



Santa Ana Watershed



One Water One Watershed: A Unified Voice for the Santa Ana Watershed March 2009

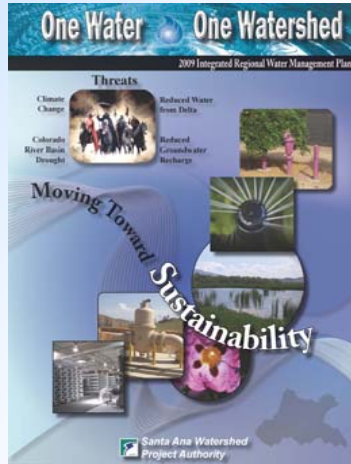
MOVING FORWARD... Toward Sustainability

Toward Sustainability

When SAWPA began the update of its Integrated Watershed Plan (OWOW Plan), the goal was to develop a new, innovative plan that addressed regional problems across the entire Santa Ana River Watershed. That vision included the perspective and input from all those involved in water. Developing a broad plan from the grassroots up required the combined knowledge of over 350 stakeholder volunteers from across the region, each representing different interests. All who chose to participate, regardless of their individual perspectives, understood the value of water.

The plan update was initiated only two years ago, but our region looked very different then. The Santa Ana River Watershed was the epicenter of a business and housing boom with housing prices reaching for the stratosphere, the stock market was exploring new highs, and the threats presented by the “Four Horsemen of the Water Apocalypse” appeared real, yet distant.

The Horsemen, representing drought on the Colorado River, reduced water deliveries from the Sacramento Bay Delta, a changing climate leading to drought within our own



Watershed, and reduced groundwater recharge all have become too real and have strained local water supplies. In addition, a shrinking economy and declining public resources have reduced our ability to provide “the next big water project”.

The OWOW Plan has been introduced into a world decidedly different from the one in which it was conceived.

In other times, we’d address each of our problems independently with the most recent grant or loan program. But as financial resources are likely to be constrained for some time, the OWOW Plan’s goals and findings appear even more relevant. There are not public resources available (water, energy, land, and money) to solve all our problems independently. However, this Watershed has a long history of identifying combined interests and proposals. Proposition 84 set aside funds for integrated planning and associated projects. We will seek projects that make more efficient use of public resources by solving multiple problems across multiple jurisdictions. The integrated watershed portion of Proposition 84 was intended to be an incentive to develop

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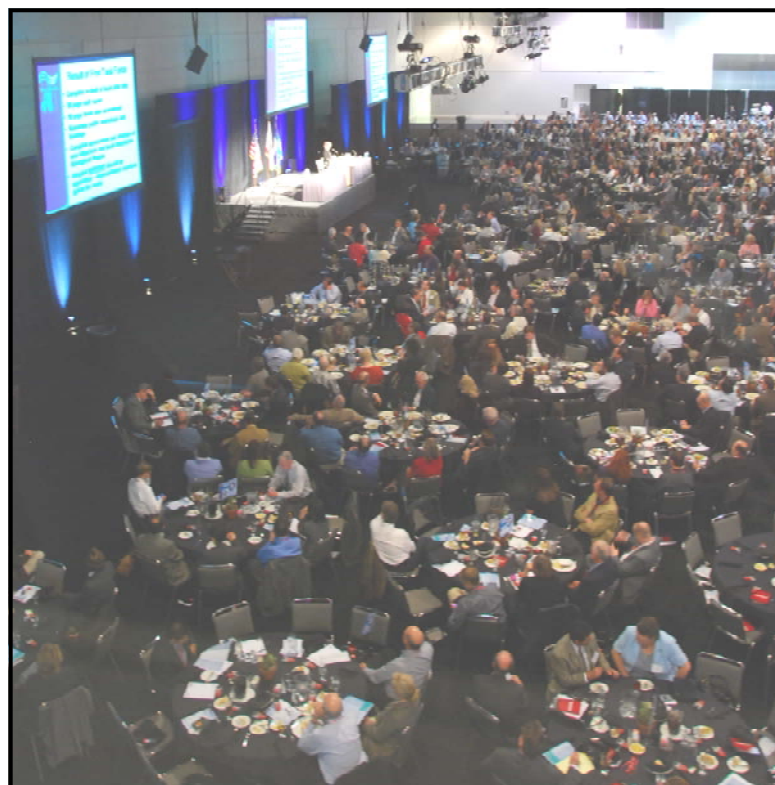
The problems facing our Watershed brought by the Horsemen remain, but their solutions will require an even greater level of cooperation.

a regional, collaborative approach to water problems. Our recent economic conditions and the arrival of the Four Horsemen make such an approach a necessity.



Overcoming Boundaries...at the Santa Ana River Watershed Conference — January 29, 2009

Excitement filled the air at the Ontario Convention Center from the nearly 1,000 attendees who participated in the Overcoming Boundaries— State of the Santa Ana River Watershed Conference on January 29th.



It was a day to check old assumptions at the door, and to begin fostering a new collective understanding of our watershed in ways never thought of before.

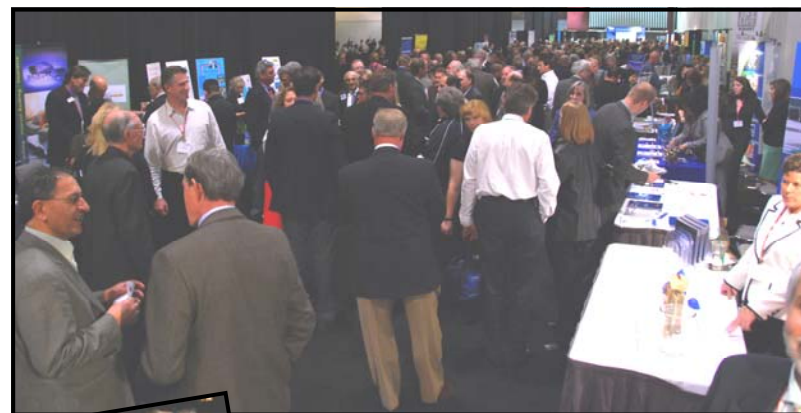
As Steering Committee Members, Orange County Supervisor Bill Campbell, Riverside County Supervisor Marion Ashley,

and San Bernardino County Supervisor Josie Gonzales, all called for a unified voice throughout the Santa Ana River Watershed.

Orange County Supervisor Bill Campbell was the event's enthusiastic emcee. Over 50 exhibitors participated at the



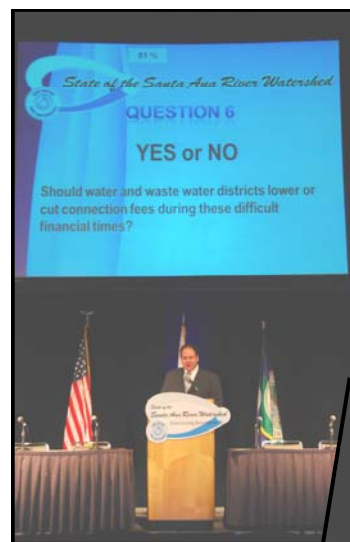
conference, which provided many opportunities to exchange and provide a wealth of informa-



A number of excellent speakers formed the day's program. Allan Zarembert, President and CEO of the California Chamber of Commerce was the Lunch Keynote Speaker who stressed the need to forge new alliances for the 21st Century.



TMG Communications, Inc. produced and coordinated the event.



The conference featured some unique "firsts". Utilizing an audience response system, the audience provided instant feedback to the presenter on an array of topics. Also introduced was the first electronic watershed-wide OWOW Plan.



The OWOW Plan was distributed to every participant on a flash drive. The OWOW Plan effort was driven from the ground up. Stakeholders were asked to roll up their sleeves and identify the resources, problems and opportunities in this region. Through the leadership of the ten Pillars, over 350 working committee



members began to describe the watershed as a whole system from a 30,000-foot perspective. They collaborated across boundaries, geography, functions, disciplines, and politics to provide our watershed with the best integrated watershed plan ever developed through a never-done-before OWOW process. The OWOW Plan summary emphasizes the importance of valuing water differently, establishing a new water ethic, working collaboratively, and building sustainable infrastructure through regional multi-benefit projects.

SAWPA Chair Terry Catlin and General Manager Celeste Cantú saluted SAWPA's past Commission Chairs and General Managers on the occasion of SAWPA's 40th Anniversary.

Celeste Cantú concluded the event by saying, "...We hope that a collective awakening happens that changes

how people see our Watershed, and how they value water. We live in a desert and every drop counts! Our Watershed is our life boat. If it leaks, we all go down together. If we do nothing, the current and future costs are enormous for rich and poor, Republicans and Democrats, profits and non profits, and private and public sectors. The work ahead belongs to all of us. We invite you to embrace a New Water Ethic for the 21st Century with us."



All event photos courtesy of Anna Watts, TMG Communications, Inc.

Going Local...



Nobody denies that preserving the Santa Ana River Watershed is a wonderful thing, but you can do so by enjoying the activities that are offered within it. Help to protect the Santa Ana River Watershed by cutting back on gas expenditures, and take pleasure in the arts and events locally. Most people don't realize that there is an abundance of entertaining activities to do within the area they live. So get out there and experience some of the many cultural events within the watershed listed in the Websites below.

Orange County has a wealth of leisure activities to offer. The Orange County Arts and Music Events feature dining, art shows, performing arts, and festivals.

<http://www.orangecounty.net/html/art-music.html>

At Inland Arts, you can find many enjoyable things to do in the Inland Empire including theater, music, dance, visual arts and special events in the area. <http://www.inlandarts.com>

Above all, know that when you are staying within the Watershed for leisure, you are doing your part to stimulate your local economy, save money, and protect the Watershed.



WE NEED YOU!!!

If you have any comments regarding the OWOW Plan, we'd like to hear from you! Please send your written comments via email by March 31st to comments@sawpa.org

The OWOW Plan is posted on SAWPA's Website at www.sawpa.org



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Visit us on the Web
WWW.SAWPA.ORG

Click the water  icon on SAWPA's homepage for more information about One Water One Watershed