

California Water Resilience Initiative

Q3 2024 Virtual Meeting
July 23, 2024



CEO
WATER
MANDATE

WATER
RESILIENCE
COALITION



ECOLAB[®]



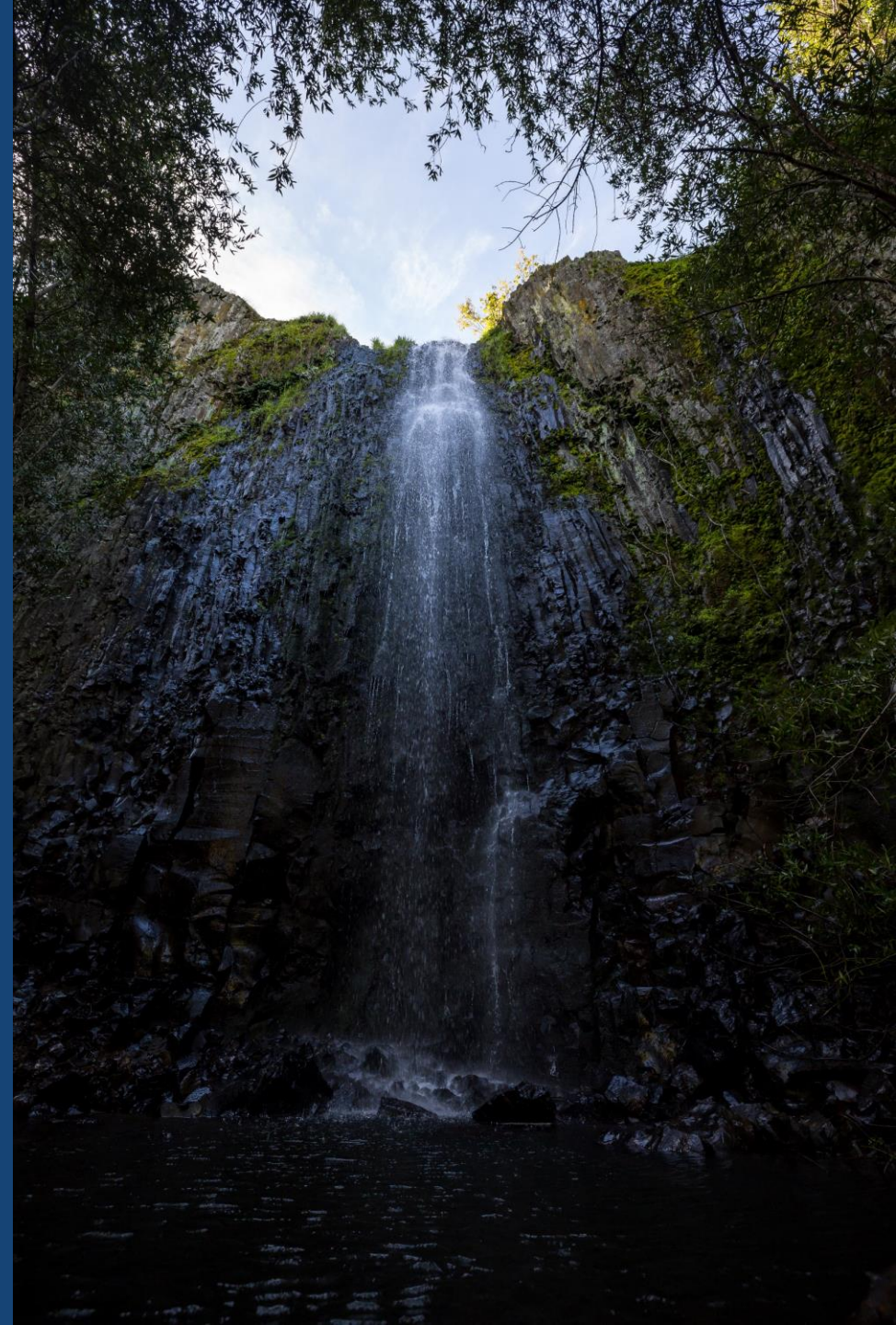
PACIFIC INSTITUTE

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AGENDA

- **Basin Champion Insights: Ecolab**
- **Basin Leader Insights: General Mills**
- **CWRI Strategic Plan**
- **Recap: Kern Meadows Project Deep Dive**
- **Multi-Benefit Land Repurposing Program Overview & Updates**
- **Assessment of CA Corporate Water Stewardship**
- **WRC 100 Basins App Demonstration**



CWRI Annual Forum

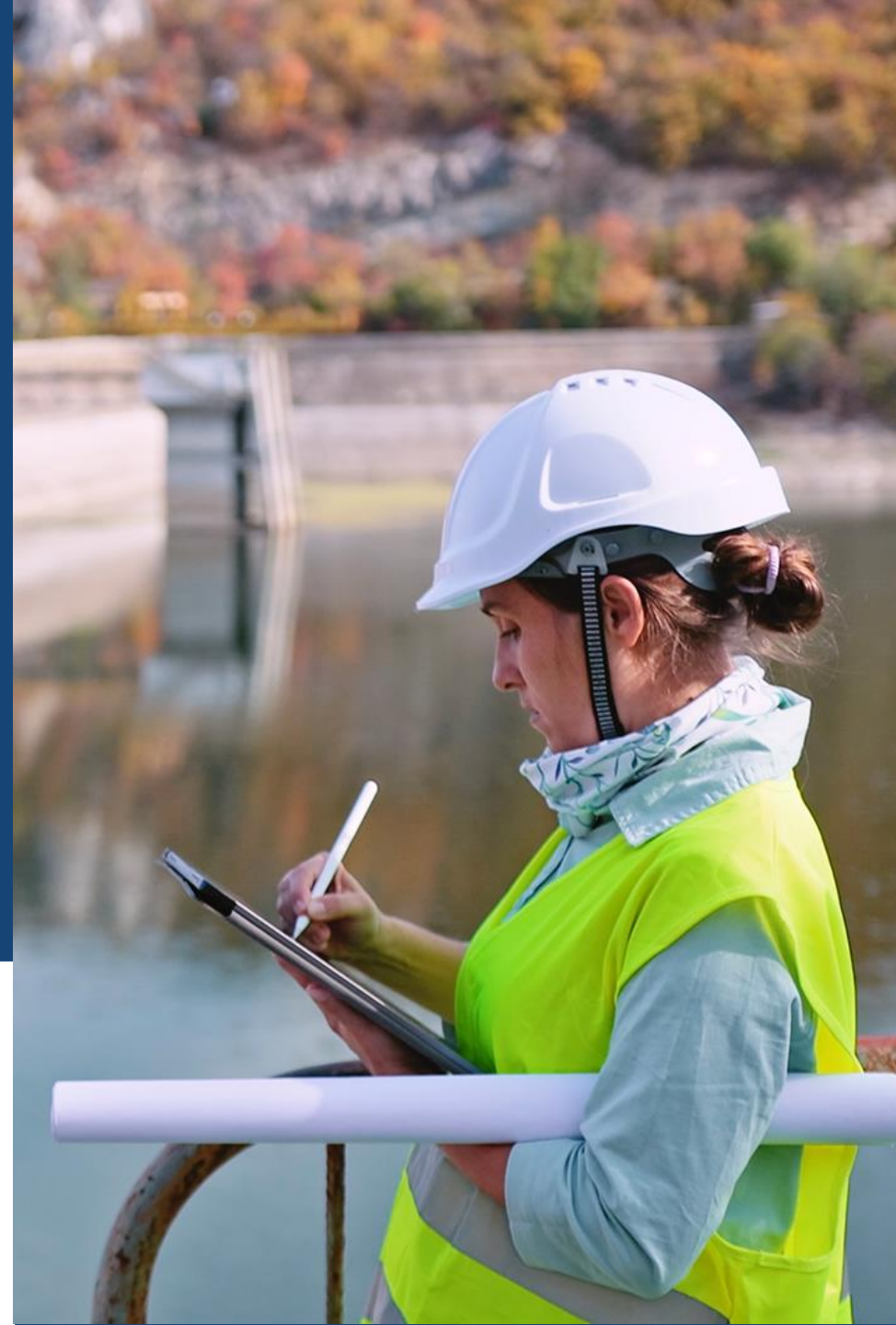
October 22, 2024



BASIN CHAMPION INSIGHTS: ECOLAB

Emilio Tenuta, SVP & Chief Sustainability Officer

ECOLAB[®]



CA ENGAGEMENT

- Met with the State Water Resources Control Board on June 10
- Follow-up meeting with stormwater capture and management staff, 7/24
- Focus on partnership and investment opportunities



BASIN LEADER INSIGHTS: GENERAL MILLS

Margot Conover, Water Stewardship Initiative Lead



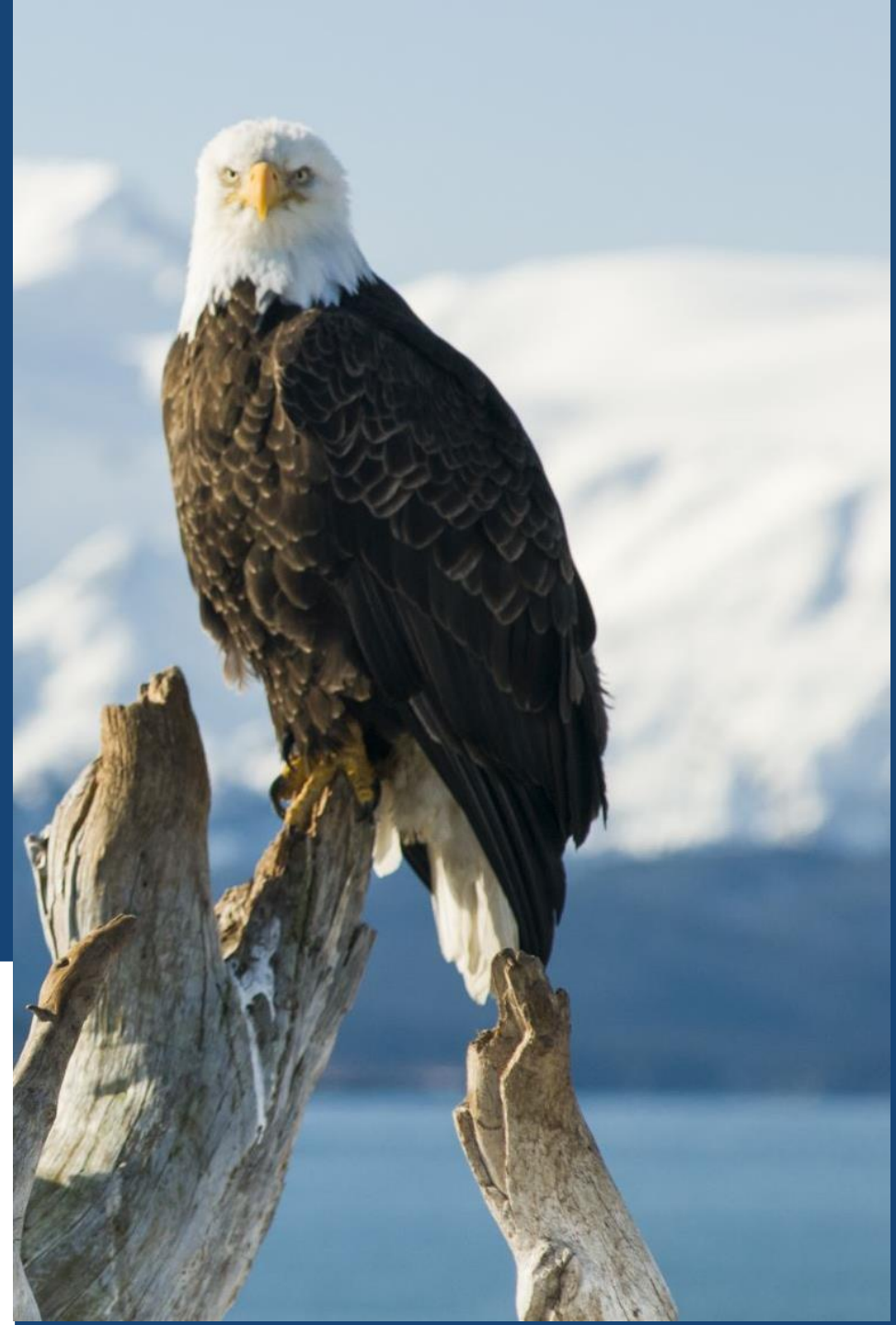
MOTIVATIONS

- Watersheds are too big for us to act alone
- Enabling investments can unlock exponentially greater impact
- We believe nature-based, multi-benefit approaches will be more lasting and cost effective
- CWRI forms the model for future 100 Basins collaborations



CWRI STRATEGIC PLAN

Chirag Amin, Senior Researcher



California Water Resilience Initiative: Mission and Goals

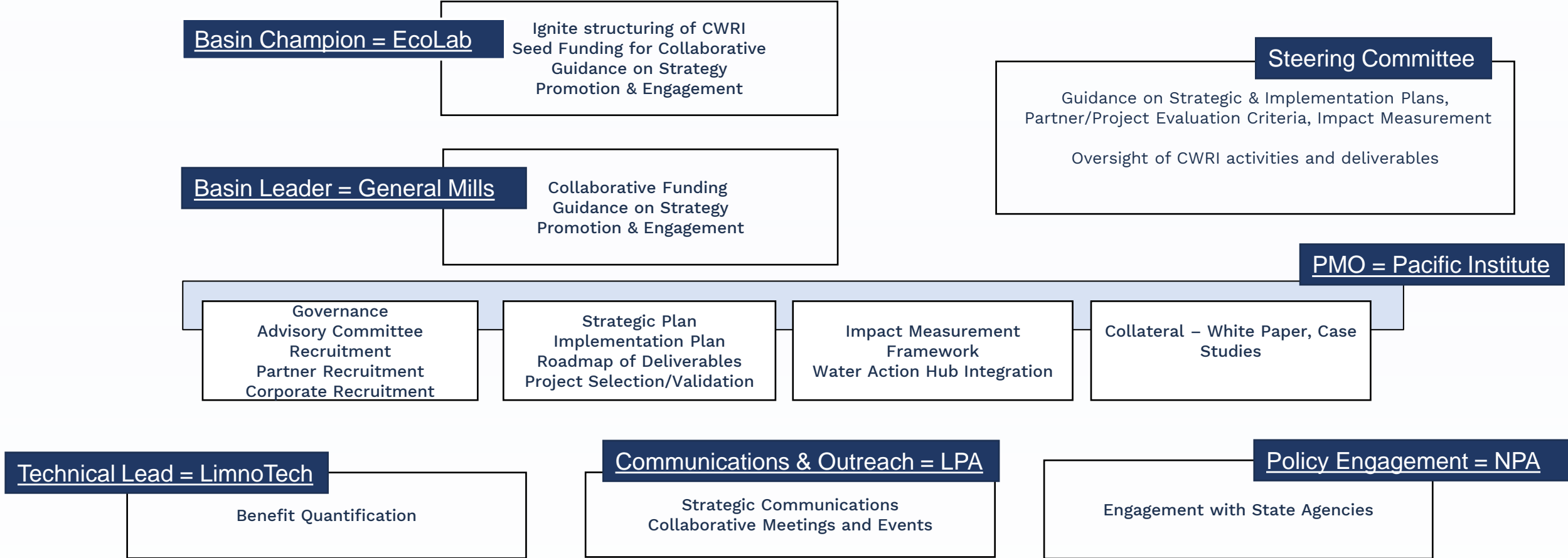
OUR MISSION

The California Water Resilience Initiative (CWRI) is a private sector-led initiative to accelerate collaborative action between private, public, and non-profit sectors to achieve a just and equitable transition to a water-resilient future for California.

OUR GOALS

- Reduce, Reuse, Restore 1 MAFY of water by 2030 and 1.8 MAFY of water by 2040.
- Invest in high-impact, landscape-level interventions known to deliver multi-benefits for society and the environment, as well as in technology, innovation, and enabling activities that demonstrate potential for transformative outcomes.

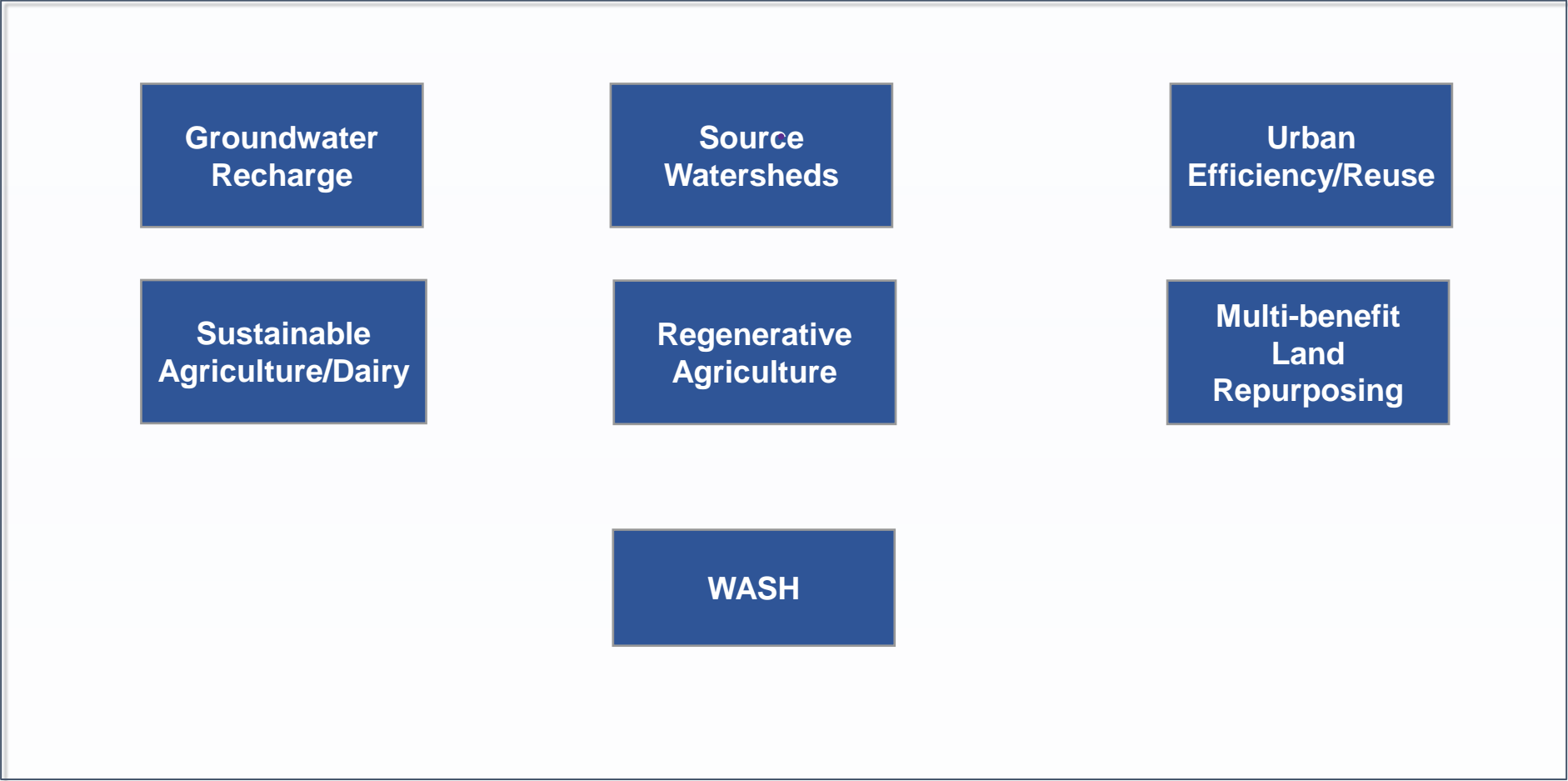
California Water Resilience Initiative: Collaborative: Governance Structure



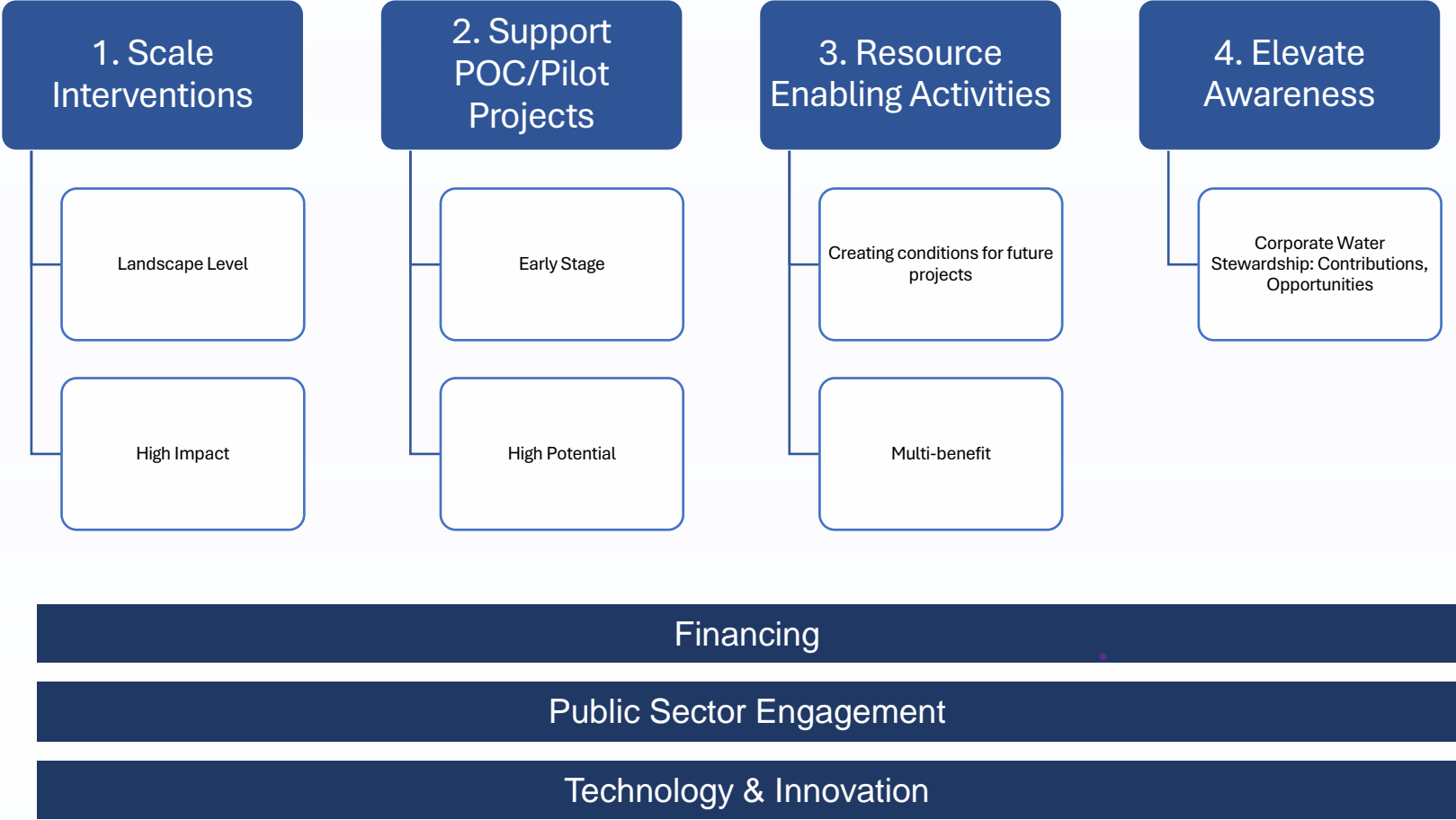
California Water Resilience Initiative: Collaborative: Advisory Group/Steering Committee

Organization	Representative
Bonneville Environment Foundation	<p>Todd Reeve CEO</p>
The Environmental Defense Fund	<p>Mike Myatt Senior Director, Climate Resilient Water Systems</p>
Sustainable Conservation	<p>Richael Young Senior Director, Water for the Future</p>
The Nature Conservancy	<p>Michael Matosich Senior Corporate Engagement Associate, Water & Resilience</p>

California Water Resilience Initiative: Portfolio: Focus Areas



California Water Resilience Initiative: Portfolio: Strategic Approaches



RECAP: KERN MEADOWS PROJECT DEEP DIVE

Eddie Corwin, LimnoTech



KERN MEADOWS PROJECT

- Held Project Deep Dive on 6/20
- Collected corporate partner interest and provided benefits summary
- Prospective partners provided to Trout Unlimited
- Project Commitment Form



MULTIBENEFIT LAND REPURPOSING (MLRP) PROGRAM: OVERVIEW & UPDATES

Gopal Penny, Environmental Defense Fund



**Environmental
Defense
Fund**



SGMA and Uncoordinated Land Use Changes

- Sustainable Groundwater Management Act (SGMA) seeks to mitigate groundwater overdraft
- Nearly 900,000 acres may come out of production by 2040 (PPIC, 2023)
- Unmanaged land fallowing:
 - Dust pollution
 - Pests & Weeds
 - Negative socio-economic impacts
- Lack of coordination & participation in addressing land and water challenges
- Opportunity to address environmental concerns



Multi-benefit Land Repurposing Program:

- Administered by Dept. of Conservation
 - Increase regional capacity, save groundwater, provide multiple benefits
- \$90 M program funds in first 2 years
 - Regional block grants up to \$10M
 - Eligible costs include project development and implementation, incentive payments
- Projects must
 - Meaningfully benefit disadvantaged communities
 - Be conducted on lands that are least viable for irrigated agriculture
 - Contribute to resource connectivity
 - Commit to permanent or long-term (>10 years) land repurposing



Statewide Support Entity Role



Block Grantee Support
Training and technical assistance



Peer-Learning Facilitation
Community of practice



Community Engagement Support
Support engagement plans and monitoring of engagement success



Monitoring & Reporting
Development of reporting metrics and theories of change



Communications
Coordinate external communication about program

Implementation Partners



MLRP 2023 Annual Report

MLRP Participation and Engagement

Round 1 BY THE NUMBERS

4 applicant teams awarded

28 organizations partnering

45 organizations collaborating

50+ disadvantaged communities
in grant regions

Round 2 BY THE NUMBERS

4 applicant teams awarded

24 organizations partnering

12 organizations collaborating

70+ disadvantaged communities
in grant regions



Block Grant Regions

Pajaro Valley

Repurpose marginal agricultural lands using lake water and increase groundwater infiltration

East Turlock

Leverage existing efforts to re-crop, cover crop, and increase solar and agrivoltaics

Lower Salinas Valley

Restore Floodplain, Reduce Flood Risk, Create Habitat & Recreation Benefits

Merced Subbasin

Long-term projects, wildlife corridors between the Sierra Nevada Mountains and the Merced Wildlife refuge

Westlands Water District

Multibenefit recharge, non-irrigated rangeland, renewables, wildlife habitat. Farmworker job transition pilot program

Madera County

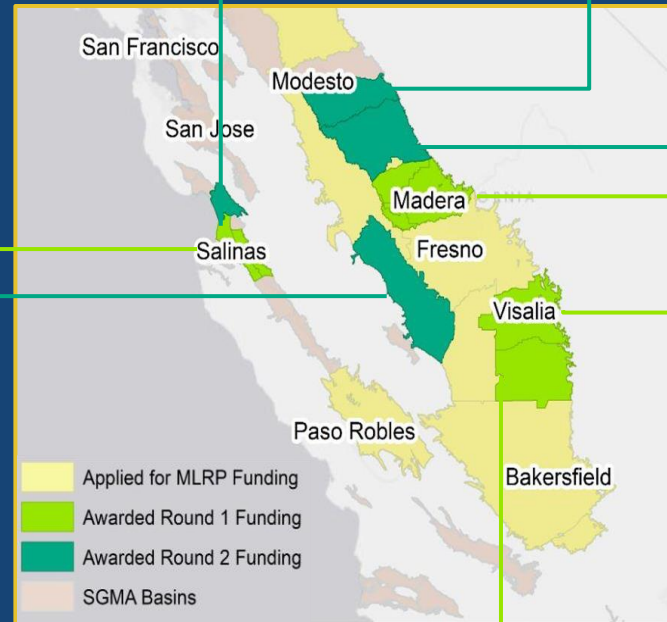
Improve community well reliability, create buffer zones around communities

Tule Subbasin

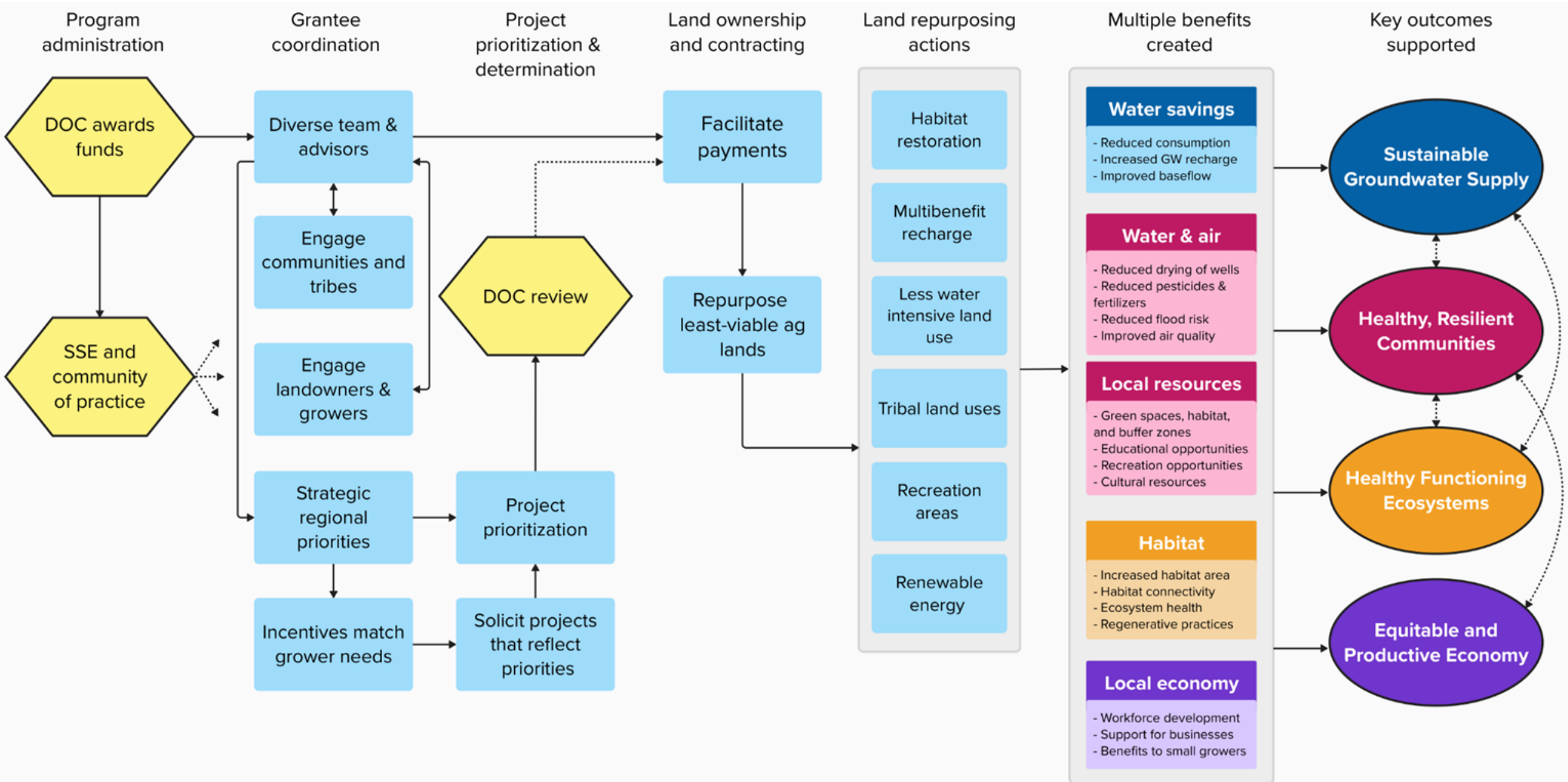
Restore upland scrub habitat, create multibenefit recharge basins

Kaweah Subbasin

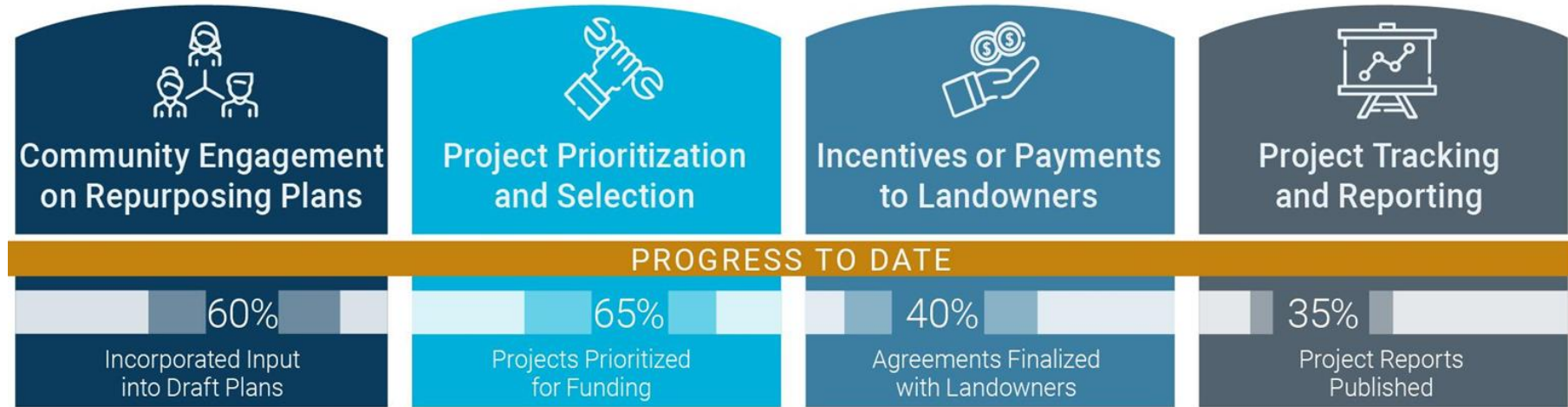
Collaboratively identify projects & approaches. First three projects have been approved.



Draft MLRP Theory of Change (shorthand version)



Block Grantees Progress



- ▶ Conducted outreach to regional stakeholders, including communities, farmers, and tribes
- ▶ Held public meetings, workshops, and comment periods to solicit input on draft materials
- ▶ Formed advisory groups comprised of community members, growers, tribal members, and more
- ▶ Developed outreach and engagement plans with support from the Department of Conservation

- ▶ Distributed requests for proposals for land repurposing projects
- ▶ Developed project prioritization processes, including rubrics and scoring criteria
- ▶ Identified strategies for identifying and prioritizing disadvantaged community needs and benefits

- ▶ Expanded incentive payment program through a proposed project
- ▶ Defined approaches for incentive payments

- ▶ Established systems for tracking and reporting progress
- ▶ Defined reporting standards
- ▶ Established timelines for completing objectives
- ▶ Scoped Dashboards for tracking projects

Recent Updates & Challenges

- Program-wide monitoring approach
- Project permitting
- Initial projects approved by DOC
- Building a foundation for future success
 - Timeframe of the current program
 - Growing support
 - 2024 climate bond (SB 867)
 - Continued demand for multibenefit land repurposing



ASSESSMENT OF CA CORPORATE WATER STEWARDSHIP

Sarah Brody, McKinsey & Co.

McKinsey
& Company



California Water Resilience Initiative: Recruitment strategy & value proposition update

Following the CA Water Supply Strategy release in 2022, the CEO Water Mandate, WRC, and the Pacific Institute, with support from Ecolab, formed the California Water Resilience Initiative to promote collection action on water stewardship in California

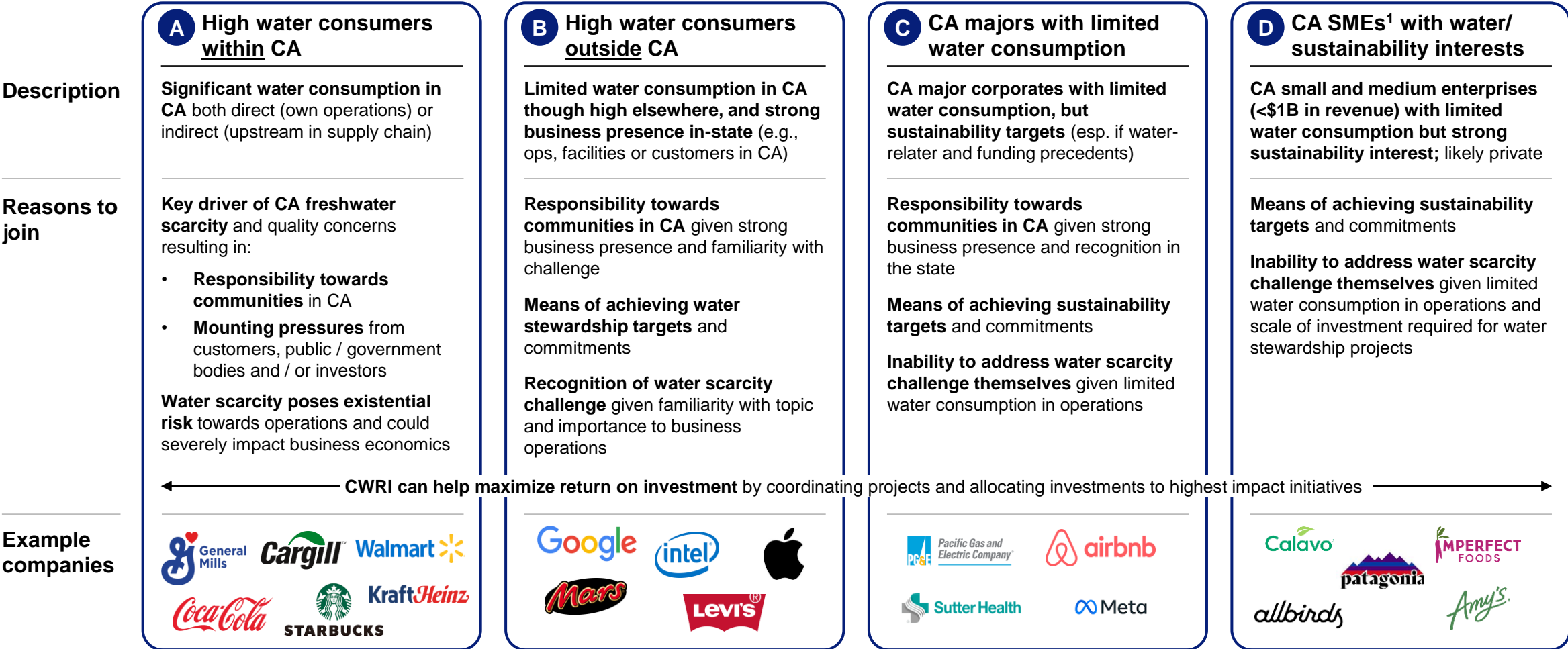
McKinsey has partnered with CWRI to help develop a growth strategy for recruitment of additional corporate partners.



Engagement scope:

- A** Profile a set of representative target companies to understand propensity to invest in CWRI and why
- B** Prioritize companies to recruit to CWRI, based on the opportunity/need that CWRI can help fulfill
- C** Develop the value proposition and quantified view on value at stake for companies to join and/or invest in CWRI
- D** Test the CWRI value proposition through interviews with potential target member companies

A. Profile a set of representative target companies: Potential members were organized into 4 archetypes – each with different reasons to join CWRI



1. Defined as CA companies with less than \$1B in revenue, with the exception of Patagonia

WRC 100 BASINS APP DEMONSTRATION

Todd Player, Pacific Institute



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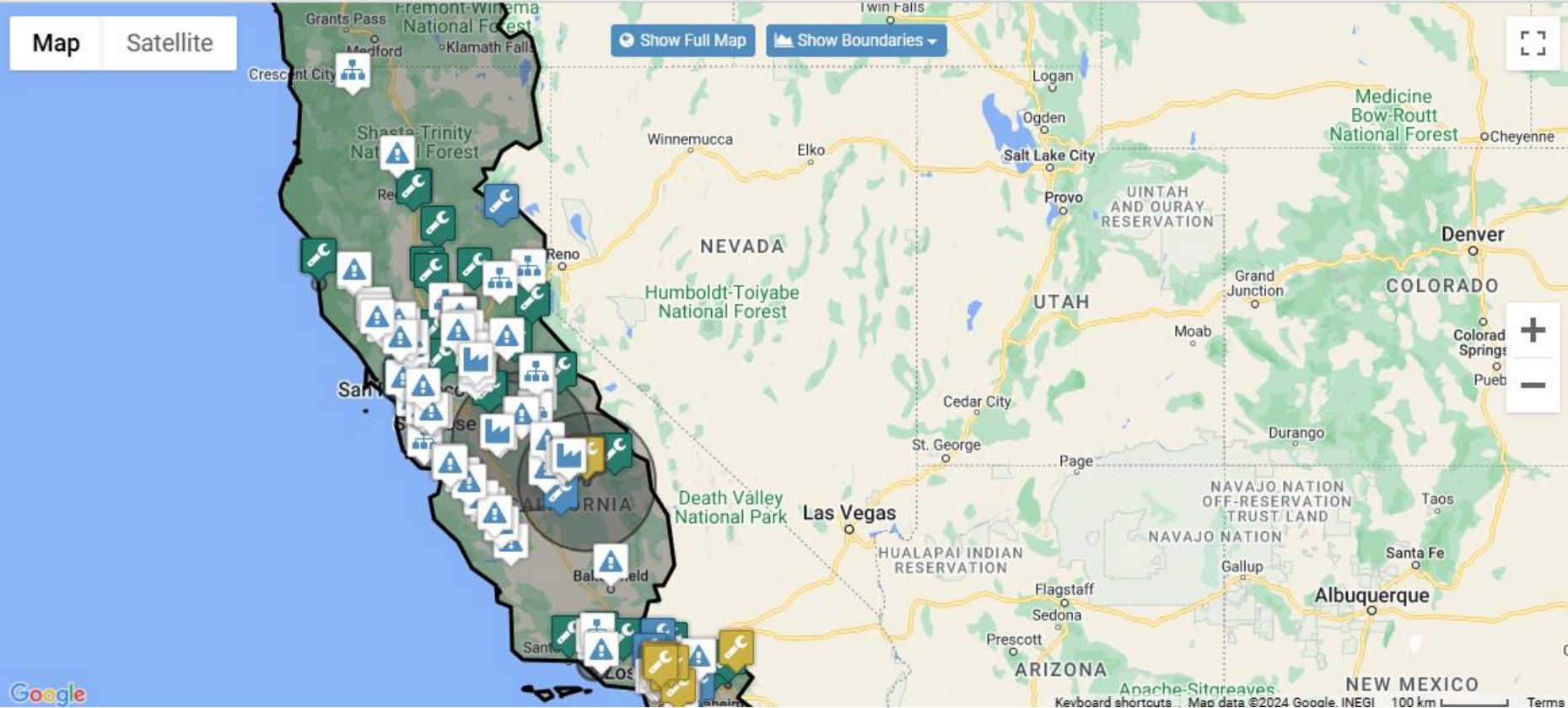
Driving Impact in 100 Priority Basins through Collective Action and Digital Tools

Todd Player, Digital Technology Lead



WATER ACTION HUB

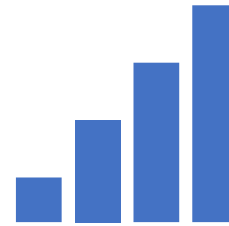
CWRI – Water Action Hub





Water Action Hub

Project Search
Connecting the Broader Public
CWRI Site
<https://wateractionhub.org/californiawaterstewardship/>



100 Basins App

Secure, private, curated
Project Portfolio
Basin Impacts, Shared Metrics
Basin Monitoring

Interactive Demo



WATER ACTION HUB

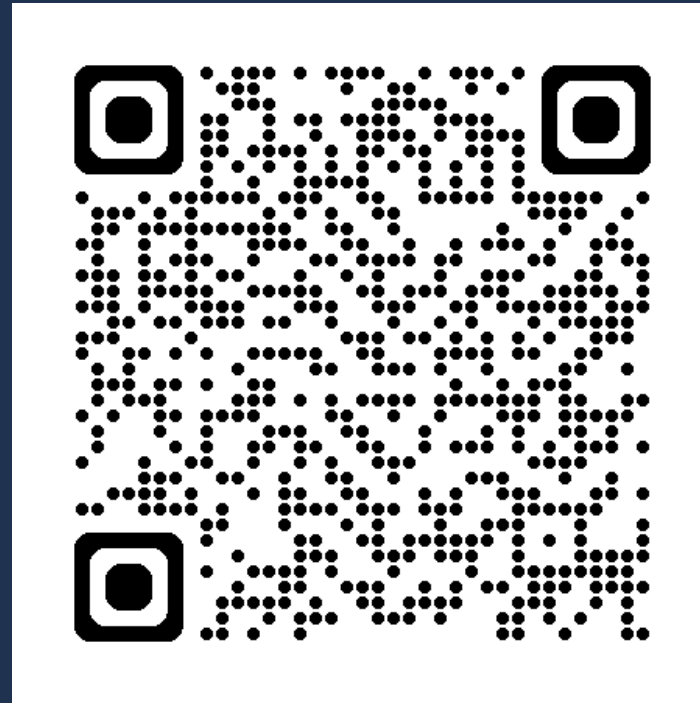
1. Sign Up
2. Add Your Organization
3. Details on how to join the 100 Basins app coming soon



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Todd Player
tplayer@pacinst.org



www.wateractionhub.org
Find us on social media @H2O_stewards

CWRI ANNUAL FORUM

- **October 22, 2024, 8 a.m. to 4 p.m.**
- **Pre-event dinner on October 21 at 6 p.m.**
- **Invitations will be sent out soon**
- **Two individuals per organization**



THANK YOU!

cwri@pacinst.org

