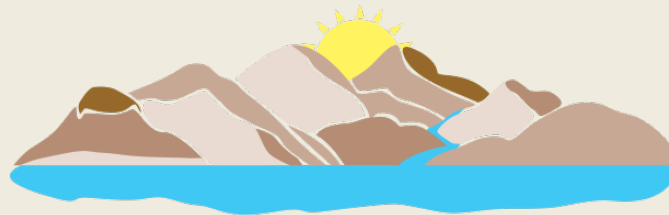




# Public Education and Outreach Support Services

April 20, 2023

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

Presented By

DEGRAVE  
COMMUNICATIONS

· PUBLIC RELATIONS ·

# Communications Update

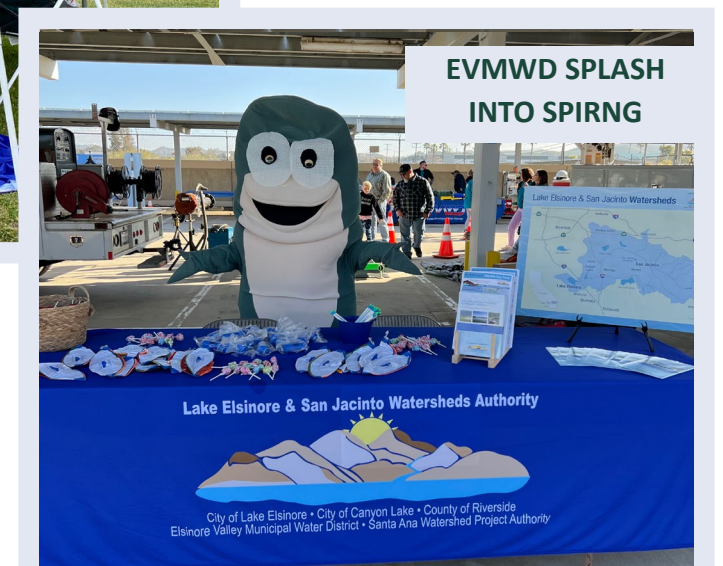


LAKE ELSINORE & SAN JACINTO  
WATERSHEDS AUTHORITY



City of Lake Elsinore • City of Canyon Lake • County of Riverside  
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# Task 1 – Community Outreach



# Task 2 – Media and Social Media



## ANNOUNCEMENT OF PUBLIC NOTICE TO CANYON LAKE COMMUNITY Canyon Lake Alum Application, April 18-22, 2022

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 April 18-22, 2022. Alum binds with phosphorus in the lake water, drops the nutrient to the lake bottom and thereby reduces algae growth in the lake. Canyon Lake water mostly comes from stormwater runoff from the upper watershed each year that has high levels of nutrients that hurt water quality and threaten aquatic life. This dose will be the 17th Canyon Lake alum application that has taken place.

Alum, the method selected to provide the best results for Canyon Lake, has a proven track record of success and is safe to both humans and aquatic life. Drinking water quality will not be affected by any of the treatment options. Canyon Lake will remain open during the entire treatment process. Recreational users will experience little disruption during treatment application and implementation.

In order to comply with water quality regulations enforced by the State, through the local Santa Ana Regional Water Quality Control Board, the Lake Elsinore & Canyon Lake Nutrient Total Maximum Daily Load (TMDL) Task Force, a coalition of cities, the county and several other organizations led by LESJWA, provides funding to continue alum water treatments in Canyon Lake. The TMDL Task Force evaluated several options during the CEQA process and determined that alum application provides the best option as a step to effectively treat the entire lake in a timely manner with minimal impact to Canyon Lake residents.

### Alum Schedule (subject to change)

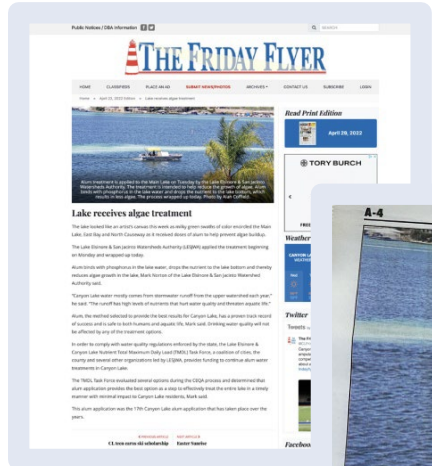
- Monday, April 18 Main Body 7:00 a.m. - 4:00 p.m.
- Tuesday, April 19 Main Body 7:00 a.m. - 4:00 p.m.
- Wednesday, April 20 Main Body / East Bay 7:00 a.m. - 4:00 p.m.
- Thursday, April 21 East Bay / North Causeway 7:00 a.m. - 4:00 p.m.
- Friday, April 22 Clean-up

Canyon Lake Alum Application video - <https://youtu.be/DOUtkTVGnc>

For daily operational updates visit - <http://www.canyonlakealum.wordpress.com/>

### ADDITIONAL INFORMATION:

Mark Norton, Lake Elsinore & San Jacinto Watershed Authority  
951-354-4221MNorton@sawpa.org



LAKE ELSINORE & SAN JACINTO  
WATERSHEDS AUTHORITY

CITY OF  
**LAKE ELSINORE**  
DREAM EXTREME

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**FOR IMMEDIATE RELEASE**  
August 24, 2022

**CAUTION Recommended - Recent heat and stagnant water are causes for current algae bloom in Lake Elsinore**

**LAKE ELSINORE, CA** – Lake Elsinore is currently closed for recreational purposes due to elevated levels of microcystins, associated with cyanobacteria, as also known as harmful (ga)e blooms (HABs). With California’s current drought conditions and the onset of higher temperatures, water quality in local lakes is of high concern; Lake Elsinore is no exception. The State’s on-going drought has contributed to lowered lake levels, creating a nutrient rich environment with low oxygen levels, which often results in algae blooms.

Lake Elsinore and San Jacinto Watersheds Authority (LESJWA) is a regional leader in seeking solutions to improve water quality within Lake Elsinore, but there is no quick fix to this complex situation.

As Southern California’s largest freshwater lake, Lake Elsinore has historically suffered with water quality challenges over the years. These challenges can be partially attributed to the lake being located at the end of the watershed,” shared Mark Norton, LESJWA administrator. “Due to the complex hydrology of our region, managing water quality in Lake Elsinore has unique challenges.”

Following a sampling that took place on August 8, Microcystins were detected at a level of 2.40 µg/L; a minimum level of 20 µg/L would warrant a danger level warning. Signage surrounding the lake has been posted and launch ramps have been closed until further notice.

In August 18<sup>th</sup>, out of an abundance of caution, Lake Elsinore was closed for recreational purposes. Due to multiple toxins produced by a recent algae bloom affecting water quality and the shoreline. It is highly recommended that visitors do not enter or swim in the water and exposure to toxic algae can cause rashes, skin or eye irritation, allergic reactions or gastrointestinal problems, and can also be fatal to dogs. Until the water quality improves, additional sampling of the lake will take place and continue weekly. Updates are posted on the [City](#) website as they become available.

**CONTACT**  
Mark Norton  
951-354-4221  
[MNorton@sawpa.org](mailto:MNorton@sawpa.org)

Ben Foster  
951-674-3124 x219  
[BFoster@lake-elsinore.org](mailto:BFoster@lake-elsinore.org)


# Task 2 – Media and Social Media

# Task 2 – Media and Social Media



Lake Elsinore is the largest natural freshwater lake in Southern California.

LAKE ELSINORE & SAN JACINTO WATERSHEDS AUTHORITY




City of Lake Elsinore • City of Canyonville • County of Riverside  
Elsinore Valley Municipal Water District • San Jacinto Watershed Council

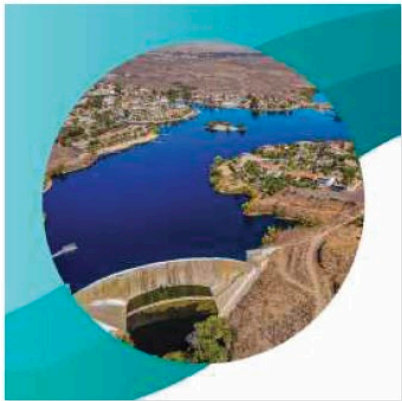


Over 90% of the San Jacinto River Watershed drains into Canyon Lake.

LAKE ELSINORE & SAN JACINTO WATERSHEDS AUTHORITY



City of Lake Elsinore • City of Canyonville • County of Riverside  
Elsinore Valley Municipal Water District • San Jacinto Watershed Council



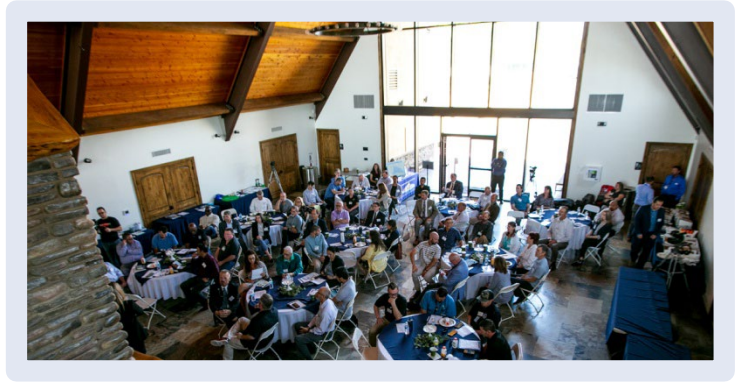
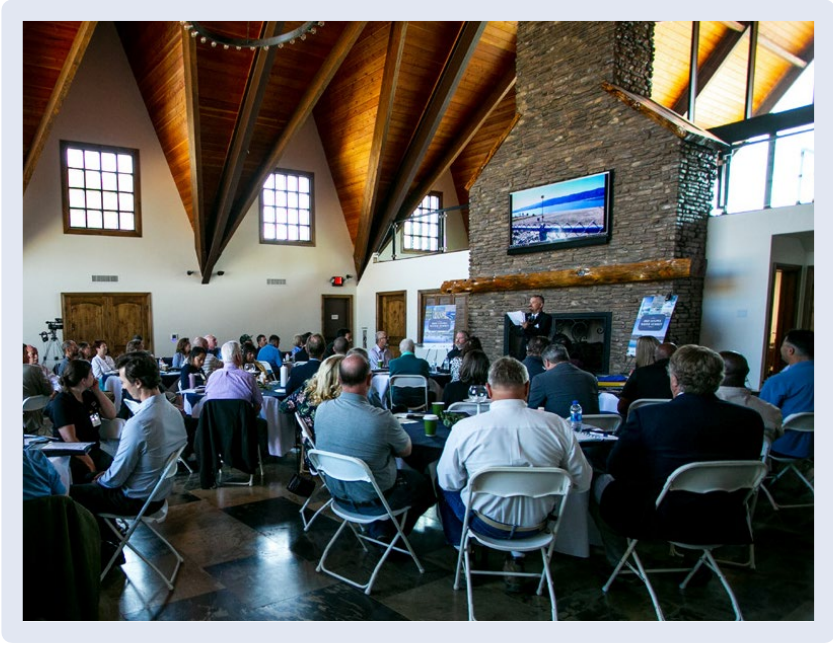
The three most common fish species observed in Lake Elsinore in the 2019 Fishery Management Project were silverside minnows, Mosquitofish, and Common Carp.

LAKE ELSINORE & SAN JACINTO WATERSHEDS AUTHORITY

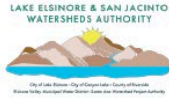


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Elsinore Valley Municipal Water District • San Jacinto Watershed Council

# Task 3 – LESJWA Water Summit



# Task 4 – Outreach and Admin



## EDUCATION AND OUTREACH COMMITTEE

Monday, August 22, 2022, 2:30 p.m.

- Call to Order
- Additions/Corrections to Agenda
- Approval of Meeting Notes
- Lake Levels
  - Current Lake Levels:
    - Lake Elsinore – 1237.80 (August 16)
    - Canyon Lake – 1379.08 (August 16)
  - Lake Levels at Last Meeting:
    - Lake Elsinore – 1239.95 (April 12)
    - Canyon Lake – 1381.47 (April 12)
- Lake Elsinore Update
- Canyon Lake Update
- LESJWA Summit 2022
  - Event Recap
- Community Events
  - Canyon Lake Fiesta Day – May 28
  - EVMWD Summer Splash Open House – June 25
- Half Yearly Report
  - Report overview
- Discussion Items
  - PENDING
- Discuss Items for Next Agenda
- Next Meeting Date



## EDUCATION AND OUTREACH COMMITTEE

Monday, October 24, 2022, 1:30 p.m.

- Call to Order
  - Additions/Corrections to Agenda
  - Approval of Meeting Notes
  - Lake Levels
    - Current Lake Levels:
      - Lake Elsinore – 1237.33 (October 18)
      - Canyon Lake – 1378.67 (October 18)
    - Lake Levels at Last Meeting:
      - Lake Elsinore – 1237.80 (August 16)
      - Canyon Lake – 1379.08 (August 16)
  - Lake Elsinore Update
    - Pilot Study
  - Canyon Lake Update
    - Alum application
  - Lake Elsinore Dock Day
    - Event Recap
  - Discussion Items
    - PENDING
  - Discuss Items for Next Agenda
  - Next Meeting Date
- Date/Time: \_\_\_\_\_
- Location: \_\_\_\_\_



# Task 5 – Issue Management



An aerial photograph of a residential community, likely a golf course or resort area, featuring a large, deep blue lake. The community consists of numerous houses with tiled roofs, many of which have swimming pools and are surrounded by palm trees. The lake has a sandy beach area on the left side. In the background, there are rolling hills and mountains under a clear blue sky. A dark green rectangular box with a yellow border is overlaid on the right side of the image, containing the text "2023 – 2026 Proposal".

# 2023 – 2026 Proposal

# Who We Are

**2004**

DeGrave Founded



Locally Based in  
Murrieta, CA

**15+**

Industry Awards



Multilingual  
Capabilities

**2015**

Working with  
LESJWA Since

**4**

Team Members with  
Accreditations in PR



DBE Certified



California Women/Minority  
Business Enterprise and  
S-Corporation



# Who We Work



# Our Team



**Liselle DeGrave** APR  
Principal in Charge



**Jessica Winn**  
Account Executive



**Denise Williams** M.Ed.  
Account Executive



**Ashley Ringger**  
Strategic  
Visual Designer



# We Know LESJWA



- 2015 LESJWA partnership based
- Locally based
- Understand the watershed
- Know the LE and CL communities

# Scope of Work

**TASK 1** – Conduct community 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 issue management services

# Project Approach



**COLLABORATION**



**STRATEGY**



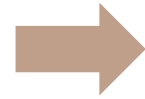
**RESULTS**



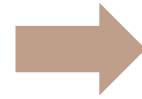
# Project Approach



RESEARCH



PLANNING



IMPLEMENTATION



EVALUATION

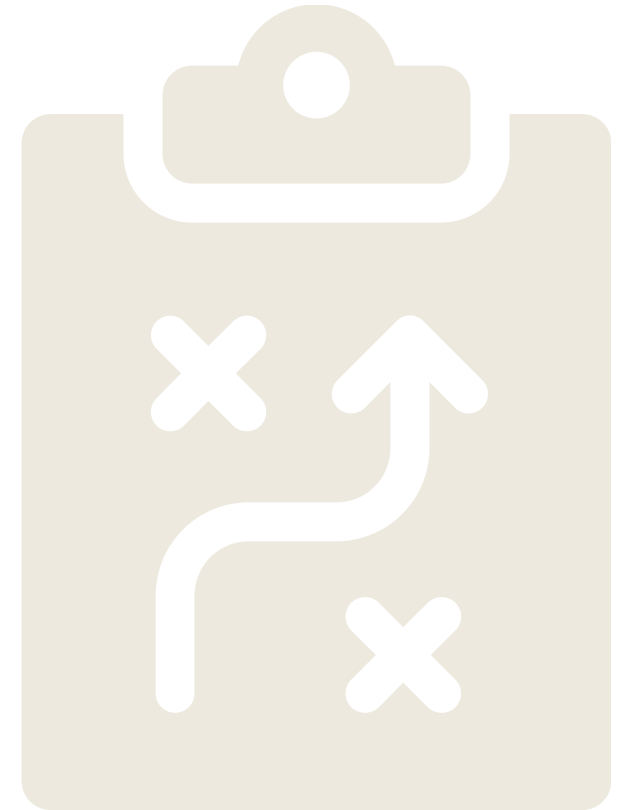
# Phase 1: Research

- Kick-off meeting
- Survey
- Communications and media audit



## Phase 2: Planning

- Update communications plan



## Phase 3: Implementation

- Implementation of communications plan
- Community outreach
- Media relations
- Social media outreach
- Summit
- Issues support
- Projects admin support



## Phase 4: Evaluation

- On-going
- Social media
- Event engagement
- Media placements
- Partnerships



# Questions?

LISELLE DEGRAVE, APR

951-764-0865 | [LISELLE@DEGRAVEPR.COM](mailto:LISELLE@DEGRAVEPR.COM)

[DEGRAVEPR.COM](http://DEGRAVEPR.COM)

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