



**Communications & Outreach:  
Catalyst Preview +  
Balancing the IQ/EQ Equation**



# THINK DIFFERENT

## A CALL TO ADVENTURE

Presented by ROGUE WATER LAB



# WHAT IS CATALYST?

- Fun size gathering
- Experience
- Community building
- ABCS
- LAB Model



THIS IS NOT A  
MOMENT  
IT'S THE  
**MOVEMENT**





# CULTIVATING REBEL CULTURE

# REBEL TALENT



KNOW  
THYSELF





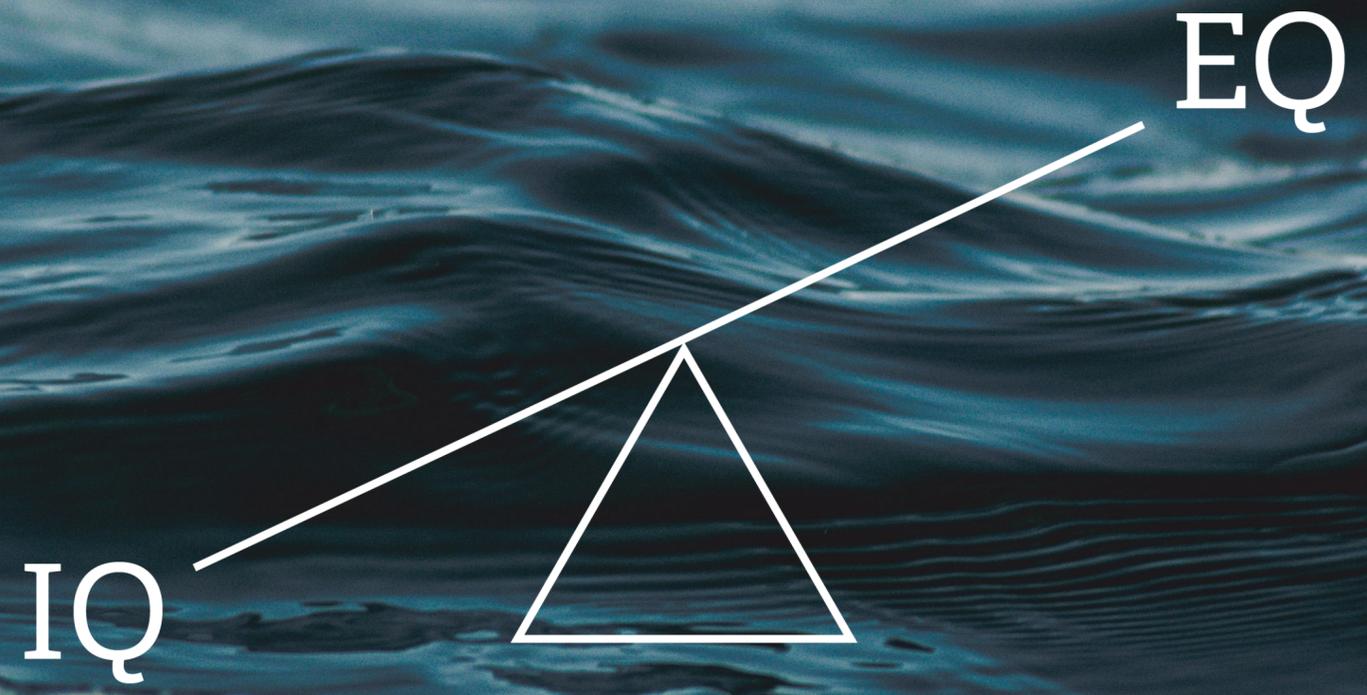
“

We're not thinking animals that feel, but rather feeling animals that think.

---

ANTONIO DAMASIO, NEUROSCIENTIST





THOSE WHO TELL THE  
STORIES ~~RULE~~ CHANGE  
THE WORLD





# LIGHTBULB MOMENTS



# REGISTER FOR CATALYST



# KEEP THE CONVO GOING

Stephanie Corso, CEO



@RogueWaterLab



LinkedIn



Water in Real Life podcast



[roguewatergroup.com](http://roguewatergroup.com)



# Communications & Outreach: Reaching Non-English Speakers



# Agenda

1. Conversation Starters
2. Roundtable Discussions
3. Groups Share Out

# Speakers



**Jenna Shimmin**  
**Coachella Valley Water District**



**Alice Towey**  
**East Bay Municipal Utility District**



**Armando Salas**  
**Green Media Creations**

# Coachella Valley Water District

CalWEP Peer to Peer  
June 1, 2022  
Sacramento, CA



## Our Mission

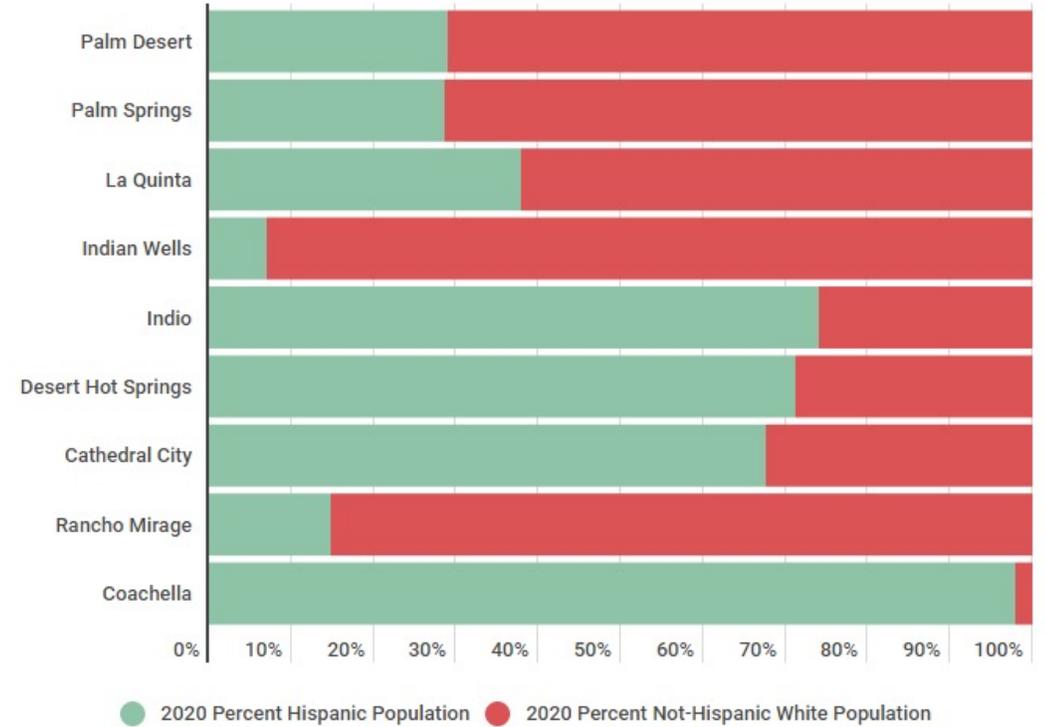
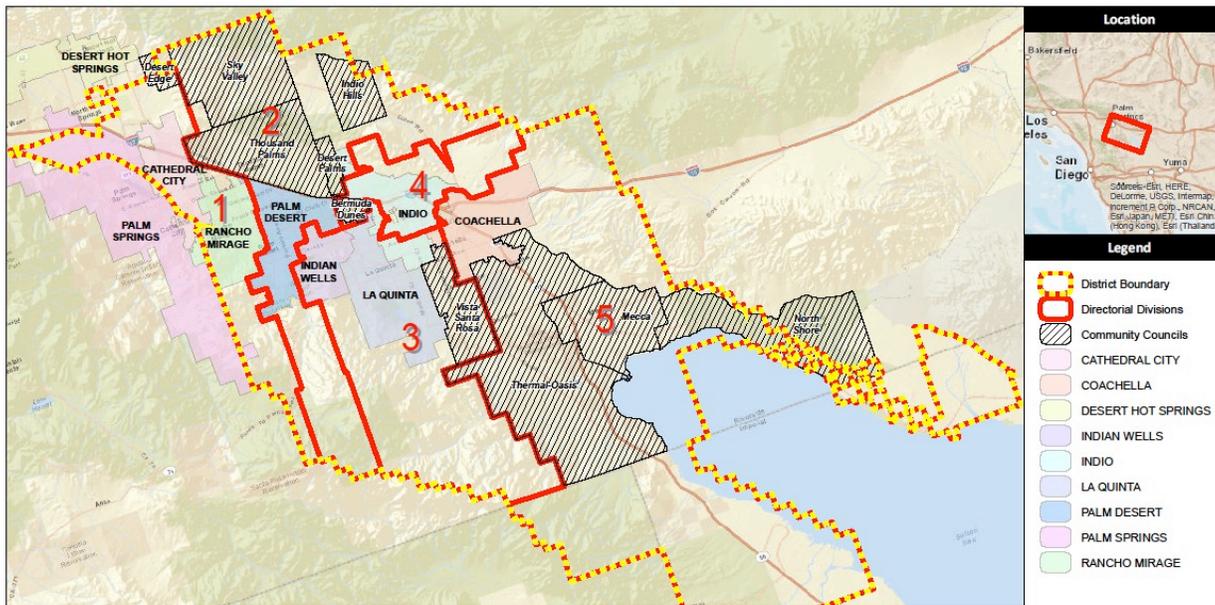
To meet the water-related needs of the people through dedicated employees, providing high quality water at a reasonable cost.

Jenna Shimmin  
Conservation Manager  
JShimmin@CVWD.org  
760-398-2661 ext. 3405

# Overview of Coachella Valley

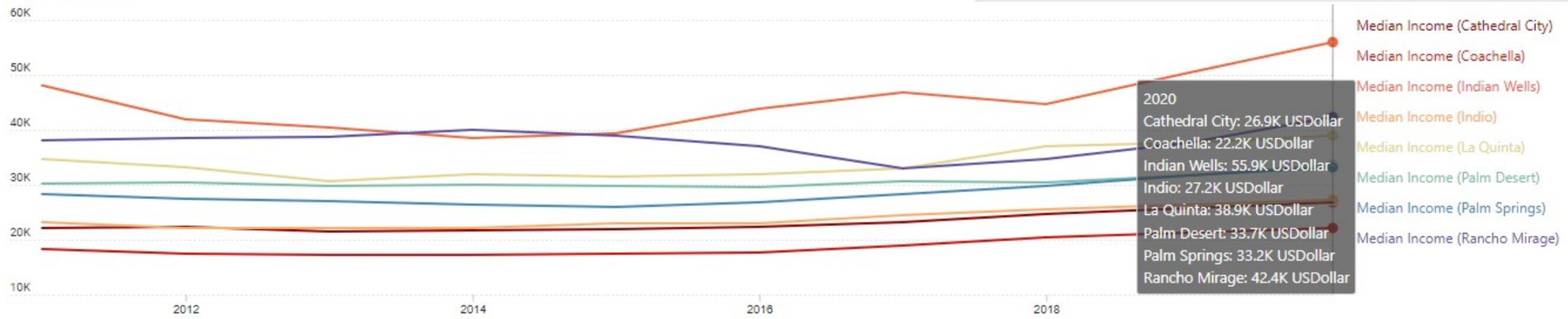
- CVWD Service Area
  - 1,000 square miles
  - 9 cities and Riverside County areas
  - 290,000 population served
- Race/Ethnicity
  - 39% white and non-Hispanic
  - Hispanic, Non-Hispanic White, Asian/Pacific Islander, Black/African American, American Indian and Inuit
- Predominant Languages Spoken
  - English
  - Spanish
- Median Income
  - \$22.2K-\$55.9K





Median Income

Income (USDollar)



Data from census.gov  
Measurement method: CensusACS5yrSurvey



# Communications Offerings

- Online Translation – Google Translate
- Designated Bilingual Staff
  - Customer Contact
  - Media Interviews
- Publications
- Meeting Support
  - Public Workshop Translators
  - Location
  - Community Partners

## Actualizaciones de sequía

Los suministros de agua del valle permanecen estables, la junta estatal de agua pide a todos que conserven más

El 24 de mayo de 2022, la Junta de Control de Recursos Hídricos del Estado votó para exigir que las agencias de agua urbana pasen al Nivel 2 de su [Plan de Contingencia de Escasez de Agua](#), que supone una escasez de agua del 20%.

El Valle de Coachella no tiene escasez de agua. Los pasos descritos en el Plan de contingencia de escasez de agua se pueden utilizar durante los años de sequía para cumplir con las restricciones o emergencias estatales de uso de agua, incluso si no hay escasez de suministros de agua.



**Acciones de conservación de agua de CVWD: en vigencia a partir del 12 de abril de 2022,**

la Junta Directiva de CVWD votó en una reunión pública de la junta el 12 de abril para adoptar varias acciones del [Plan de Contingencia de Escasez de Agua](#) del Distrito, que incluyen:

1. CVWD ha ampliado los programas de reembolso al aumentar los reembolsos de conversión de césped de \$2 por pie cuadrado a \$3. [Solicite reembolsos de paisajismo](#).
2. El uso de agua al aire libre está prohibido entre las 10 am y la puesta del sol para el riego por aspersión, excepto para la verificación de fugas. [Consulte el programa de riego recomendado](#).
3. Los restaurantes pueden servir agua solo bajo petición. [Solicite carpas de mesa para su restaurante](#).
4. CVWD desalienta la [resiembra](#).
5. CVWD está impulsando su campaña de información pública.
6. CVWD alienta a las agencias de aplicación y HOA a suspender la aplicación del código y las multas para las áreas de césped marrón.

Nuestros [planes de gestión del agua a largo plazo](#) describen los suministros que tenemos y cómo los gestionamos. Algunos de los principales problemas abordados en estos planes incluyen:

Home > Conservation > Drought Updates

## Drought Updates

### Valley water supplies remain stable, state water

On May 24, 2022, the State Water Resources Control Board urban water agencies to move to Level 2 of their [Water Shortage Plan](#), which assumes a 20% water shortage.

The Coachella Valley does not have a water shortage. Steps Water Shortage Contingency Plan can be used during drought with state water-use restrictions or emergencies even if there are water supplies.

**CVWD Water Conservation Actions - Effective as of April** CVWD's Board of Directors voted at a public board meeting several actions from the District's [Water Shortage Contingency Plan](#).

1. CVWD has expanded rebate programs by increasing turf conversion rebates from \$2 per square foot to \$3. [Apply for landscape rebates](#).
2. Outdoor water use is prohibited between 10 a.m. and sunset for spray irrigation except for leak checks. [See recommended watering schedule](#).
3. Restaurants can serve water only on request. [Order table tents for your restaurant](#).
4. CVWD discourages [overseeding](#).
5. CVWD is boosting its public information campaign.
6. CVWD encourages enforcement agencies and HOAs to suspend code enforcement and fines for brown turf grass areas.

Our [long-term water management plans](#) outline the supplies we have and how we manage them. Some of the top issues addressed in these plans include:

- Water demand projections including city and county masterplans for development.
- 5-year drought risk assessments
- Seismic risk assessment
- Water shortage contingency plans
- Climate change assessments

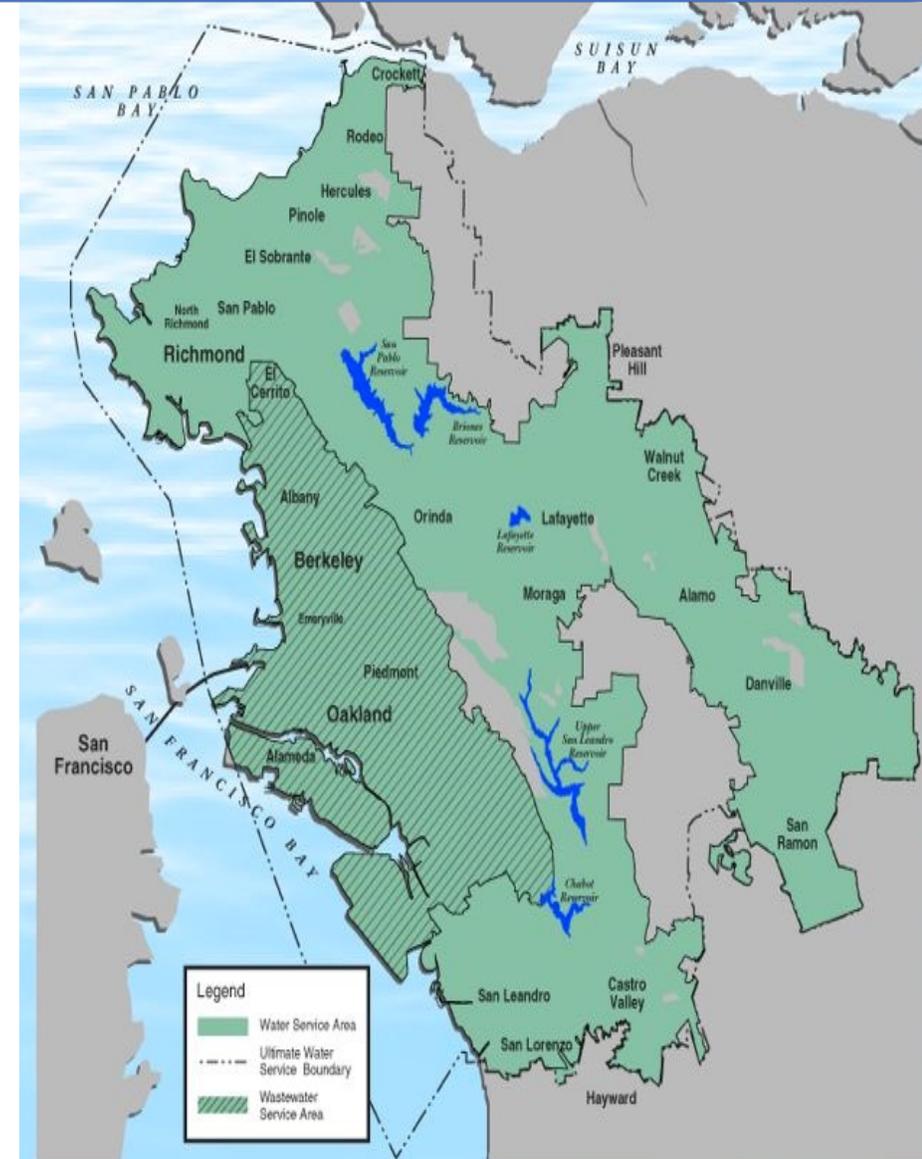
Select Language



Your water is our promise

# EBMUD Overview

- **1.4 water million customers in Alameda and Contra Costa Counties**
- **740,000 wastewater treatment customers**
- **Languages with highest percentage of population: English, Spanish, Chinese**
- **34 different languages spoken primarily at home by at least 1,000 people**



# Water Conservation Outreach

- Some brochures, promotional items translated into Spanish and Chinese
- Offering webinars in both English and Spanish
- 2021 drought advertising in Spanish, Chinese, Vietnamese

EAST BAY MUNICIPAL UTILITY DISTRICT

**water SMART** | 需知 - 商業灌溉節約用水

**檢查您的灌溉系統，以達到最高效率**

- 修復損壞的噴灑器、水管和零件。
- 增加或移動噴灑器，以均勻為植物澆水。
- 調整噴灑器模式，以符合種植區域。針對澆灌的區域，使用正確半徑的噴嘴。
- 將傾斜的噴灑器拉直，並且將被植物遮蔽的噴灑器提高。
- 將噴灑器和噴嘴標準化。轉動式和噴灑式澆水器採用不同速率澆灌，因此不要在同一個開關上混用。
- 在灌溉季節定期安排灌溉系統檢查。



**定期檢查灌溉水錶**

- 若水錶顯示有漏水，則進行必要的維修。
- 使用水錶監測用水量。
- 使用水錶讀數，達到水量預算。

**改進澆水時間表**  
(參閱背面。)

**建立灌溉控制器地圖**

以界定各個景觀區域的控制閥。地圖應指出噴灑器的類型(轉動、滴灌或噴霧)。提供地圖副本備份進行管理，以免地圖遺失或損壞。

**採用水量預算!**

東灣水務局對只進行灌溉的帳戶提供免費水量預算。檢查您的帳單：您的帳單上可能已經有列有水量預算。如果您所用的水量超過建議預算，選取以上通知或致電東灣水務局尋求協助。

**試用氣候型的灌溉控制器**

這些控制器會根據景觀管理者的編程資訊，並結合目前天氣狀態全年進行自動調整。此控制器會使用如當地歷史天氣、植物類型、土壤類型、噴灑器降水等資訊。若要了解氣候型控制器折扣返款的事務，請參閱灌溉計劃或致電 1-866-403-2683。

**仔細評估草坪區**

隨著時間的過去，草坪區可能因過度遮蔭和/或樹根或噴灑器澆水範圍不足而狀況不佳。考慮以需水量較少的植物替代。檢查噴灑器澆水範圍。根據需求移動或添加噴灑器。確保在狹窄區域的草難以澆灌，並且可能會導致超額水費和灌溉流失。

**使用土壤覆蓋物**

東灣水務局建議您鋪上至少三英寸厚的土壤覆蓋物，以保持土壤的濕潤、抑制雜草、保護灌溉系統以免受陽光照射，並且美化庭院。此外，有機覆蓋物(樹皮或堆肥)腐爛之後，也能改善土質。絕對不要將覆蓋物直接蓋在植物主莖或主幹上面。

96/14

www.ebmud.com/watersmart | We make it easy to conserve. EBMUD

East Bay Municipal Utility District @ebmud - Mar 22

Join us Thursday, 3/24, from 1-2 pm for a Spring Garden Maintenance/Mantenimiento del jardín en la primavera webinar, which will be simul-cast in Spanish! Register here: [ebmud.zoom.us/webinar/regist...](https://ebmud.zoom.us/webinar/regist...)



3

City Center

Solo un sorbo, por favor



San Jose Water

San Jose Municipal Utility District

San Jose Water

San Jose Municipal Utility District

# Looking Ahead

- Drought creates added urgency
  - Additional resources for call center staff
  - Translating brochures, home water survey kit
  - Drought communications
- District-wide language outreach plan
  - Website
  - Guidelines on translations



Tận hưởng  
có trách nhiệm

Cộng đồng chúng ta đang đối mặt với hạn hán. Hãy tiết kiệm hết mức bằng cách tận dụng từng giọt nước. Rút ngắn thời gian tắm và sửa các chỗ rò rỉ nước có thể tiết kiệm hàng trăm gallon nước mỗi ngày.

[ebmud.com/drought](http://ebmud.com/drought)

**make every drop count**  
tận dụng từng giọt nước

  
EBMUD



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(747) 241-8557

[www.greenmediacreations.com](http://www.greenmediacreations.com)

- Green Communications Firm
  - Southwest
  - 95% Spanish
  - 5% Mandarin
- Principal with over 25 years in marketing/  
outreach to non-English-speaking communities
- Staff knowledge of the languages and cultures
- Surveyed Spanish-speaking professional  
landscapers
- Educational and Outreach programs



# Know Your Audience

- Same basic language with different nuances
  - Know your audience
  - No single group
  - Consider educational levels in your communities
    - Example: reading and comprehension level
  - Select proper tools
    - Digital vs. Traditional
    - Computer literacy
    - Mobile phone office
- Speak the language that communicates
  - Your community will teach you



# Approach

- Confidence
  - Yours not theirs
  - Confidence builds trust
  - Trust begets acceptance
  - Acceptance fosters openness to messaging
- Humor!
- Friendly - Personable
- Non-judgmental
- Consistency – Track past success
- Goals



# Roundtable Discussions



# Discussion Questions

1. What has your agency been doing to reach non-English speakers, or what are your agency's plans to do so?
2. In general, what are some barriers to reaching non-English speakers?
3. Are there resources that your agency can leverage to reach non-English speakers?

# Groups Report Back



**Thank You!**

