



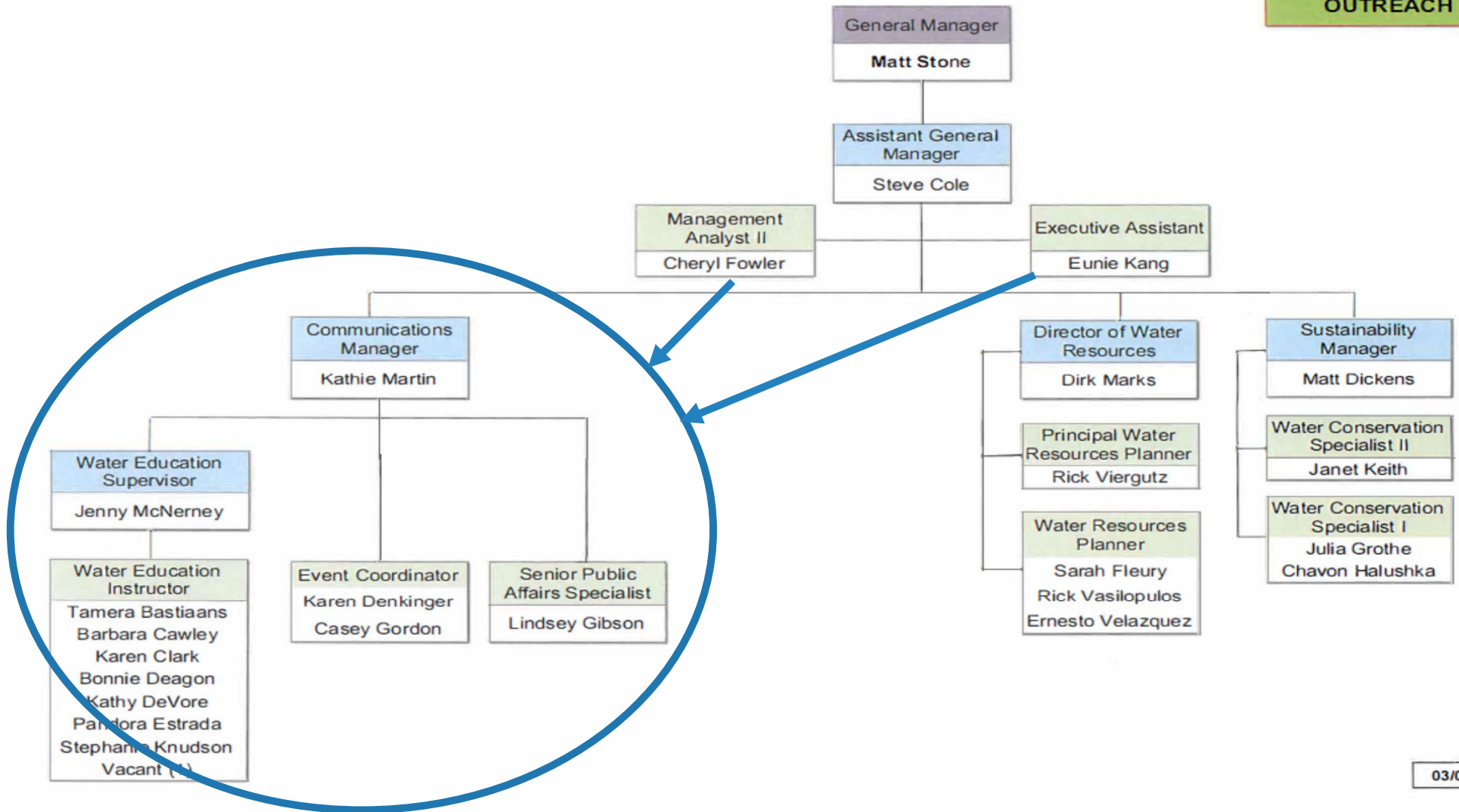
SCV
WATER

Outreach, Education and Legislative Advocacy Budget

FY 2021/22 & 2022/23

April 15, 2021

**WATER RESOURCES,
WATERSHEDS &
OUTREACH**



Description	FY 20/21 Request	FY 20/21 Year End	FY 21/22	FY 22/23
Internal Relations			86,600	86,600
Supplies/Services - Events			59,500	79,500
Supplies/Services - Education			34,600	57,600
Printing and Publications			27,100	32,100
Public Affairs & Partnerships			85,000	110,000
Public Outreach Consultants			91,000	95,000
Website & Online Presence			96,400	67,400
Campaigns & Messaging			100,000	100,000
	\$ 632,600	\$ 419,728	\$ 580,200	\$ 628,200
Legislative Advocacy	325,000	273,600	300,000	325,000



Item	Description	FY 21/22	FY 22/23
Internal Relations	Staff meetings; health fair, recognition; retirements; holiday activities	86,600	86,600
Supplies/Services - Events	Open house; participation/promo items for community events	59,500	79,500
Supplies/Services - Education	Resources for staff and teacher/students; bus transportation	34,600	57,600
Printing and Publications	Graphic design services/resources; water quality report; misc collateral	27,100	32,100
Public Affairs & Partnerships	Sponsorships; stakeholder group support; proposed water summit event; water bottle fill stations	85,000	110,000
Public Outreach Consultants	Customer surveys; photo/video services; misc strategic comms support	91,000	95,000
Website & Online Presence	Hosting/maintenance; accessibility compliance/remediation; monitoring tools; social media consultant	96,400	67,400
Campaigns & Messaging	Digital and print ads – general messaging and critical issues (i.e., drought)	100,000	100,000

Key Items in Summary

- Staffing to remain the same
- Repurposing PT Event Coordinator to FT Public Affairs Specialist
- Keeping one Water Education Specialist position unfilled
- Anticipates some return to “normal” in late 21/22, and more so in 22/23 (i.e., event participation; student field trips)



Questions?

