



**PACIFIC
INSTITUTE**

California Water Resilience Initiative

**Q1 2024 Virtual Meeting
January 9, 2024**



**CEO
WATER
MANDATE**

**WATER
RESILIENCE
COALITION**

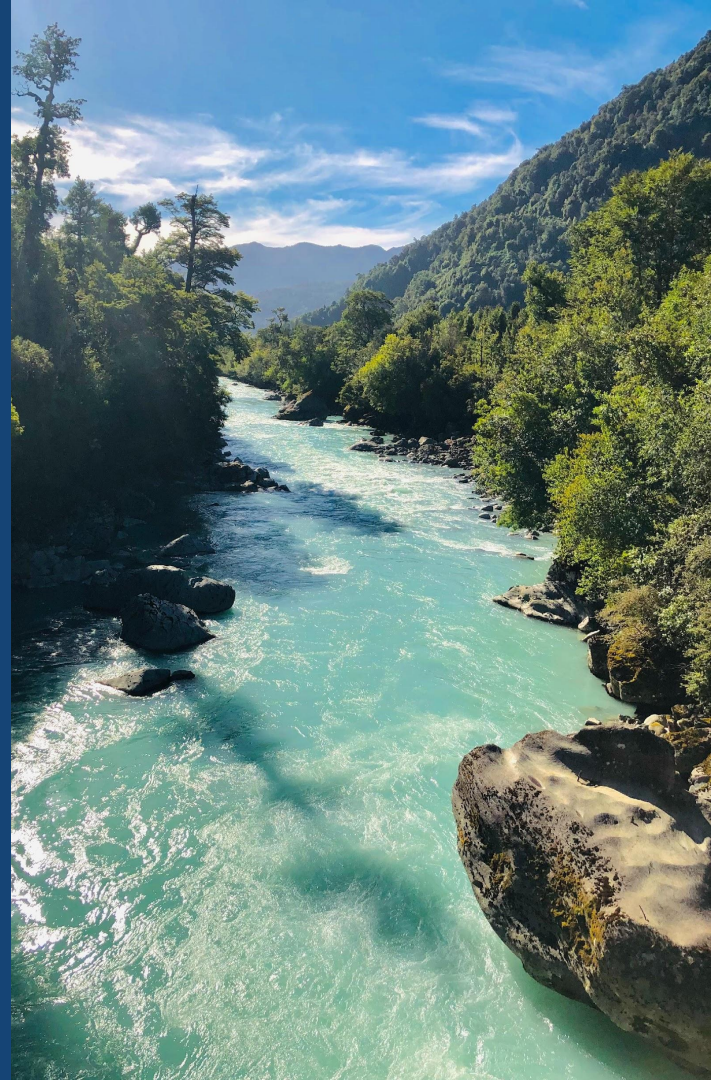


LimnoTech 

ECOLAB®

AGENDA

1. Post-holiday icebreaker
2. Purpose, process, payoff
3. Corporate areas of interest
4. Breakout groups: areas of interest
5. Highlight: innovative financing
6. Next steps



CWRI Meeting Purpose, Process, Payoff

Purpose: Advance the CWRI roadmap with priorities important to members

Process: Share findings from our corporate interviews and seek your input on findings. Leverage flash presentations and group discussion to identify alignment and determine where there are gaps

Payoff: Gain insights on basin and operational touch points relevant to the entire CWRI before launching roadmap

Five Intentions of the CWRI

1

Send a Demand Signal

Demonstrate to NGOs and governments the corporate appetite to meaningfully engage on water

2

Align Progress and Ambition

Leverage, learn from, and expand on existing water stewardship goals, collaborations, and investments

3

Set the Direction

Create a roadmap for how to achieve the ambition

4

Lead Enabling Activities

Explore avenues to scale up existing water solutions and create new opportunities

5

Grow the Party

Invite peer companies and organizations to participate in the initiative

Corporate Areas of Interest

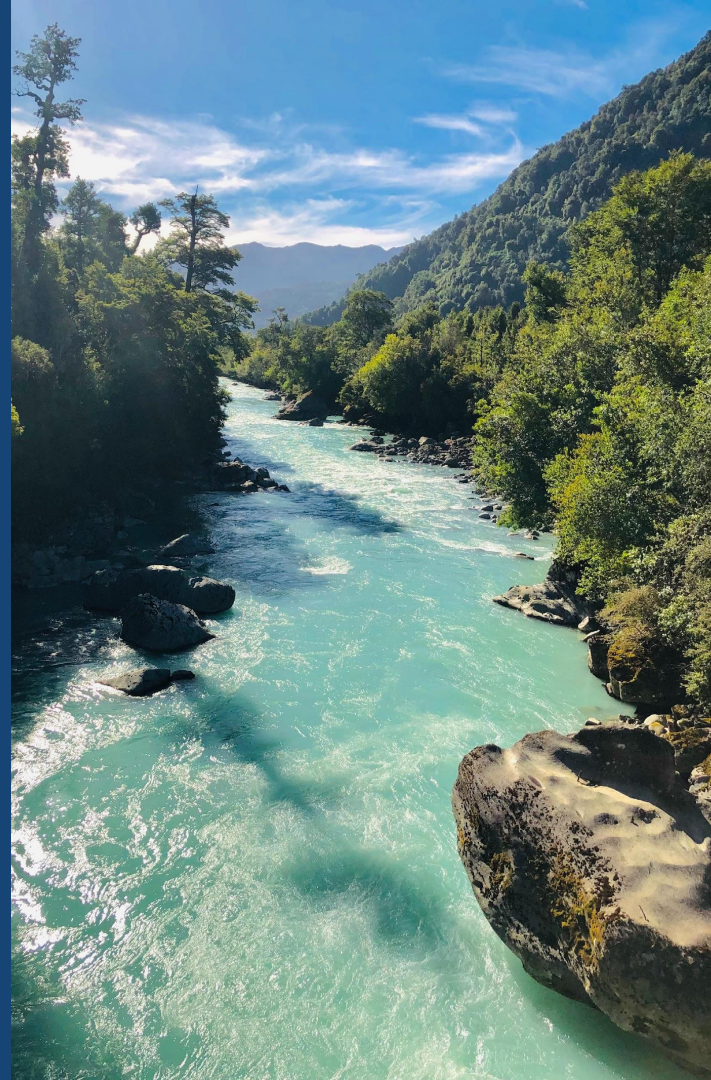
Genesis: Based on insights from 15+ company interviews

Goal: Flesh out the intent and aims of specific sub-initiatives so that they can be ready for near-term investment

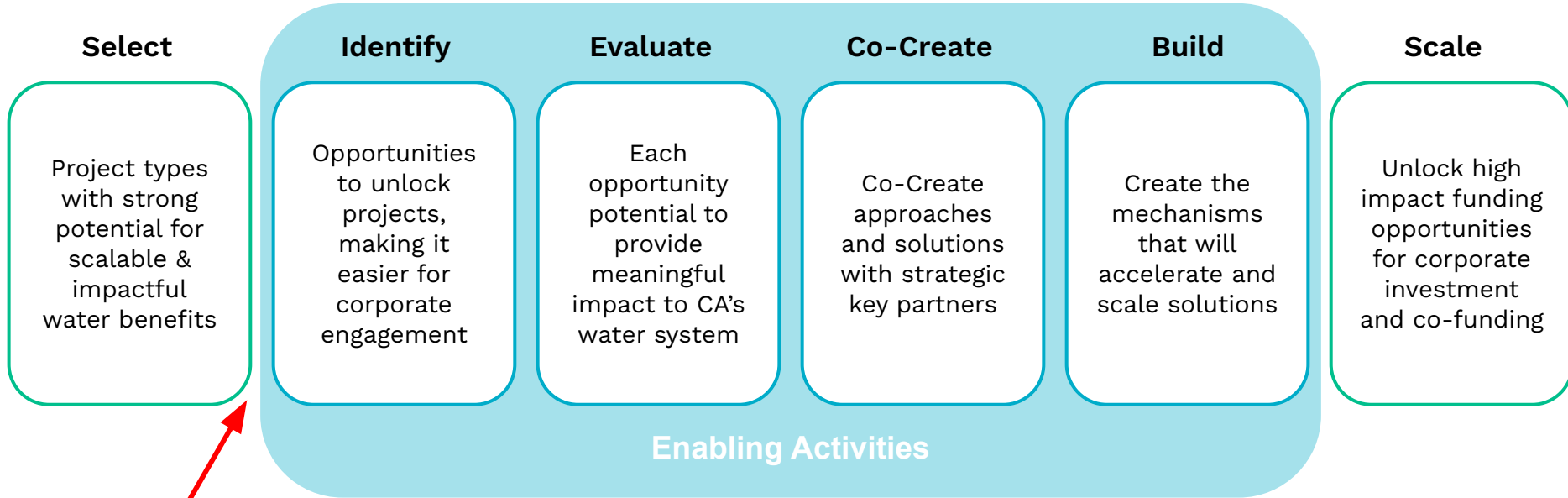
Today: Flash presentations from NGOs leaders in each topic, then breakout group discussions focused on current activities, planned activities, and aspirations for the future (engagement opportunities)

Corporate Areas of Interest

1. Regenerative agriculture
2. Multi-benefit land repurposing
3. Groundwater management
4. SoCal urban water infrastructure



Unlocking Ability to Scale



We are here

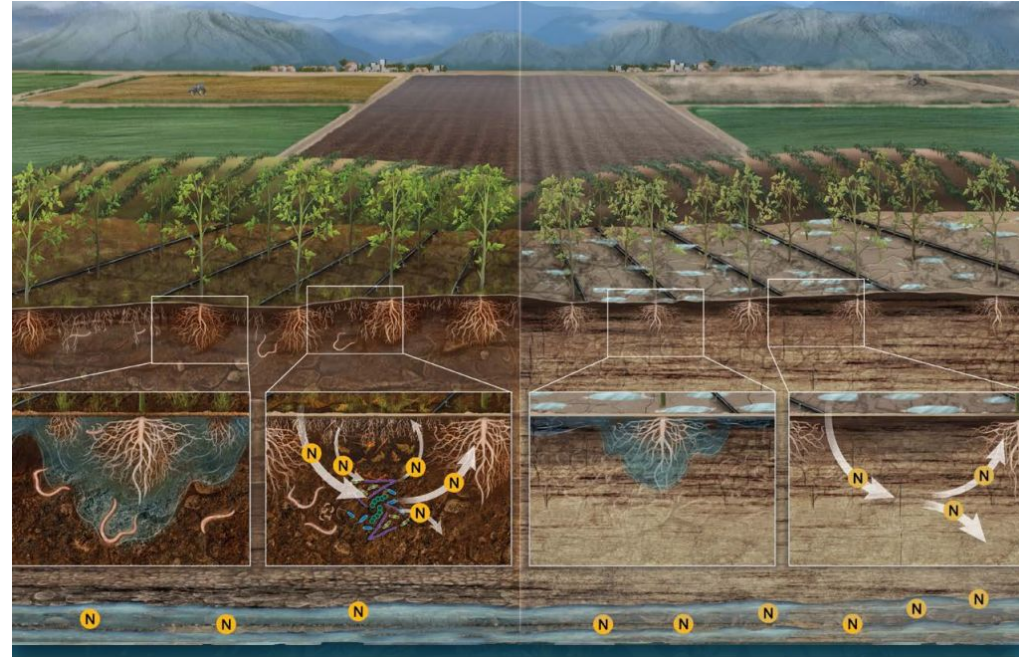
Regenerative Agriculture in California

DROUGHT
will continue to
impact California.

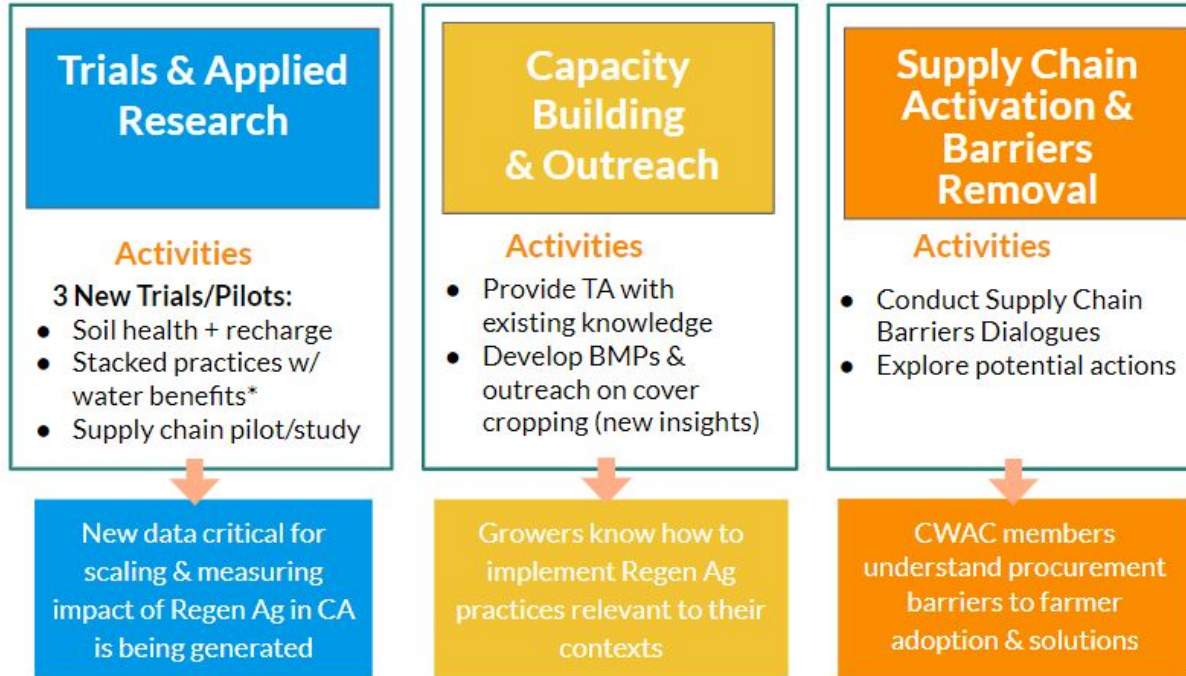
**AIR
QUALITY**
suffers in our
farming regions.

**DRINKING WATER
QUALITY**
declines due to nitrate
from farms.

FLOODS
will become more severe



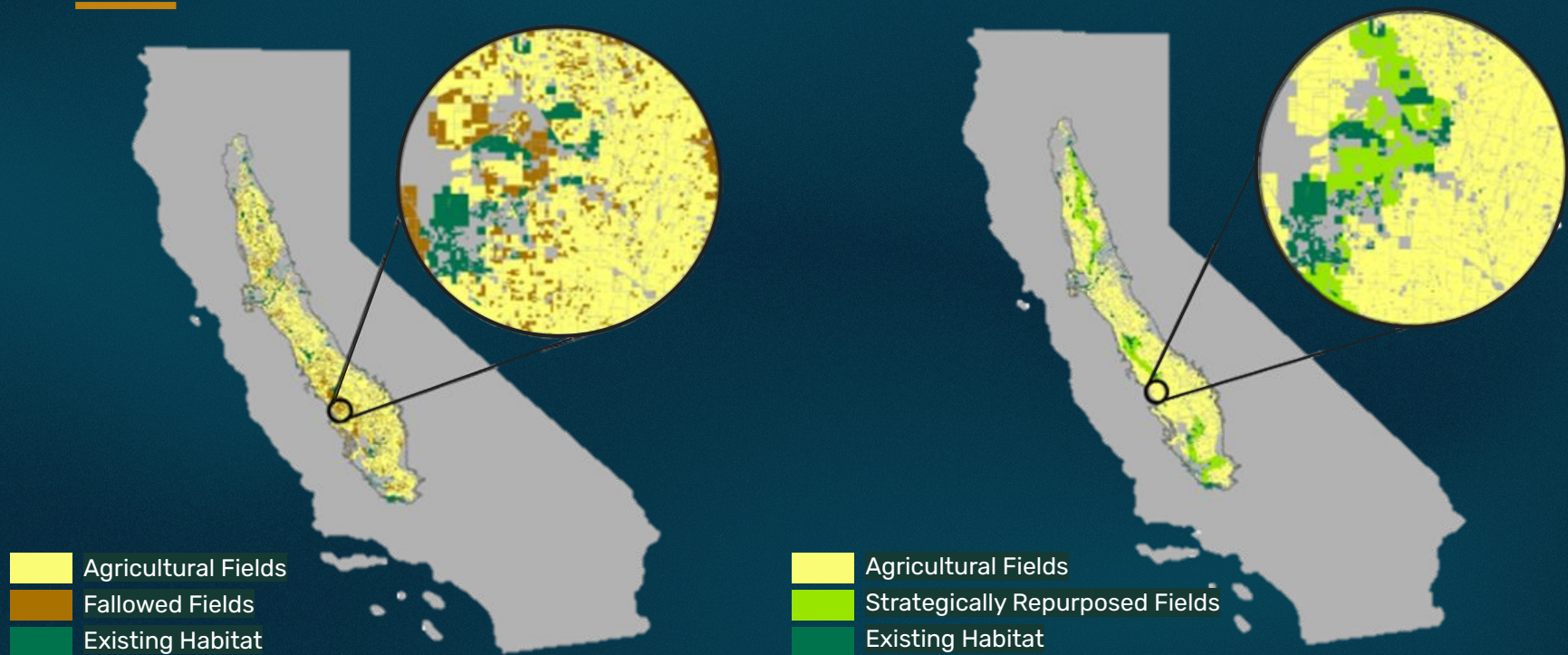
Project Example: CWAC RAW Lab



Opportunities for Corporate Engagement

- Providing support (funding, in-kind match) for **existing implementation and demonstration projects**
- Co-developing new or expanded projects to demonstrate and **quantify water-related outcomes**
- Supporting development and dissemination of **CA-relevant BMPs and technical assistance**
- Supporting implementation of **grower incentive programs** - public and private sector
- Participating in dialogues to **identify and address barriers to adoption**

By 2040, up to 900,000 acres of farmland in the San Joaquin Valley will be fallowed or retired¹



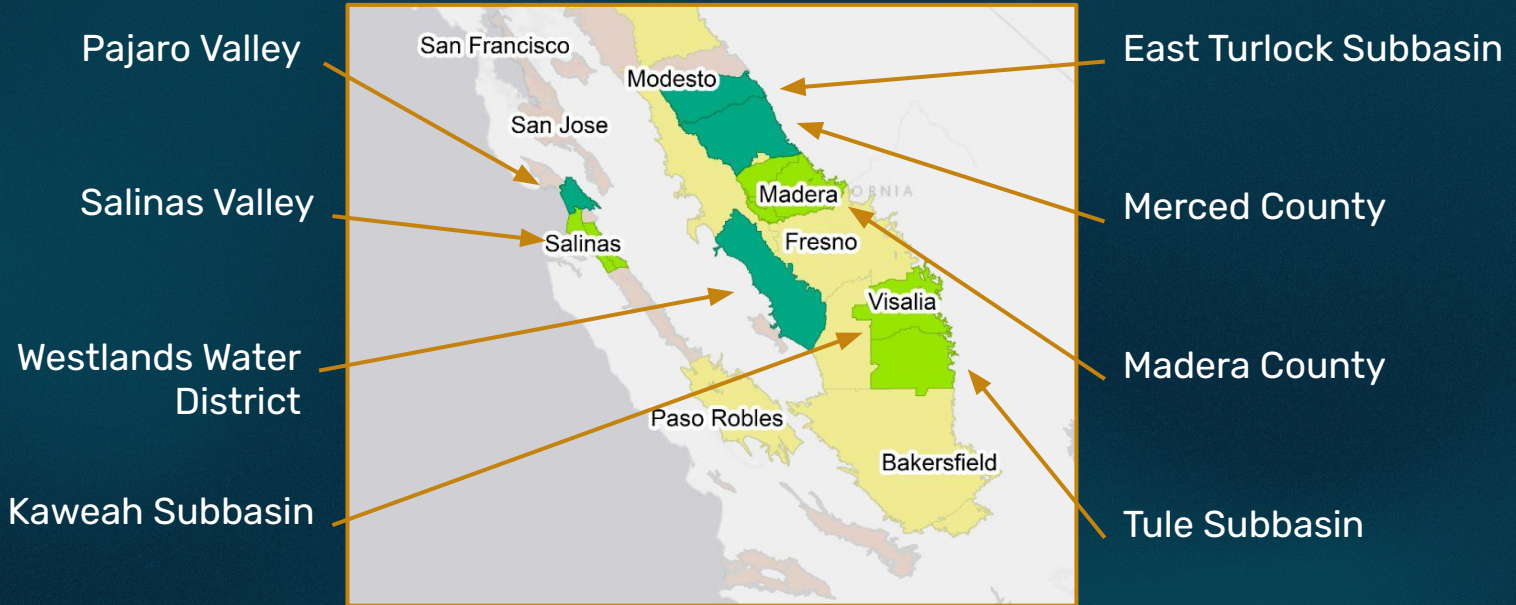
CA is investing in an alternative: Multibenefit Land Repurposing

Example Project Types



- Habitat corridors
- Renewable energy projects
- Parks or community recreation areas
- Land acquisitions, voluntary land transfers, and easement acquisitions
- Pumping allocation acquisitions
- Multibenefit recharge areas
- Dryland farming or managed rangeland
- Less water-intensive crops
- Cover crops or conservation cover
- Tribal land uses and tribal cultural practices

Multibenefit Land Repurposing Program Grantees - 52 Partners Across 8 Regions with Seed Funding



Groundwater Management

Sustainable Groundwater Management Act (SGMA)

*Undesirable Results:
Significant and Unreasonable...*



Surface Water
Depletion



Reduction
of Storage



Degraded
Quality



Seawater
Intrusion



Land
Subsidence



Lowering
GW Levels



Demand Reduction



Supply Enhancement



Existing Groundwater Management Projects

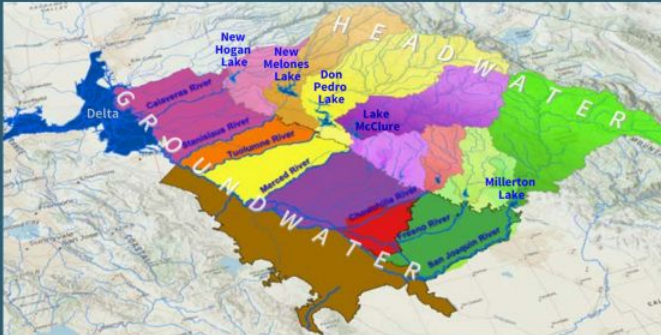
Subsurface Drip Irrigation (SDI)



On-Farm Recharge Projects



Watershed scale recharge studies



Multi-Benefit Floodplain Restoration



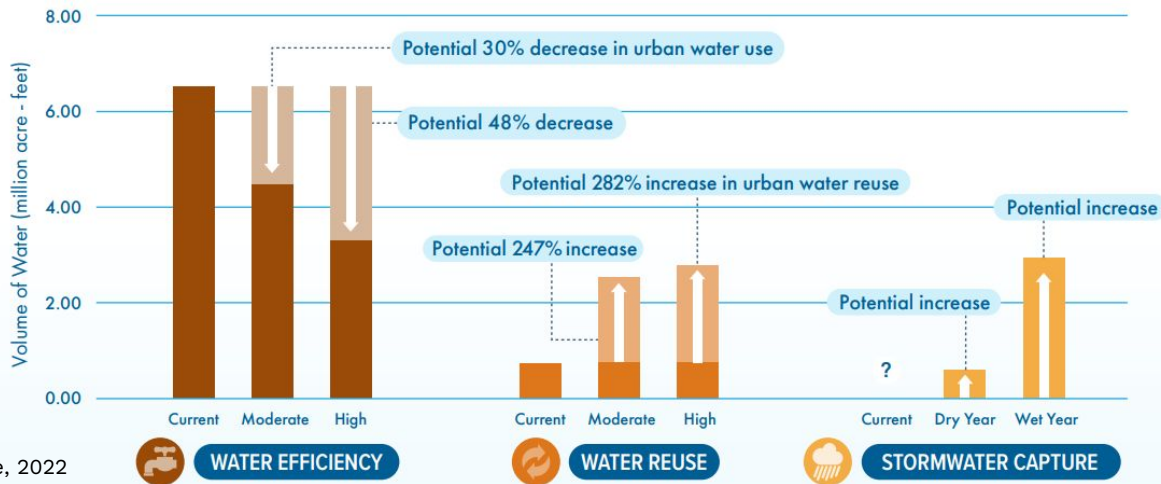
Recharge - Enabling Conditions

- **Data and Information Gaps**
 - Determine effects of climate change on water availability for recharge
 - Establish environmental flow needs for major rivers
 - Monitor and model groundwater quality effects of recharge for drinking water wells
- **Outreach and Education**
 - Expand awareness of recharge options among Irrigation Districts and GSAs
 - Support industry leadership to encourage recharge
 - Coordinate recharge projects to ensure protection or improvement of community water supplies
- **Legal Authorities**
 - Clarify water rights for diverting surface water for recharge
 - Establish flood diversion standards and reporting requirements
- **Incentives**
 - Evaluate effects of alternative recharge incentive mechanisms
 - Promote use of effective incentive strategies



SoCal Urban Water Infrastructure

URBAN WATER SOLUTION: Innovative strategies can narrow the gap, reduce drought pressures, and build resilience



Pacific Institute, 2022

State Water Resources Control Board

NOTICE OF PROPOSED REGULATORY ACTION
TITLE 23. Waters
DIVISION 3. State Water Resources Control Board and Regional Water Quality Control Boards
CHAPTER 3.5 – Urban Water Use Efficiency and Conservation
ARTICLE 1
SUBJECT: MAKING CONSERVATION A CALIFORNIA WAY OF LIFE

ENVIRONMENT

California approves rules that turn sewage into drinking water

BY RACHEL BECKER
 DECEMBER 19, 2023



MEASURE W – SAFE, CLEAN WATER PROGRAM

Measure W was approved by Los Angeles County voters on November 6, 2018. This multi-benefit measure provides cities, including the City of Santa Clarita, watershed areas, and Los Angeles County with funds to capture, treat, and recycle stormwater. Funding is provided through a parcel tax of 2.5 cents per square foot of impermeable land area (buildings, concrete, etc.).

Project Example: Toilet Leak Detection

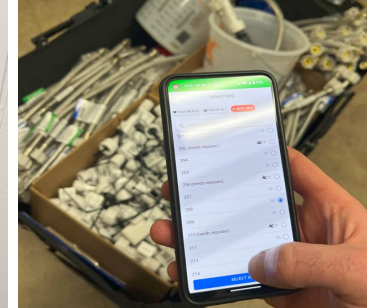
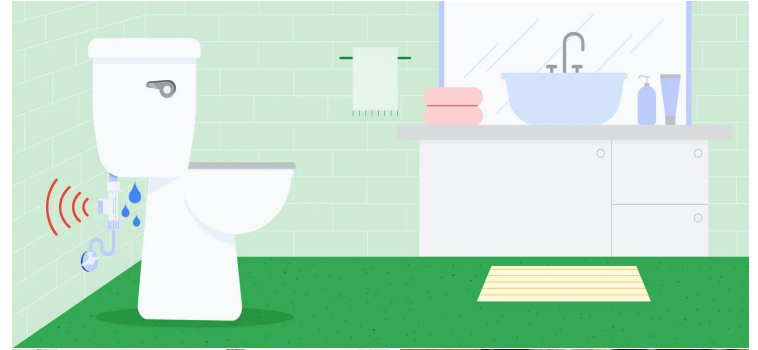
Location: South Coast

Intervention: Toilet leak sensors in low-income multifamily housing

Benefits: ~5,000 gal / sensor

Partners: Pacific Institute, BEF, Sensor Industries, Metropolitan Water District, various nonprofit housing organizations

Progress: ~2,500 sensors installed (2020-2023)



Opportunities for Corporate Engagement

- Expanding and improving toilet **leak detection** project
- **Innovative financing** for water efficiency
- Engaging and **educating customers** on water conservation
- Supporting implementation of “*Conservation as a California Water of Life*” water regulations - especially in **low income communities**
- Supporting implementation of direct potable **water reuse**, newly legal in CA

Breakout Groups

1. Regenerative agriculture
2. Multi-benefit land repurposing
3. Groundwater management
4. SoCal urban water infrastructure

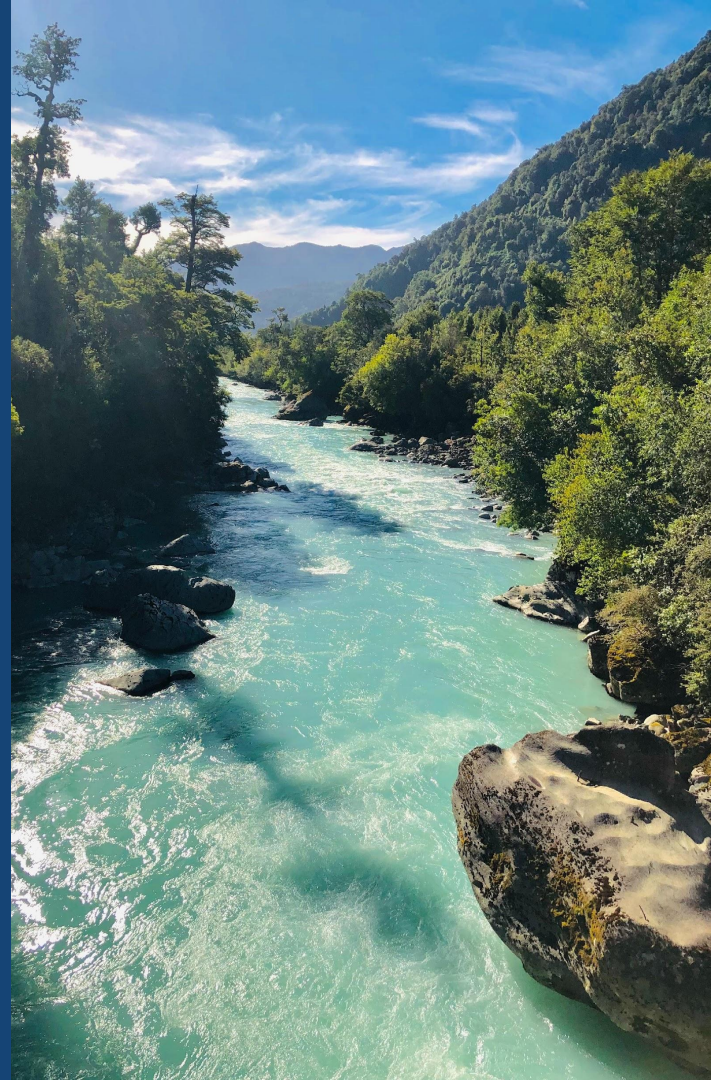


Breakout Group Questions

1. What elements of this are most exciting to you?
2. How could this work align with your corporate goals? What would you need to see in order to invest?
3. At what level would you want to engage?



Highlight: Innovative Financing



Levers For Impact

There are numerous levers for impact, including:

- Public sector partnerships
- Sharing success stories
- Leveraging B2B relationships
- Collective action / co-funding
- Policy engagement & advocacy
- Innovative financing

Grant Programs

Government grant programs are important, but have several challenges:

- Grants are often set up as reimbursements for work completed
- Grants have specific requirements on how the money can be spent
- Large scale projects need large scale capital for implementation
- Some organizations, communities and tribes may not have the capital on hand to implement a project
- Loans are often used fill gaps in capital

Innovative Financing - Corporate Loans

Corporate loans can provide new ways to provide capital for projects



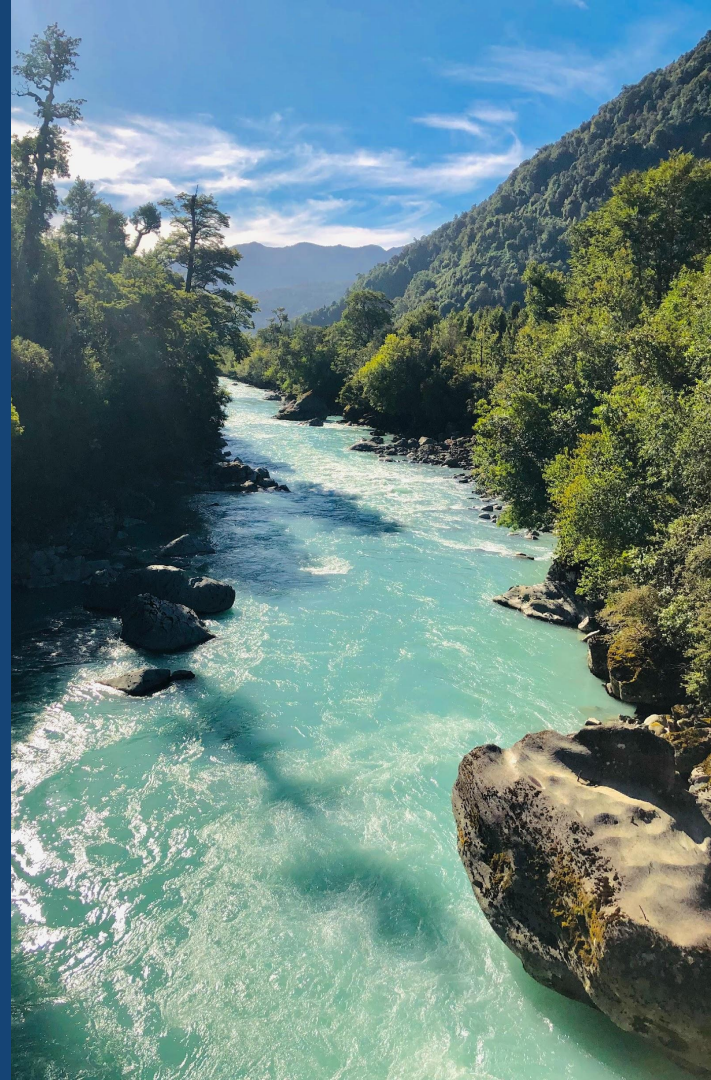
**What do you need to see from
CWRI to be able to invest in
action in the next 6 months?**

*Respond in Chat, anonymous form,
or raise your hand to speak*

Anonymous Form: bit.ly/48CPlSv



Next Steps

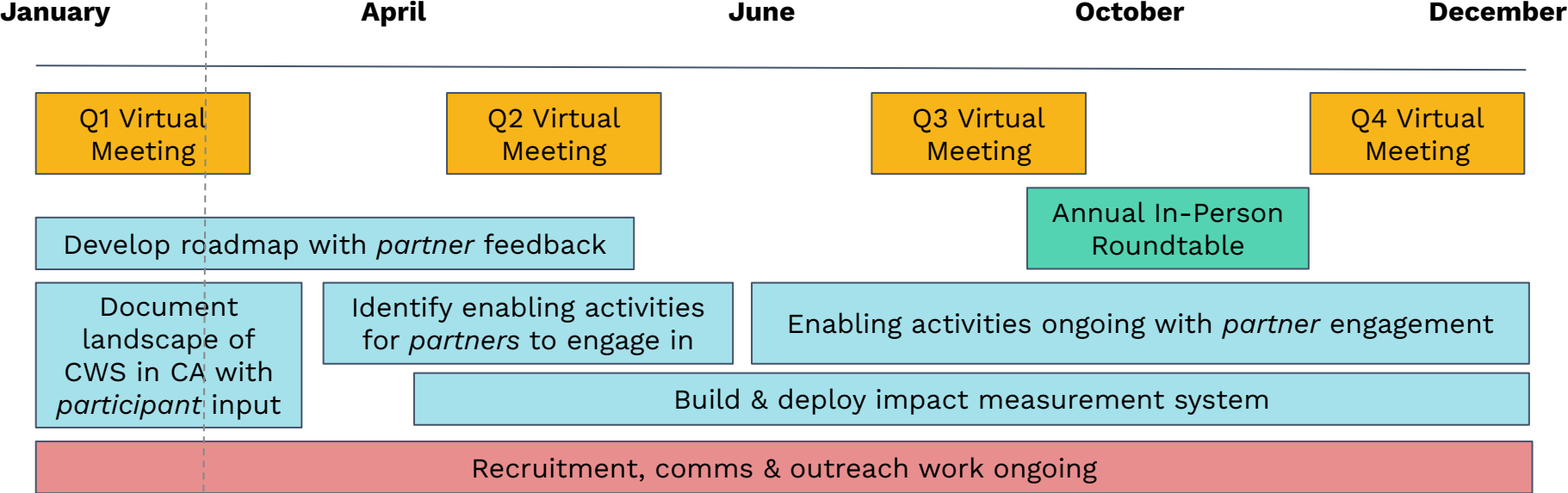


Next Steps

- Develop action plans for areas of interest based on today's breakout discussions
- Synthesize and share company interview insights
- Create CWRI landing page on Water Action Hub
- Engage in recruitment and outreach activities

Looking Ahead

2024 CWRI Plans & Activities



Upcoming Events

CWRI partners & participants:

- Next quarterly meeting on **April 10, 2024 from 11:00AM - 12:30 PM PT**

CWRI leadership team:

- World Economic Forum at Davos (Jan 14-19)
- Meeting with CA Water Board Chair Esquivel and staff (Jan 24)
- Catalyst Conference in Sacramento (Feb 1-2)
- GreenBiz Conference in Phoenix (Feb 12-14)

Any other events that should be on our radar?

Thank you! Questions?

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