiences: Environmental community, area residential and commercial water users, fishing and recreational groups, labor and other community-based organizations. 	

5. Campaign Communication	
a. Message/Slogan	<i>What is the key message?</i>
<p>“Fix the Water System Now, and Save the Tuolumne River!” “Water Efficiency Saves Energy and Money!” “Conserving Water Protects Our Watersheds!”</p>	
b. Story	<i>What are the broader message and media vehicles?</i>
<p>Water is basic to all life. Preservation and protection of aquatic resources is key to biodiversity. Water quality and quantity are integral to issues such as energy, land use, and maintenance of a healthy environment for plants, wildlife and humanity. Water is a public resource, and proper management of water is essential so that present and future generations may survive and flourish. Local residents need a safe, reliable, high quality supply of water, at a reasonable price.</p> <p>The Hetch Hetchy Valley, Tuolumne River and Crystal Springs Reservoir are all connected to provide 2.4 million people living in the Bay Area with high quality water. The San Francisco Public Utilities Commission (SFPUC) owns and operates this regional water system and controls the future of most of the Peninsula's water supply. The current system not safe from earthquakes. It is in need of seismic upgrades and repairs.</p> <p>SFPUC takes water from the Tuolumne River in Yosemite National Park (via the Hetch Hetchy Reservoir) and sends it through a complex system of pipelines and tunnels to the Bay Area. The agency sells the water not only to individual customers in San Francisco but also to local water districts in San Mateo, Santa Clara, and Alameda Counties, through the umbrella organization, the Bay Area Water Supply and Conservation Agency (BAWSCA).</p> <p>The system's processes don't encourage water use efficiency, conservation and recycling – to make sure there will be enough water for future generations while protecting the natural habitat of the Tuolumne River and local watersheds, such as Pilarcitos and Alameda Creeks. Now is our ONLY opportunity to speak out to protect our needs as well as those of the watersheds. No additional diversions should be taken from the Tuolumne River.</p> <p>In order to provide a sustainable water supply for the future, SFPUC and BAWSCA must develop a comprehensive approach to solving the San Francisco Bay Area’s water supply problems. The agencies need to re-evaluate projected future water demands, and meet those demands by investing in cost-effective, aggressive water conservation programs (e.g., promoting high-efficiency water fixtures and appliances, rebates, etc.), water recycling projects (e.g., double-piping in new residential and industrial developments) and groundwater management. System-wide watershed restoration projects also need to be undertaken.</p> <p>To ensure our water supply will meet future demands, BAWSCA needs to:</p> <ol style="list-style-type: none"> 1. Adopt watershed stewardship goals 2. Set water conservation/recycling goals 3. Identify ways to reduce demand growth 4. Fully implement BAWSCA water conservation and efficiency programs 5. Become California Urban Water Conservation Council (CUWCC) Memorandum of Understanding signatories 6. Fully participate in CUWCC Best Management Practices 7. Establish tiered conservation rate structures 	
c. Vehicles to publicize our message	
<ol style="list-style-type: none"> 1. Members: <ul style="list-style-type: none"> • Educational/outreach events, such as guest speaker events and PowerPoint presentations, • <i>Loma Prietan</i> newsletter articles, • Enews list serve messages, and • SCLP Chapter web site items. 2. Public, SFPUC and BAWSCA: <ul style="list-style-type: none"> • Letters and postcards to SFPUC and BAWSCA, • Newspaper LTEs, Op-Eds and Press Releases, • Flyers for events and tabling, • Petition signatures and form letters, • Direct member contact with water district officials, city council members and staff. 	

6. Tactics & Timeline***What are the basic actions make the Strategic Vehicle occur?***

Activities are organized in conjunction with the SFPUC WSIP PEIR schedule and beyond, and listed in order of priority. Chapter resources will be applied according to established priorities. Core Water Sustainability Campaign/Water Committee team consists of volunteers Richard Zimmerman, Mondy Lariz, Dan Sullivan, and Peter Drekmeier, and staff member Bill Young.

SFPUC WSIP PEIR Schedule (Current Expected Timeline):

- Winter/Spring 2008: Written Responses to Draft PEIR Public Comments Released by SFPUC
- Spring 2008: Final PEIR Certified by SF Planning Commission
- Spring 2008: SFPUC Decision to Approve WSIP

New Activities, January through December, 2008 during Written Responses to Public Comments, Final PEIR, and Beyond:

- Work with allies to persuade BAWSCA and SFPUC to separate much-needed seismic upgrades and repairs in the WSIP from increased Tuolumne River diversion proposal.
- Update campaign PowerPoint Presentation.
- Produce kick-off educational event to engage volunteers and build team of SCLP water activists.
- Produce and promote three more educational/social outreach activities such as Guest Speaker Events and/or PowerPoint presentations to inform members about crucial water sustainability and watershed issues and to enlist their involvement in campaign, including an activist training session in conjunction with other chapter committees and/or campaigns.
- Generate and coordinate member participation in BAWSCA water conservation issues, petitions, LTEs, public comment letters, water agency meetings, and Final PEIR process.
- Hold meetings between SCLP volunteer water, PolCom and Cool Cities activists, and local water district officials, politicians and opinion leaders to educate them on water conservation and recycling measures, beginning with those BAWSCA officials identified as most environmentally friendly.
- Encourage environmentally friendly officials to participate in BAWSCA meetings, and to influence other BAWSCA members and city councils to pursue more aggressive water use efficiency, conservation and recycling programs.
- Persuade the fourteen BAWSCA agencies not currently CUWCC signatories to become signatories.
- Work with BAWSCA to promote its three primary water conservation programs: Residential Washing Machine Rebates, Conservation Landscape Audits, and "Our Water" School Education.
- Publicize successful BAWSCA water use efficiency, conservation and recycling programs, as role models for other agencies to emulate.
- Produce six more articles for the *Loma Prietan* newsletter.
- Circulate BAWSCA position paper to garner more organizational signatories.
- Produce a legislative/fundraising event in coordination with allies.
- Further the development of the BAWSCA coalition of organizations working to improve the SFPUC's regional water system, strengthen water conservation and recycling programs and protect watersheds, through outreach to other environmental groups, fishing and recreational groups, watershed groups, etc.
- Engage Chapter outings participants in our activities.

7. Resource Management	
<p>a. Campaign Budget Estimate for 2008:</p> <p><u>Already budgeted:</u></p> <ul style="list-style-type: none"> • Staff Time (30% of Bill Young's total time): (60% C3) • Office overhead: (60% C3) • Phone bank – local calls: (60% C3) <p><u>Funds for Campaign:</u></p> <ul style="list-style-type: none"> • Flyers, postcards, postage = \$1,200 (60% C3) • Educational events (3) = \$1,100 (C3) • Legislative/fundraising event (1) = \$400 (C4) • Miscellaneous office expenses (mileage, copies) = \$300 (60% C3) • TOTAL: \$3,000 (60% C3) <p>b. Sources of Funds:</p> <ul style="list-style-type: none"> • Chapter reserves • Fundraising event • Grant Proposals • Direct-mail solicitation 	
8. Volunteer Recruitment & Stewardship	<i>How will you recruit and support volunteers?</i>
<ul style="list-style-type: none"> • Educational/social events will draw potential volunteers, inform them about crucial water issues and enlist their involvement in Water Sustainability campaign. • Campaign goals and activities will be publicized through all chapter communications vehicles: the <i>Loma Prieta</i> newsletter, inserts into the LP, web site postings, Enews items and other chapter lists. • Word of mouth communication will be encouraged and leads will immediately be followed up. • The growing list of interested members will be solicited by phone or email to participate. • Preferred method(s) of communication will be established: e.g. phone or email and followed closely. • Staff and volunteer leaders will engage volunteers in campaign meetings/events, public meetings and armchair activist endeavors (such as LTEs). 	