

PUBLIC EDUCATION AND OUTREACH SUPPORT SERVICES

LAKE ELSINORE & SAN JACINTO WATERHSEDS AUTHORITY

JUNE 18, 2020



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HIGHLIGHTS



- Partnering with LESJWA since 2015
- Implemented award-winning programming
- Established social media presence
- Increased community involvement
- Supported media relations efforts



THE FRIDAY FLYER



LAKE TO RECEIVE 13TH DOSE OF ALUM

OCTOBER 18, 2019

Lake Elsinore & San Jacinto Watersheds Authority



City of Lake Elsinore • City of Canyon Lake • County of Riverside
Elsinore Valley Municipal Water District • Santa Ana Watershed Project Authority

ANNOUNCEMENT OF PUBLIC NOTICE TO CANYON LAKE COMMUNITY Canyon Lake Alum Application, October 21-25, 2019

Lake Elsinore & San Jacinto Watersheds Authority (LESJWA), is informing the Canyon Lake community that doses of alum will be applied to the lake in the main body, east bay and the area north of the causeway from October 21-25, 2019. Stormwater runoff carries with it high levels of nutrients including nitrogen and phosphorus that hurt water quality and threaten aquatic life. This dose will be the thirteenth Canyon Lake alum application that has taken place.



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Friday, October 4, 2019 Contact our staff

VALLEY NEWS

A ReaderMedia publication

IN MY CITY - NEWS - SPORTS - ENTERTAINMENT - BUSINESS - EDUCATION - HEALTH & FITNESS - LIFE - OPINION - WINE & DINE

Lake Elsinore Fish Survey nets its goal

By **Kim Harris** October 4, 2019



The morning dawned hot and sticky Tuesday, Sept. 24, when a slew of volunteers and scientists clad in T-shirts and hip waders along the Lake Elsinore shoreline. Their goal? To catch, measure, tag and release fish in the city's namesake lake all in the name of conservation.



THE PRESS-ENTERPRISE

Lake Elsinore fish survey aims to preserve 'jewel of the city'



Lake Elsinore Volunteer Coordinator Joe Kearney, right, weighs a carp as scientists, city staff and volunteers survey the lake's fish population Wednesday, Sept. 4. This was the first of three surveys to count, weigh, tag and release the fish. (Photo by Jennifer Cappuccio Maher, Inland Valley Daily Bulletin/SCNG)


By **DAVID DOWNEY** | ddowney@scng.com | The Press-Enterprise
 PUBLISHED: September 7, 2019 at 9:00 am | UPDATED: September 7, 2019 at 11:02 am

Joe Kearney helped pull the 450-foot-long, quarter-inch mesh net to Elm Grove Beach on Lake Elsinore's eastern shore and place fish in a large plastic bin.

"I almost lost them a couple of times," said the volunteer coordinator for the city of Lake Elsinore.

Kearney then measured, weighed and tagged the fish.





FISH SURVEY

THE BEAT ON 1

HEALTH OF LAKE ELSINORE

PASADENA 5:33 62°

SPECTRUM NEWS 1

WITH: NEARLY ALL OF THE 50 STATES

ALIBABA FOUNDER JACK MA STEPS DOWN AS HONG KONG

de

Lake Elsinore at highest level since 2012 after rising 6 feet



Storm runoff transports nutrients and sediment that can compromise water quality and stimulate algae growth, said Mark Norton, administrator for the Lake Elsinore & San Jacinto Watersheds Authority, which works to improve lake water quality. Because of that, he said in a news release, it is crucial to maintain a relatively high water level.



IS THERE A WAY TO MANAGE THESE LOADS? TMDL <<<

THE TOTAL MAXIMUM DAILY LOADS (TMDLS) WERE ADOPTED IN 2004 TO REGULATE THE AMOUNT (LOAD) OF NUTRIENTS THAT CAN BE RELEASED INTO THE WATERSHED TO MEET WATER QUALITY STANDARDS IN BOTH CANYON LAKE AND LAKE ELSINORE. CONTINUAL MONITORING AND SCIENTIFIC RESEARCH ARE INSTRUMENTAL IN THE IMPLEMENTATION OF WATERSHED-WIDE AND IN-LAKE PROJECTS. THE TMDL LISTS VARYING CONSTITUENT LEVELS FOR DISSOLVED OXYGEN, CHLOROPHYLL-A, AMMONIA, TOTALPHOSPHOROUS (TP), AND TOTAL NITROGEN (TN) CONCENTRATIONS IN BOTH CANYON LAKE AND LAKE ELSINORE DEPENDING ON LAKE LEVELS.



OUR TEAM



Liselle DeGrave, APR

President/Principal in Charge

A veteran comm. professional focusing on tackling multifaceted public-sector issues, Liselle is an expert communicator with proven results.



Denise Williams, MPE

Account Executive

An expert communicator with more than a decade of experience working on communications projects for public-sector clients.



Yari Perez

Management Analyst

Experienced in working with government agencies and providing exceptional tactical and logistical support.



Ashley Ringger

Visual Artist

Accomplished professional in communications and public affairs with over 10 years of experience in community outreach and engagement as well as graphic and website design.



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PARTNERING WITH LESJWA

PROJECT APPROACH

Earn community trust and satisfaction through effective, proactive communication with the community, **key stakeholders** and the media.



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TASK 1

Conduct outreach services in Canyon Lake and Lake Elsinore

TASK 2

Address Canyon Lake and Lake Elsinore community members through media outreach

TASK 3

Prepare materials, coordinate and support LESJWA Water Summit event planning

TASK 4

Provide outreach and administration for project management purposes

TASK 5

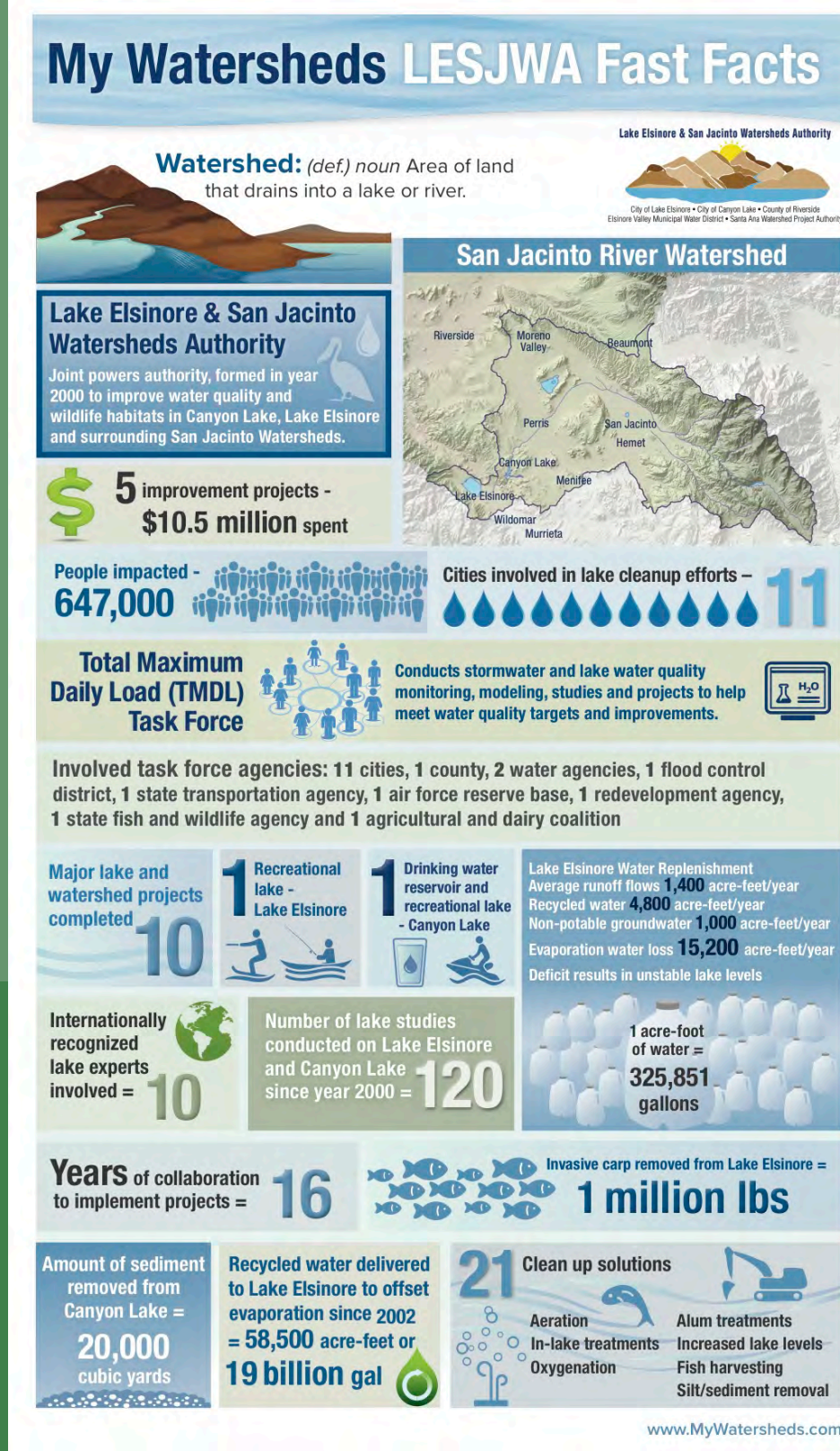
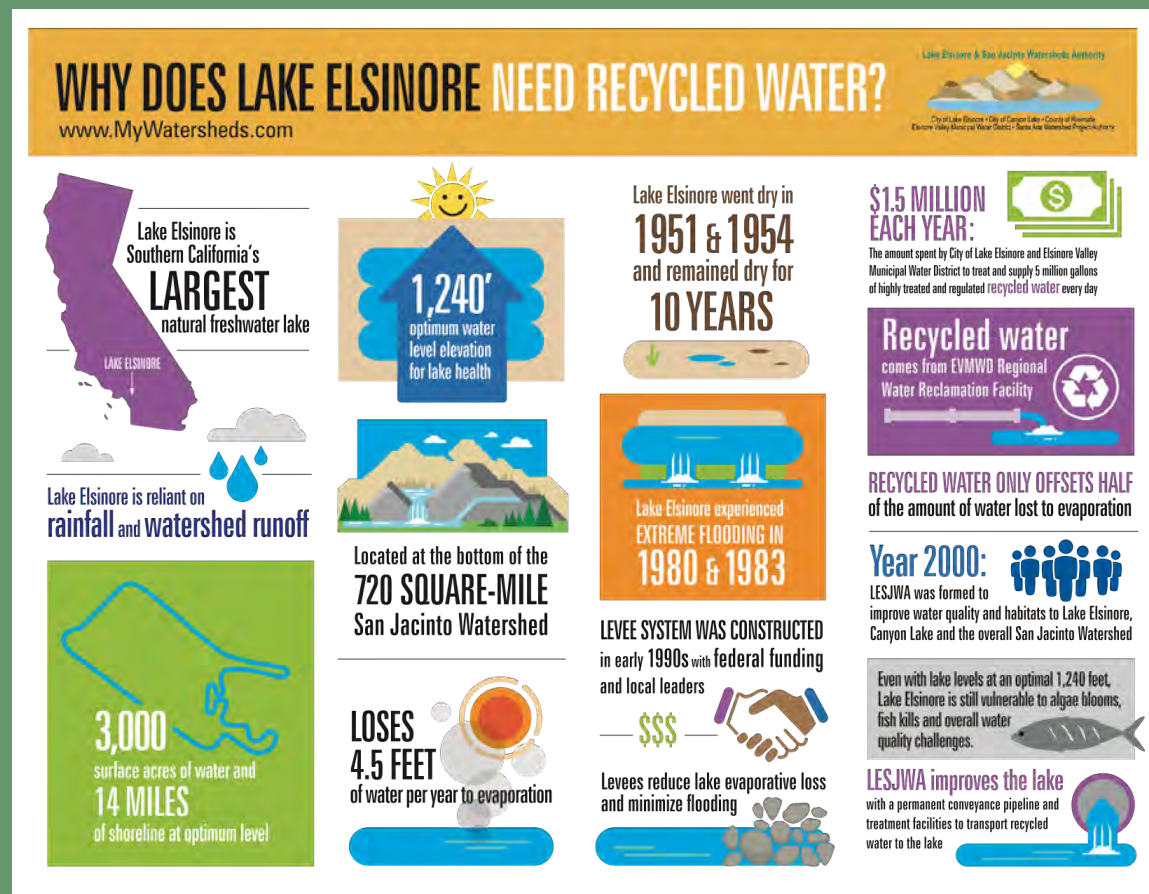
Provide issues management services



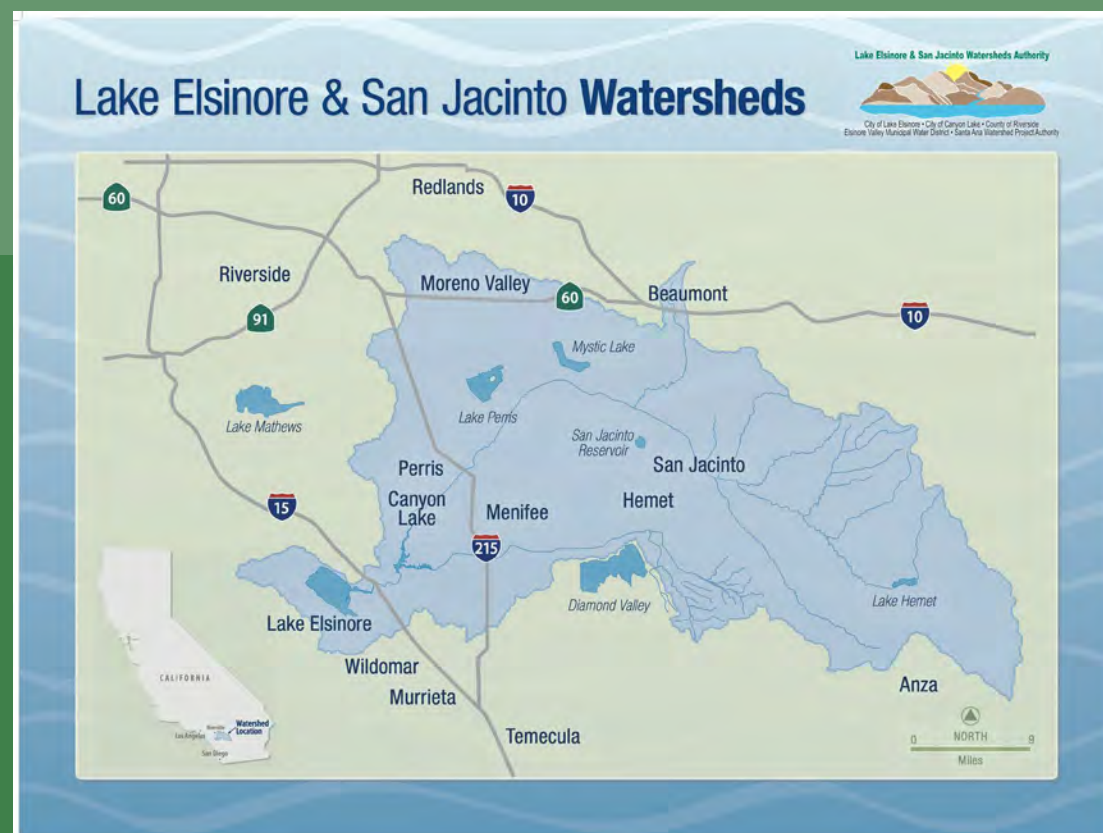
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PROJECT APPROACH

2020 – 2021 OUTREACH



- **Develop** lobbying strategy and resources
- Provide collateral materials for stakeholder agencies
- Create professional image for LESJWA
- Strengthen relationships with decision makers
- Influence decision making / funding



PROJECT APPROACH

2020 – 2021 OUTREACH



- **Track** funding opportunities
- Monitor funding via EO Committee
- Discuss key funding opportunities
- Determine strategies for outreach



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PROJECT APPROACH

2020 – 2021 OUTREACH



- **Update** website
- Review existing website
- Develop website copy
- Determine correct mapping
- Provide template content for partnering sites



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PROJECT APPROACH

2020 – 2021 OUTREACH

Lake Elsinore & San Jacinto Watersheds Authority



City of Lake Elsinore • City of Canyon Lake • County of Riverside
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- **Refresh** overall branding and messaging
- Determine brand guidelines
- Update social media banner
- Collaborate with website consultant
- Develop new materials (as needed)



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PROJECT APPROACH

2020 – 2021 OUTREACH



- **Build** community awareness
- Maintain presence on social media
- Secure media placements
- Support issues management needs



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CHALLENGES



- Limited **direct access** to community
- Limited **local media** outlets
- Reduced public-agency **funding**



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VALUE



- Supports efforts to **secure funding**
- Provides turn-key **resources** for stakeholder agencies
- Increases **awareness** of LESJWA's success
- Enhances current **outreach** efforts
- Improves **LESJWA's image**
- Offers **quick response** media relations support



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EVALUATION



- Maintain open-system for feedback (EO / Board)
- Gather community feedback
- Track secured funding
- Measure value



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QUESTIONS?



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