

## Tulare Basin Watershed Connections – DRAFT Outreach Plan Outline

### April 2016\*

1. **Purpose:** To generate a greater understanding of and investment in forest health by the beneficiaries of the ecosystem services (particularly water-related benefits) provided by those healthy forests. This is particularly important in the Tulare Basin, where all the major population centers, major economic activities, and political influence reside in the valley, most (if not all) of which are dependent upon a reliable and clean water supply which is, in turn, largely influenced by the condition and management of the Sierra Nevada forests. Ultimately, we want the beneficiaries of enhanced water yield, storage and quality provided by healthy forests to invest resources in and advocate for forest and watershed restoration and management.
  
2. **Audience:** Major water-rights holders, groups involved in local water policy, some general public. Beginning with...
  - a. County Water Commissions
  - b. Tulare Basin IRWM groups
  - c. Ag-specific water agencies that receive a significant portion (a majority?) of their surface water from local sources
  - d. Local communities – Town hall meetings?
  - e. Others?
    - i. Educators
  
3. **Message:** The Sierra Nevada Region plays a critical role in California’s water supply and hydrological system. More than 60% of California’s developed water supply originates in the Sierra Nevada, serving end users throughout the State. Snowpack in the Sierra region provides a natural form of water storage, and Sierra forests and meadows play a role in ensuring water quality and reliability. This system, however, is endangered by overgrown and unhealthy forests susceptible to disease and catastrophic fires. Without bold action to increase the pace and scale of forest restoration in the Sierra Nevada, the Tulare Basin will face ongoing adverse impacts to its environment, economy, and water supply. We need a cooperative regional response and investment in our forested watersheds by all beneficiaries.
  
4. **Resources:**
  - a. WIP Power Point, tweaked to include locally relevant information
  - b. Maps?
  - c. Handouts?
    - i. SGMA – “Watershed Connections Considerations and SGMA Implementation”

*\* This is a concept Sarah Campe pitched to SNC managers a couple of year ago...it got put on hold while the WIIP was launched, but it may provide a foundation for building an outreach plan*