



Coachella Valley  
Regional Water Management Group



City of Coachella



DESERT WATER



# Coachella Valley IRWM DAC OUTREACH PROGRAM Public Workshop

*September 13, 2012*



**INTEGRATED PLANNING  
AND MANAGEMENT INC.**  
GENERATING VALUE THROUGH INTEGRATION

# Agenda

- Welcome - Introductions
- Overview of CV IRWM DAC Program
- Introduction to CV IRWM Planning
- DAC Outreach Efforts and Planning
- Initial DAC Characterization Maps
- 501(c)3 Participation in DAC Characterization/Mapping
- Groundwater Quality and Flood Risk Studies
- Issue Identification and Project Development
- How You Can Participate

# Overview of DAC Program

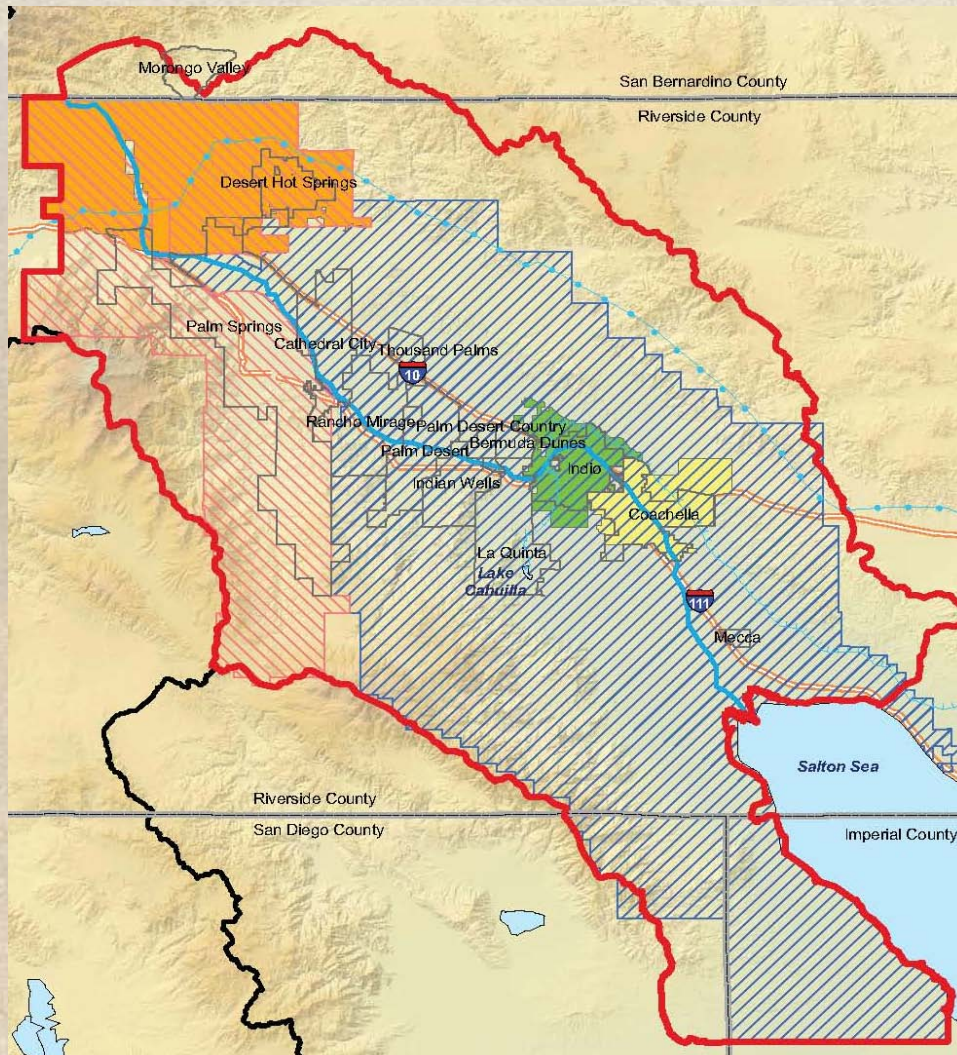
- Expanded DAC outreach activities
- Use of GIS data to identify and characterize smaller DAC areas and flood control needs
  - Research by local non-profit organizations
- Identification of DAC issues
- Identification DAC projects
- Development of engineering and management plans for priority projects
- Coordination with IRWM Plan Update

# Introduction to IRWM Plan

- Integrated Regional Water Management (IRWM) goals
  - Develop long-term water supply reliability,
  - Improve water quality, and
  - Protect natural resources.
- The CV IRWM Region published its first IRWM Plan in 2010 ([www.cvrwmg.org](http://www.cvrwmg.org))
- \$4 million received in 2011 from DWR for projects



# Where is Coachella Valley IRWM Region?



- Generally follows the Whitewater River watershed, also known as the Coachella Valley.
- Primarily within Riverside County, some portions of San Bernardino and San Diego counties.

# Who is Leading the Coachella Valley IRWM Program?

- The Coachella Valley Regional Water Management Group (CVRWVG), which is composed of the five Coachella Valley water purveyors.
  - Coachella Water Authority
  - Mission Springs Water District
  - Coachella Valley Water District
  - Desert Water Agency
  - Indio Water Authority



# IRWM Accomplishments

- IRWM Plan Adopted: **December 2010.**
- \$1 million IRWM Planning Grant Awarded: **February 2011**
- \$4 million IRWM Implementation Grant Awarded: **August 2011**
- \$1 million IRWM Disadvantaged Community (DAC) Outreach Grant Awarded: **February 2012**
- DAC Outreach Program: **Now - 2013**
- Process to Update IRWM Plan: **Now - 2014**

# CVIRWM Plan Organization



Coachella Valley Planning Partners  
• CVRWMG  
• Issues Group Leaders

Issue Group #1      Issue Group #2      Issue Group #3      Issue Group #4      Issue Group #5

County of Riverside, Cities, Community Councils

Mutual Water Companies

Self-Supplied Users, Farmers

Native American Tribes

Environment & Recreation

Business & Industry, CVAG

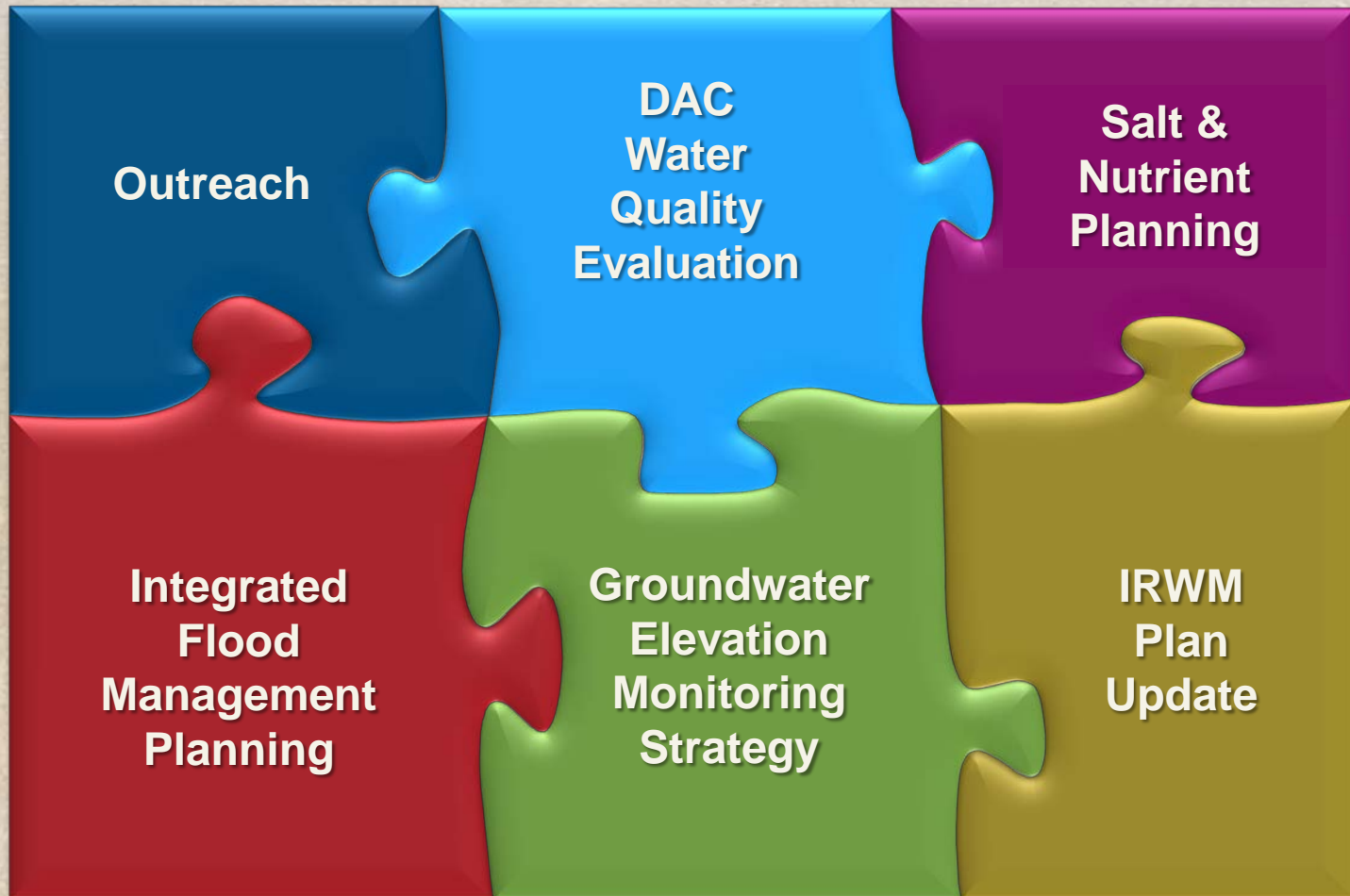
Disadvantaged Communities

Wastewater & Flood Control

Regulatory Agencies (Fed & State)



# IRWM PLAN UPDATE KEY COMPONENTS



# DAC 2010 IRMW Plan

## Outreach Efforts and Planning

- DAC Issues Group
- DAC-specific issues identified
- Grant funding awarded to projects that benefit DACs:
  - Short-Term Arsenic Treatment Project awarded approximately \$550,000.
    - Project involves installation of reverse osmosis systems in DACs in the East Valley to address arsenic concerns from non-municipal groundwater wells
    - Sponsored by a local non-profit serving DACs: Pueblo Unido CDC
  - Groundwater Quality Protection Program – Desert Hot Springs awarded approximately \$1,000,000
    - Project involves extending a municipal wastewater collection system to eliminate the need for on-site septic systems. This project will benefit DACs in Desert Hot Springs.
    - Sponsored by a public agency: Mission Springs Water District

# DAC 2010 IRMW Plan

## Outreach Efforts and Planning

- Overview of DAC-specific issues identified in the 2010 IRWM Plan

<i>DAC Water-Related Issues</i>	
<b>Topic</b>	<b>Issue Statement</b>
Affordability	Addressing DAC water-related issues without increasing rates. <sup>1</sup>
Connection to the Sewer System	The need for septic to sewer conversion is great, but jurisdictional issues or high costs may delay or prohibit project construction. <sup>1</sup>
Water Supply	Other groundwater sources, such as wells above the perched aquifer, hot water basin wells, and agricultural wells, are not suitable for drinking. In places where wells are contaminated, other water sources such as hauled water can be scarce or entirely inaccessible. <sup>1</sup>
Water Supply	Many DACs are not within urban areas, making water supply even more difficult. One example is concentrated communities of farm workers in rural areas. Rural water treatment systems (point of source or other new technologies) and training are needed in these rural/remote areas. <sup>1</sup>
Flooding and Stormwater	Flooding and storm water management improvements are needed to address flooding hazards in DAC areas, particularly in unincorporated communities. <sup>2</sup>
1. CVRWGM DAC meeting - May 20, 2010	
2. 2007 DAC Community Planning Group Notes; CVRWGM DAC meeting - May 20, 2010	

# DAC Outreach Program

## Companion Project to IRWM Plan Update

### Planning

- Coordination with IRWM Plan Update
- Funding from and Coordination with DWR Pilot Outreach Program

### Outreach Activities

- **Meetings** - Project Partners, Issue Groups, DAC Workshops, Public Stakeholders
- **Communications** – Press Releases, Emails, Notices, Website

### Outcomes

- Identification of Issues and Projects
- GIS Mapping of Smaller Communities, Flood Control Mapping
- Project Development, Identification, Planning and Engineering
- DAC Outreach Program Model

# Interaction between the DAC Program and IRWMP Update

## IRWMP Plan Update

Public/Tribal Outreach

DAC Water Quality  
Evaluation

Integrated Flood Management

DAC Technical Support



## DAC Program

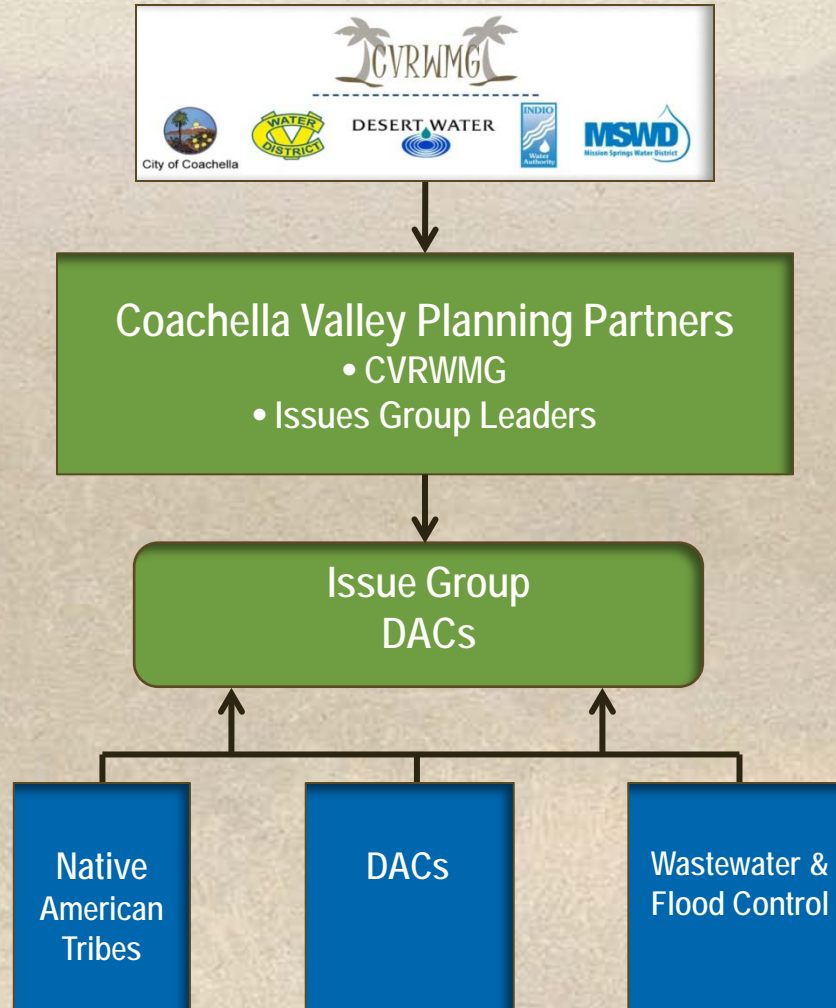
Public/Tribal Outreach

DAC Issue Characterization

DAC Flood Risk Mapping

DAC Project Technical Support

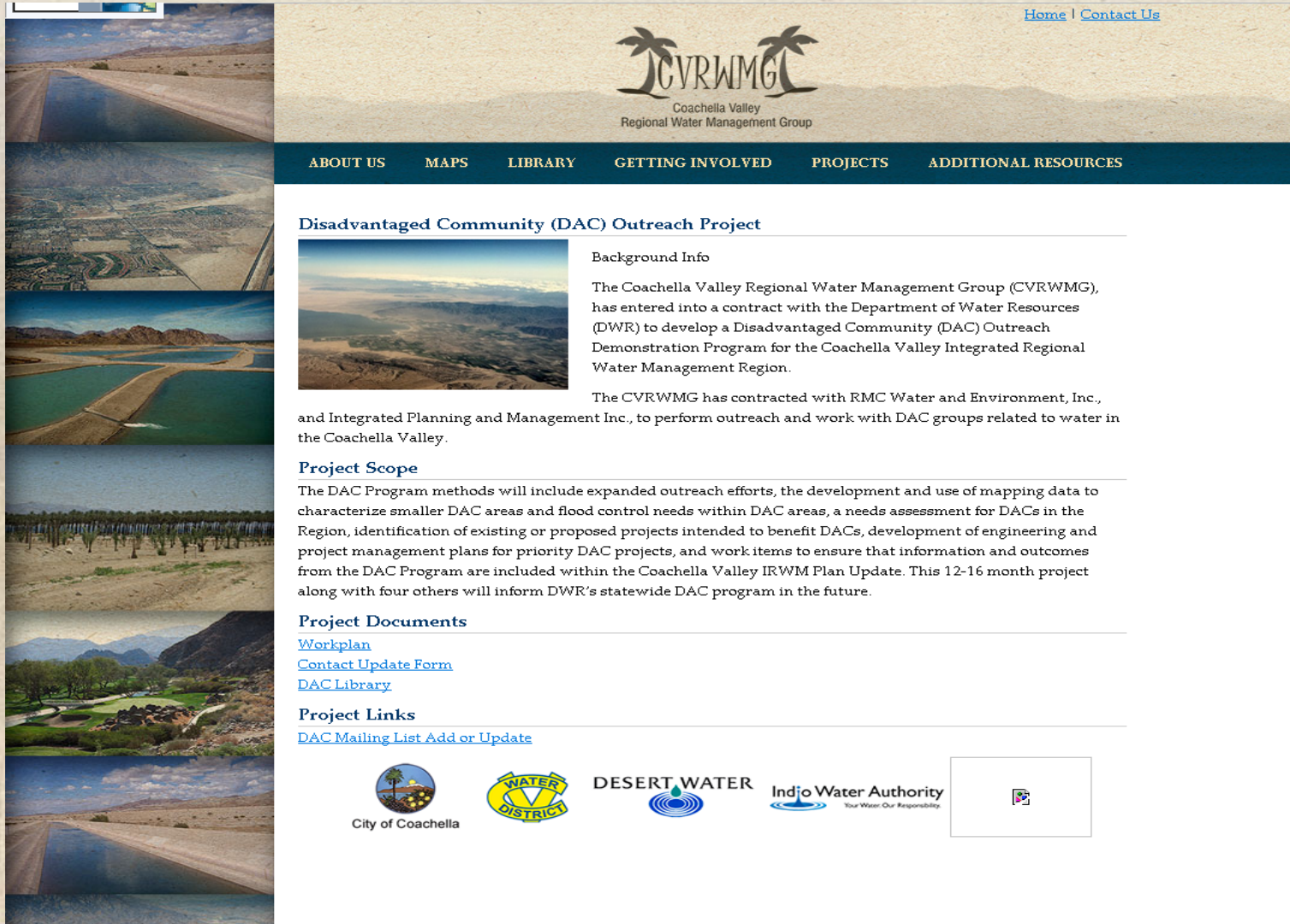
# CVIRWM DAC Program Organization



# Outreach

- Engage Planning Partners – July
- Expand to agencies and non-profit groups in workplan – July and August
- Expand with recommendations from above and from DAC Workshop - September
- Mail, email, phone, web, fliers
- All contact information added to DAC outreach database
- Expand to broader community as appropriate - October/January

# CVRWMG Website: [www.cvrwmg.org](http://www.cvrwmg.org)



The screenshot shows the CVRWMG website with a navigation menu and a page about the Disadvantaged Community (DAC) Outreach Project. The website features a header with the CVRWMG logo and navigation links. The main content area includes a section for the DAC Outreach Project with a background image and text describing the project's background, scope, and documents. The footer contains logos for the City of Coachella, Water District, Desert Water, and the Indio Water Authority.

[Home](#) | [Contact Us](#)

**CVRWMG**  
Coachella Valley  
Regional Water Management Group

[ABOUT US](#) [MAPS](#) [LIBRARY](#) [GETTING INVOLVED](#) [PROJECTS](#) [ADDITIONAL RESOURCES](#)

## Disadvantaged Community (DAC) Outreach Project

**Background Info**

The Coachella Valley Regional Water Management Group (CVRWMG), has entered into a contract with the Department of Water Resources (DWR) to develop a Disadvantaged Community (DAC) Outreach Demonstration Program for the Coachella Valley Integrated Regional Water Management Region.

The CVRWMG has contracted with RMC Water and Environment, Inc., and Integrated Planning and Management Inc., to perform outreach and work with DAC groups related to water in the Coachella Valley.

**Project Scope**






The DAC Program methods will include expanded outreach efforts, the development and use of mapping data to characterize smaller DAC areas and flood control needs within DAC areas, a needs assessment for DACs in the Region, identification of existing or proposed projects intended to benefit DACs, development of engineering and project management plans for priority DAC projects, and work items to ensure that information and outcomes from the DAC Program are included within the Coachella Valley IRWM Plan Update. This 12-16 month project along with four others will inform DWR's statewide DAC program in the future.

**Project Documents**

[Workplan](#)  
[Contact Update Form](#)  
[DAC Library](#)

**Project Links**

[DAC Mailing List Add or Update](#)



# Characterization of DAC Areas and Groups

## DAC Groups

- Characterize regarding water needs and issues
- Characterize groups that are not involved with water but related
- Area/issue served
- Form to complete
- Other sources

## DAC Areas

- More detailed view
- Map/GIS based information
- Census and beyond
- Other sources
  - WQ issues
  - Affordability
  - WW issues
  - Anomalies

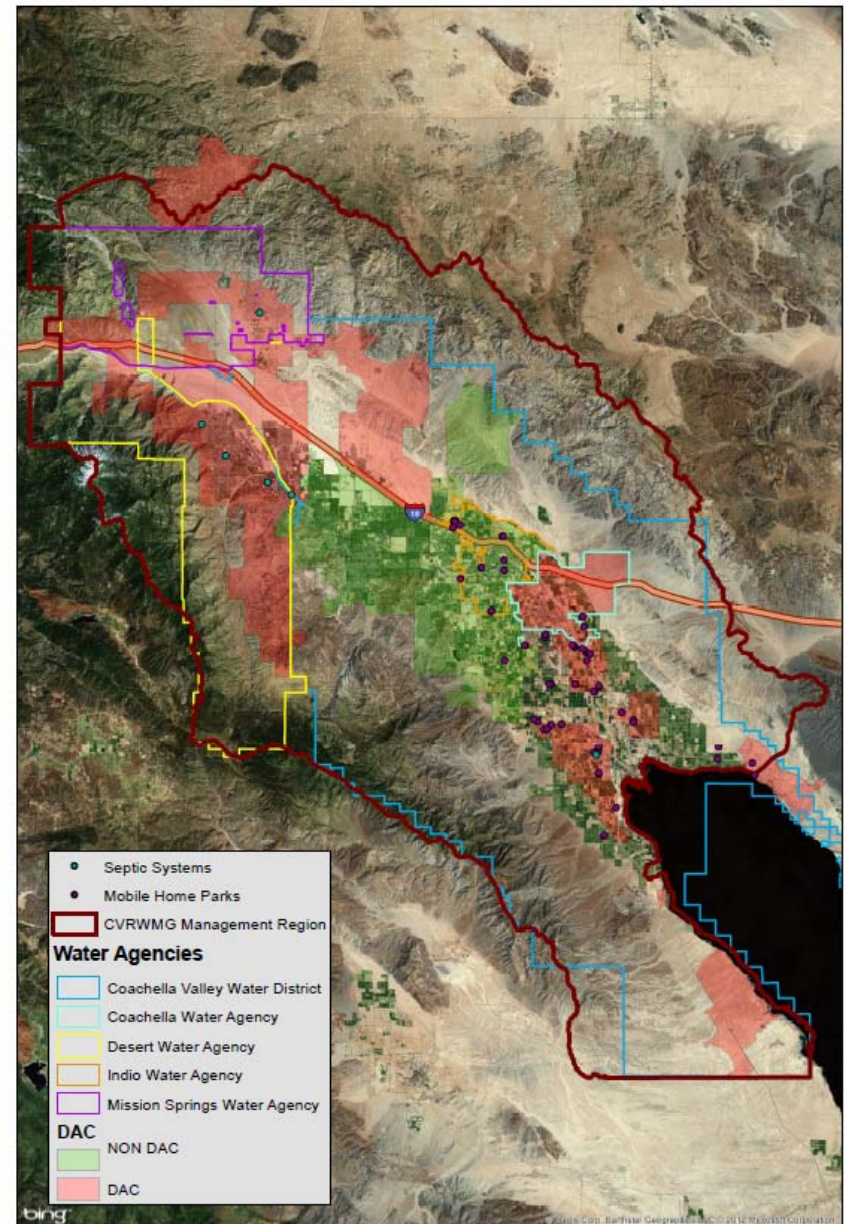
# Characterization and Maps

- Characterize Areas and Neighborhoods
  - Census and Demography
  - Tapestry Community Data
  - Comparative measures for DAC
    - DWR
    - Local Indicators and Data
    - Geographic Economic Data
  - Areas of focus
  - Additional information and mapping

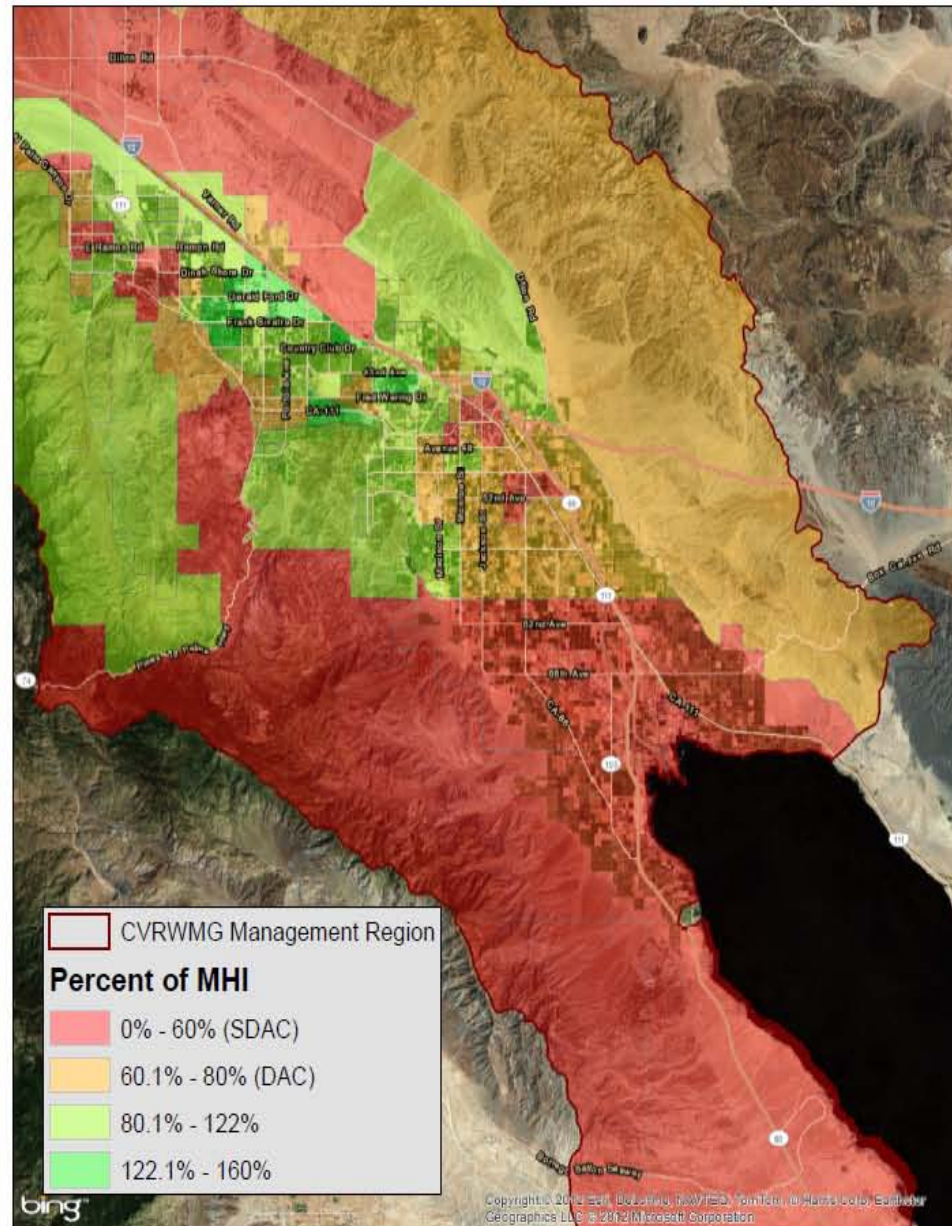
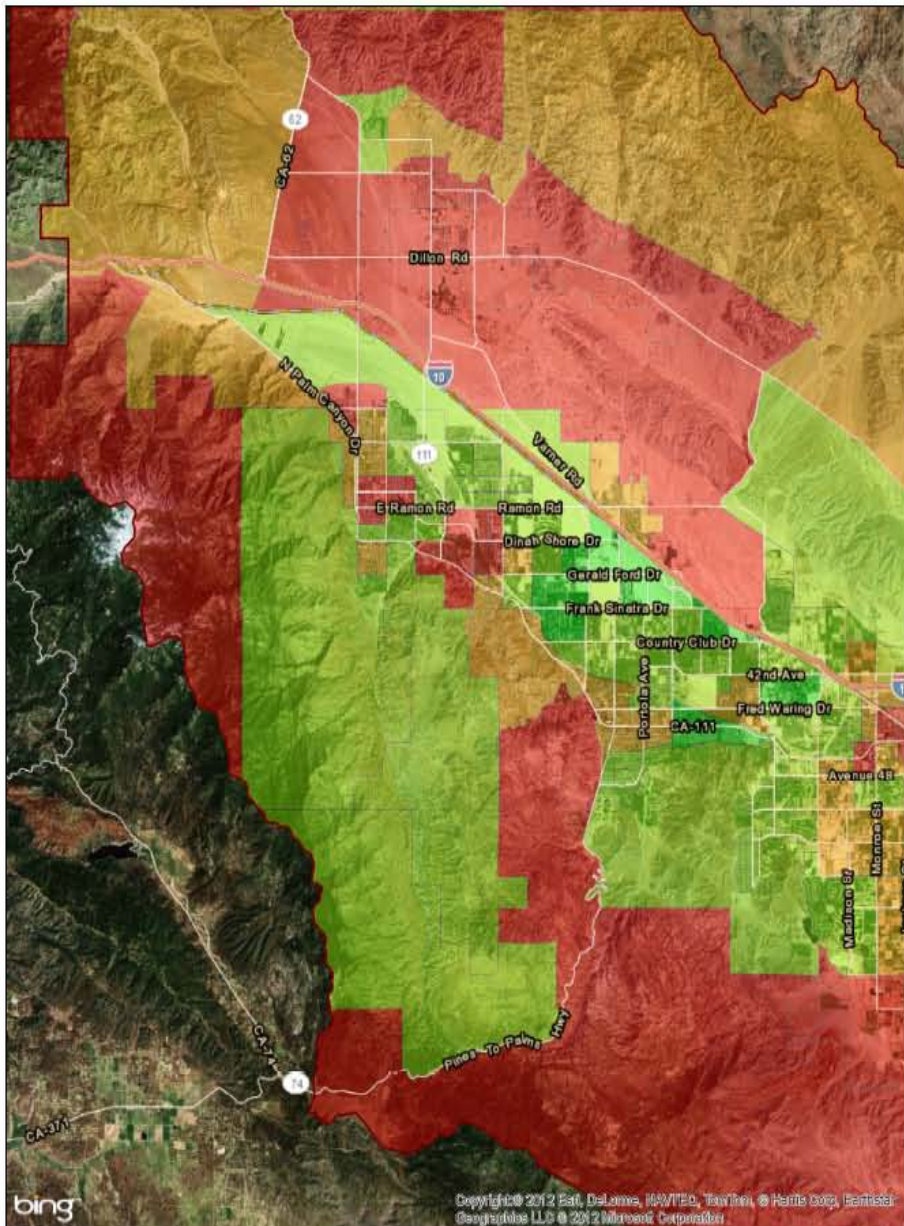
# Study Area

- IRWM Areas
- DAC Areas according to DWR
- Water Districts for Reference
- Later Slides show DAC status
- MHI = \$60,882 (2010)
- DAC = 80% MHI \$48,706
- SDAC = 60% MHI \$36,529

CVRWMG Study Area



# CVRWVG Median Household Income as Percent



0 1.75 3.5 7 10.5 14 Miles

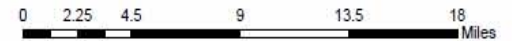
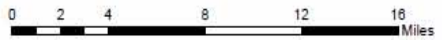
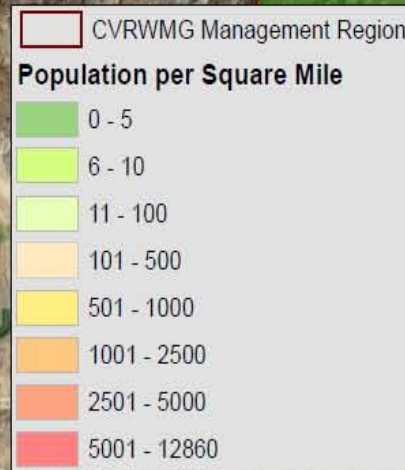
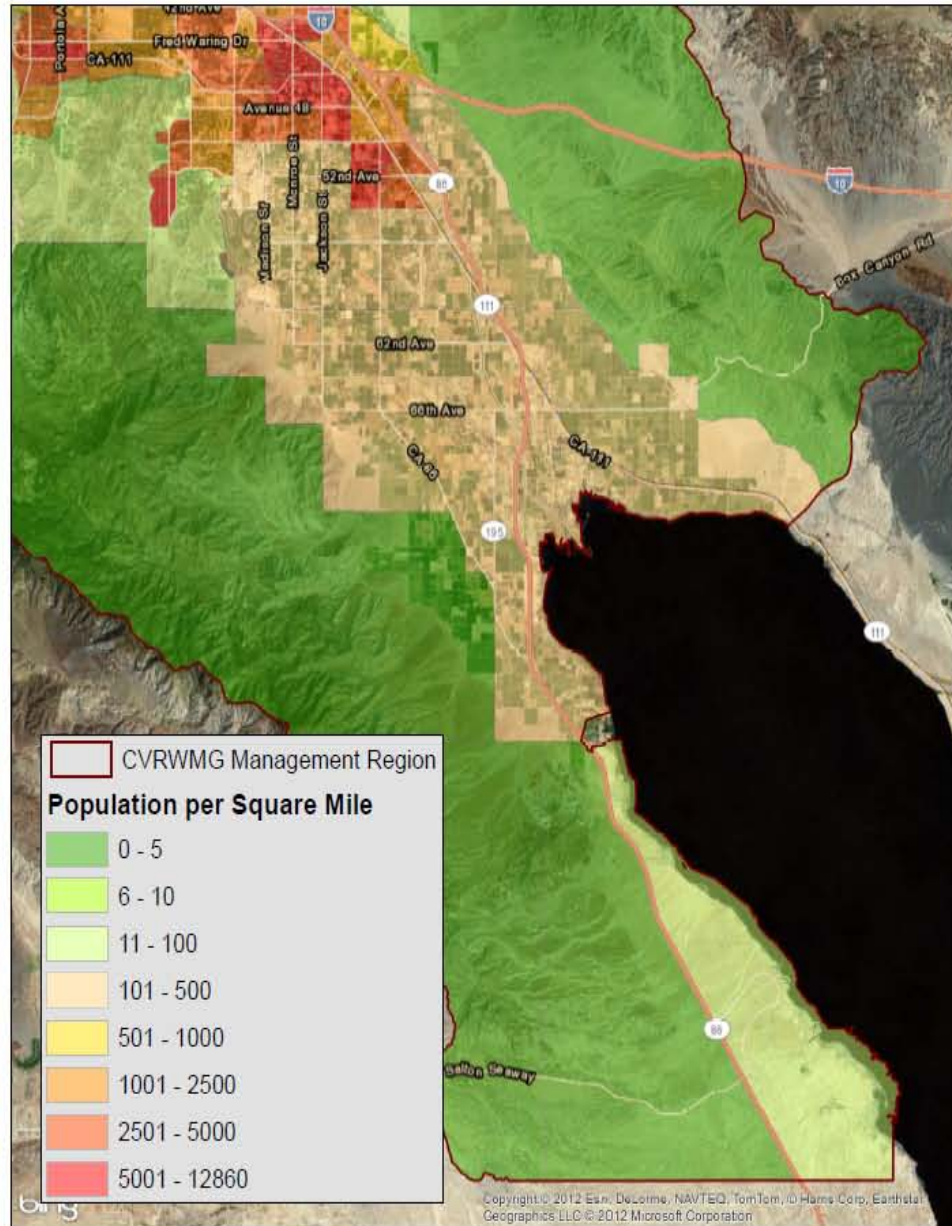
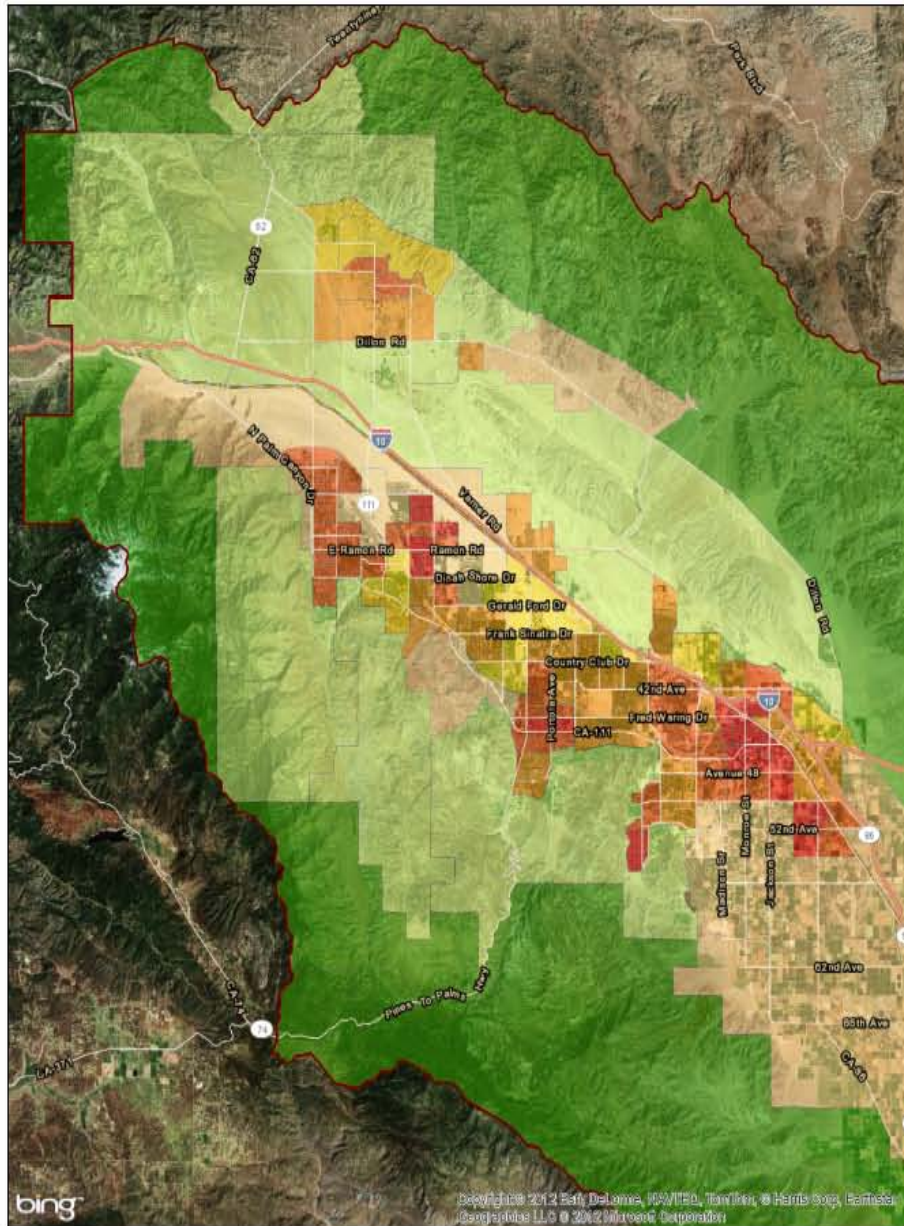


**INTEGRATED PLANNING AND MANAGEMENT INC.**  
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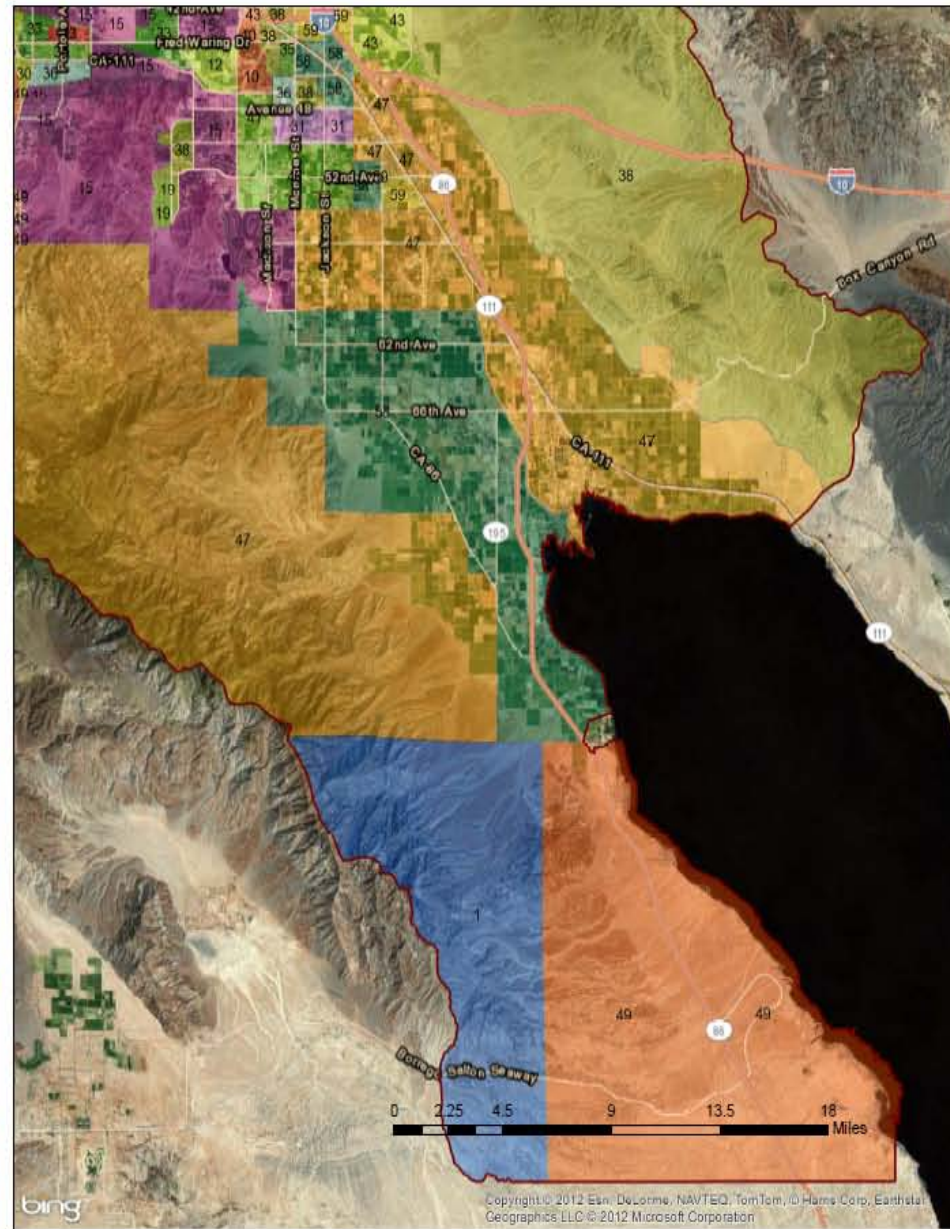
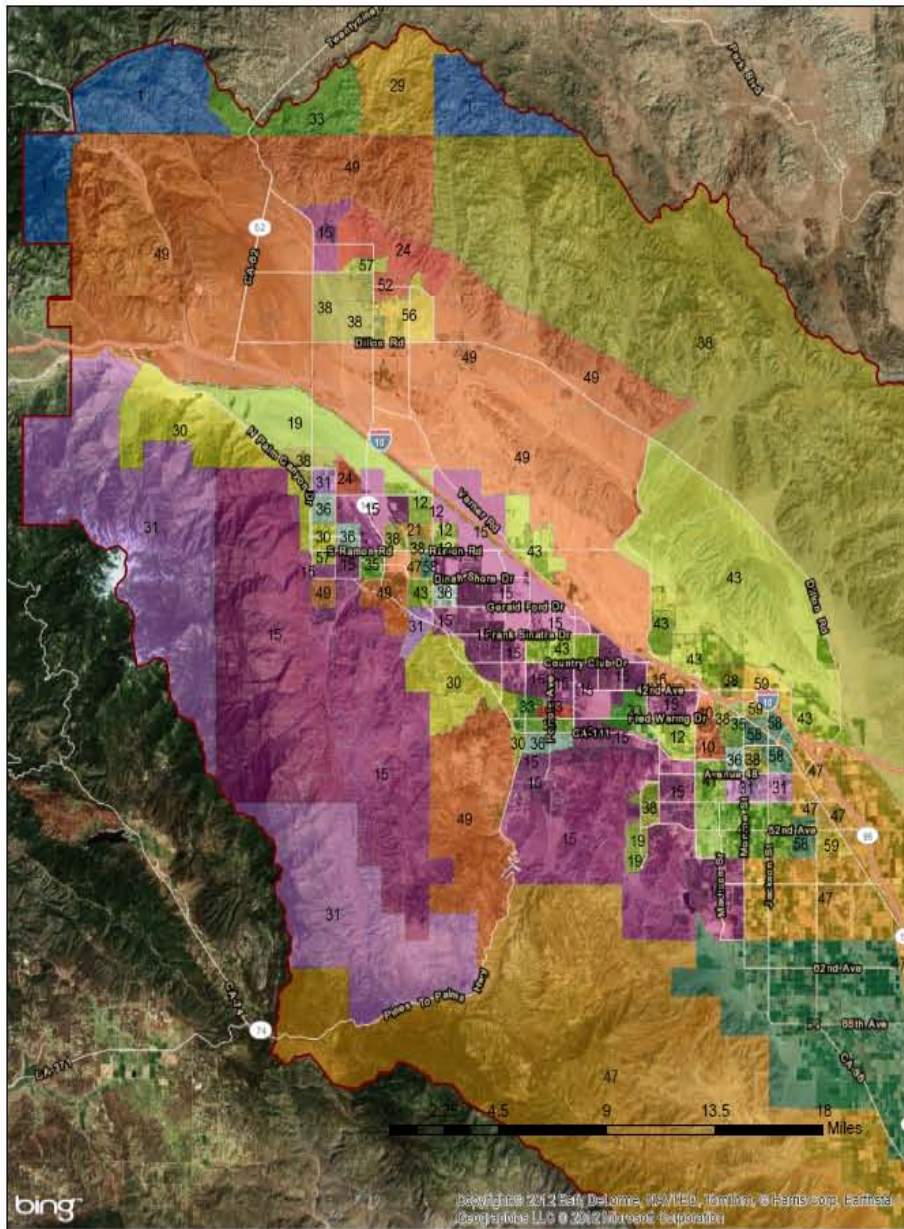
Craig Brudin  
September 2012  
Sources:  
Bing Maps  
Census.gov

0 3.5 7 14 21 28 Miles

# CVRWMG Population Density per Square Mile

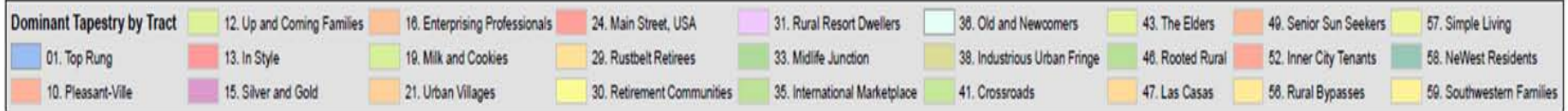


# CVRWVG Dominant Tapestry Profile



Dominant Tapestry by Tract									
01. Top Rung	12. Up and Coming Families	16. Enterprising Professionals	24. Main Street, USA	31. Rural Resort Dwellers	38. Old and Newcomers	43. The Elders	49. Senior Sun Seekers	57. Simple Living	
10. Pleasant-Ville	13. In Style	19. Milk and Cookies	29. Rustbelt Retirees	33. Midlife Junction	36. Industrious Urban Fringe	46. Rooted Rural	52. Inner City Tenants	58. NeWest Residents	
	15. Silver and Gold	21. Urban Villages	30. Retirement Communities	35. International Marketplace	41. Crossroads	47. Las Casas	56. Rural Bypasses	59. Southwestern Families	

# Tapestry Characterization Combinations



The versatility of Community Tapestry provides several methods of dividing the 65 segments into summary groups for a broader view of U.S. neighborhoods.

- LifeMode: 12 summary groups based on lifestyle and lifestage
- Urbanization: 11 summary groups based on geographic and physical features along with income
- Custom or industry specific: Optimizing groups to provide more focused applications

## LifeMode Group Segment Codes

- L1 High Society 01, 02, 03, 04, 05, 06, 07
- L2 Upscale Avenues 09, 10, 11, 13, 16, 17, 18
- L3 Metropolis 20, 22, 45, 51, 54, 62
- L4 Solo Acts 08, 23, 27, 36, 39
- L5 Senior Styles 14, 15, 29, 30, 43, 49, 50, 57, 65
- L6 Scholars and Patriots 40, 55, 63
- L7 High Hopes 28, 48
- L8 Global Roots 35, 38, 44, 47, 52, 58, 60, 61
- L9 Family Portrait 12, 19, 21, 59, 64
- L10 Traditional Living 24, 32, 33, 34
- L11 Factories and Farms 25, 37, 42, 53, 56
- L12 American Quilt 26, 31, 41, 46

# Tapestry Community

## ■ Characterize neighborhoods



Detailed descriptions at:  
<http://www.geowize.com/PDF%20Docs/community-tapestry-handbook.pdf>

## 38 Industrious Urban Fringe

Segment Code..... 38  
Segment Name..... *Industrious Urban Fringe*  
LifeMode Group..... L8 *Global Roots*  
Urbanization Group..... U5 *Urban Outskirts I*



### Demographic

Family is central to *Industrious Urban Fringe* neighborhoods. Slightly more than half of these households have children. Married-couple families (54 percent of households) and single-parent families (17 percent) comprise most of these households. Multigenerational households are relatively common. The comparatively low median age of 28.5 years reflects the high proportion of children. Approximately 57 percent of these residents are Hispanic. More than one-fourth of the residents are foreign born, bringing rich, diverse cultures to these urban outskirts neighborhoods.

### Socioeconomic

The median household income is \$42,901; the median net worth is \$54,484. The large average household size of 3.42 lowers the amount of discretionary income compared to segments with similar income. Settled on the fringe of metropolitan cities, these households take advantage of the proximity to metropolitan cities to pursue employment opportunities. These residents rely mainly on work in the manufacturing, construction, retail trade, and service industry sectors for their livelihood. Educational attainment levels are lower than U.S. levels, and the unemployment rate is higher.

### Residential

Approximately half of the *Industrious Urban Fringe* households are located in the West; 40 percent are in the South. States with the highest household concentrations are California, Texas, and Florida. Homeownership is at 67 percent, and the median home value is \$166,992. Single-family dwellings are the dominant household structure in these neighborhoods. Living farther out from urban centers allows many to find the space for an affordable home in which to raise their families.

### Preferences

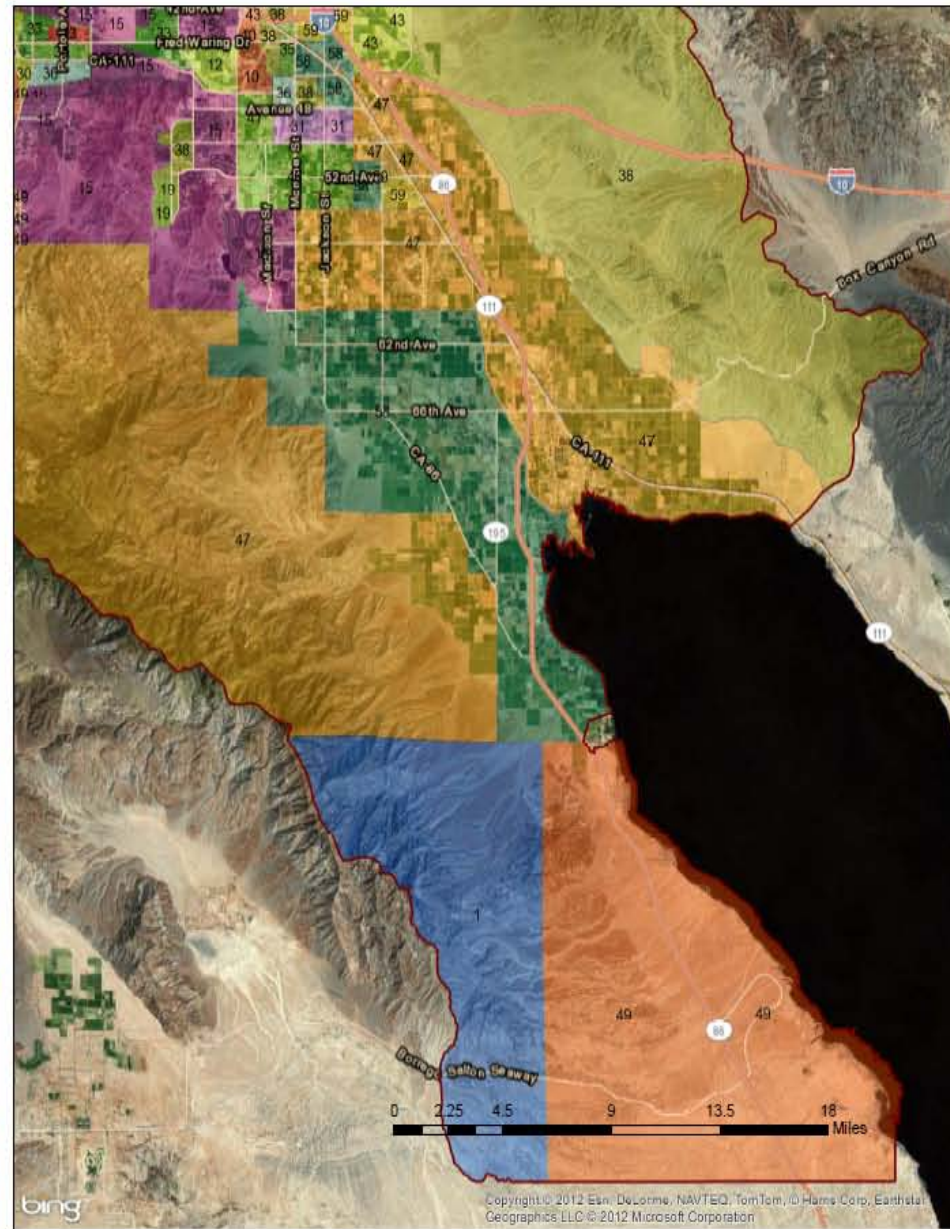
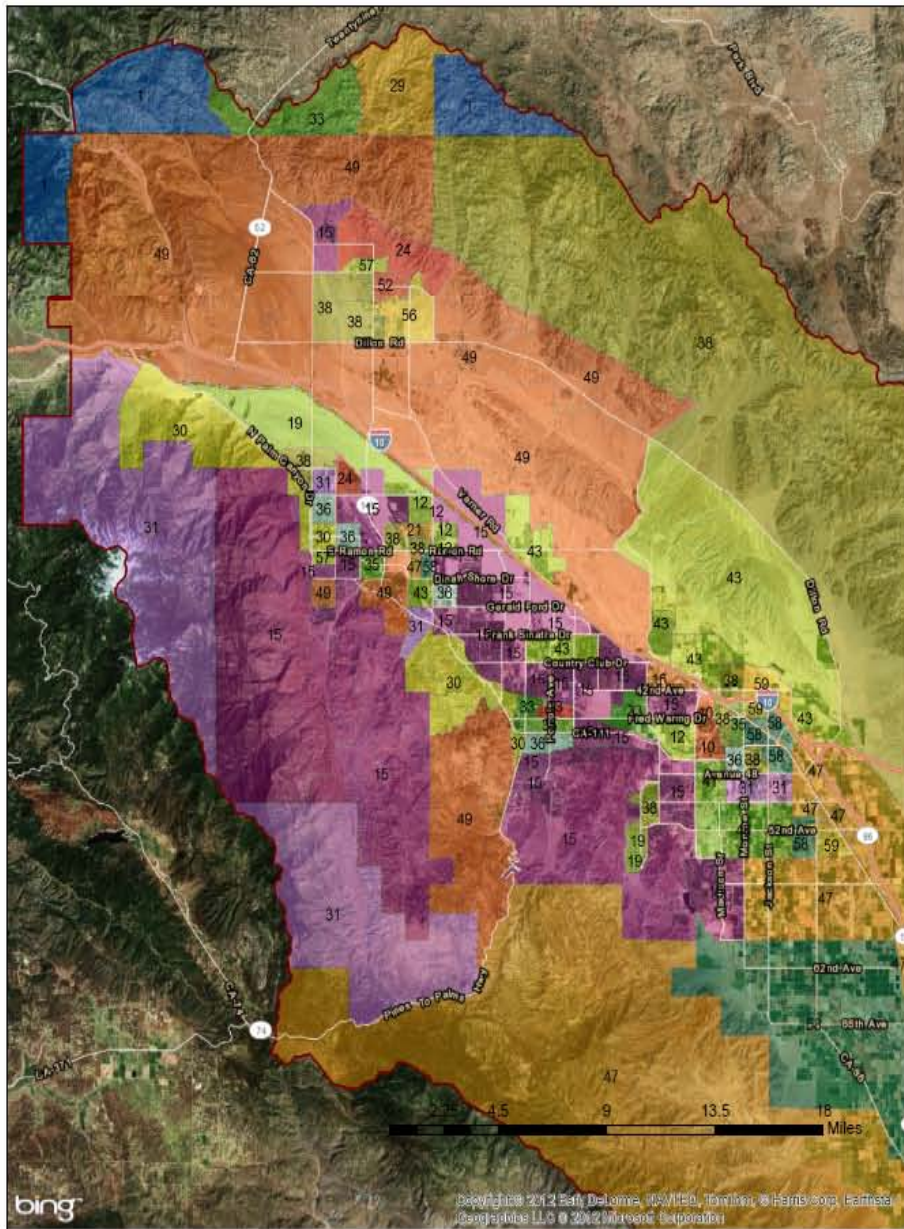
*Industrious Urban Fringe* households balance their budgets carefully. Mortgage payments take priority. They shop at Wal-Mart, Kmart, Target, and other major discount stores for baby and children's products. They dine out less often than average households. Many have no financial investments or retirement savings other than their homes and are less likely than average to carry health insurance.

Keeping in touch is important to these residents. They often have a second phone line at home and purchase various phone services. They enjoy watching movies, both at theaters and at home. It's quite common for them to make multiple visits to a movie theater in a month. Newspapers and magazines are not the best media to reach the *Industrious Urban Fringe* households. Television and radio are more effective. Residents watch television just as much as average U.S. householders but subscribe to cable less often. They listen to the radio frequently, tuning in to contemporary hit and Hispanic stations.



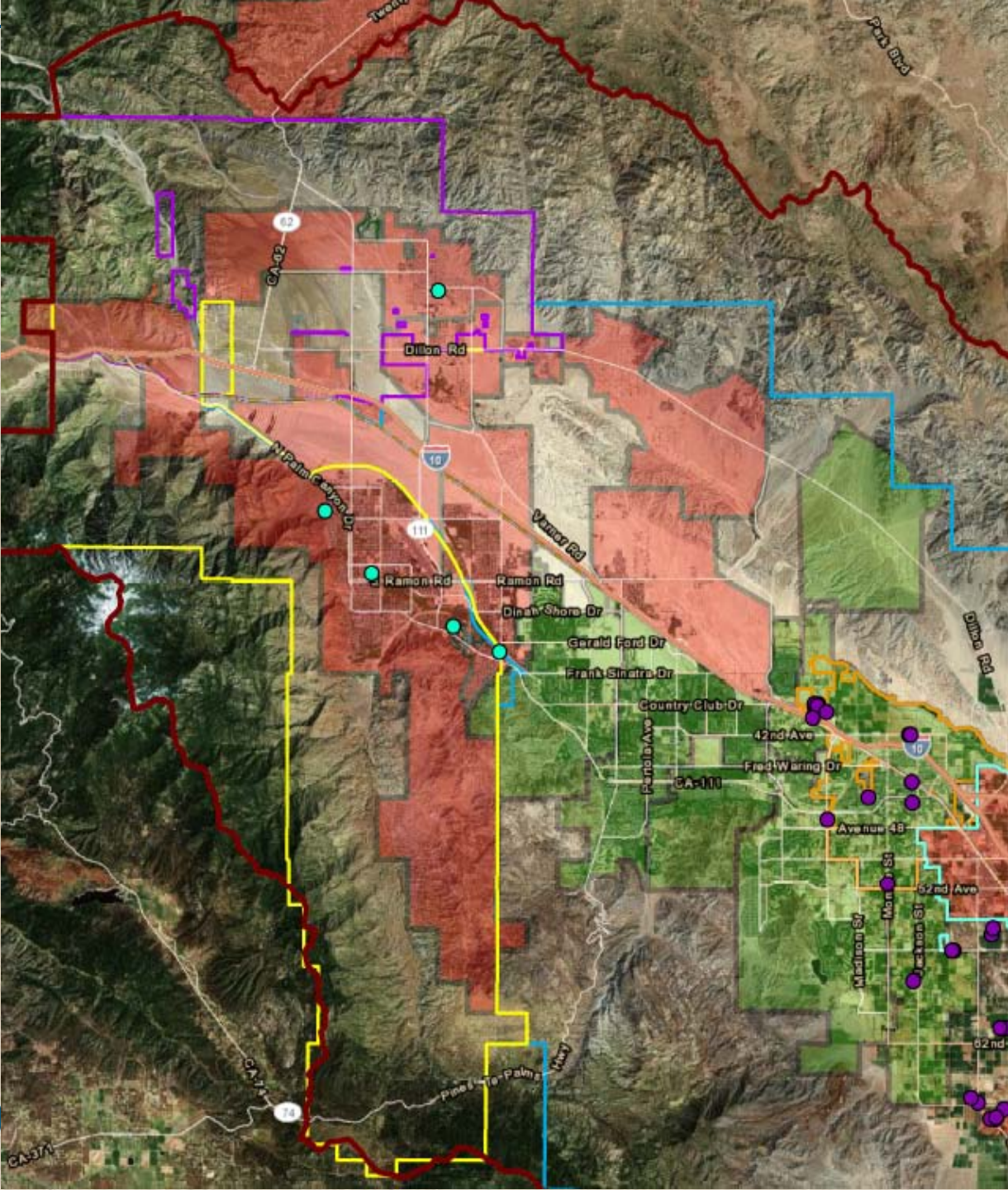


# CVRWVG Dominant Tapestry Profile

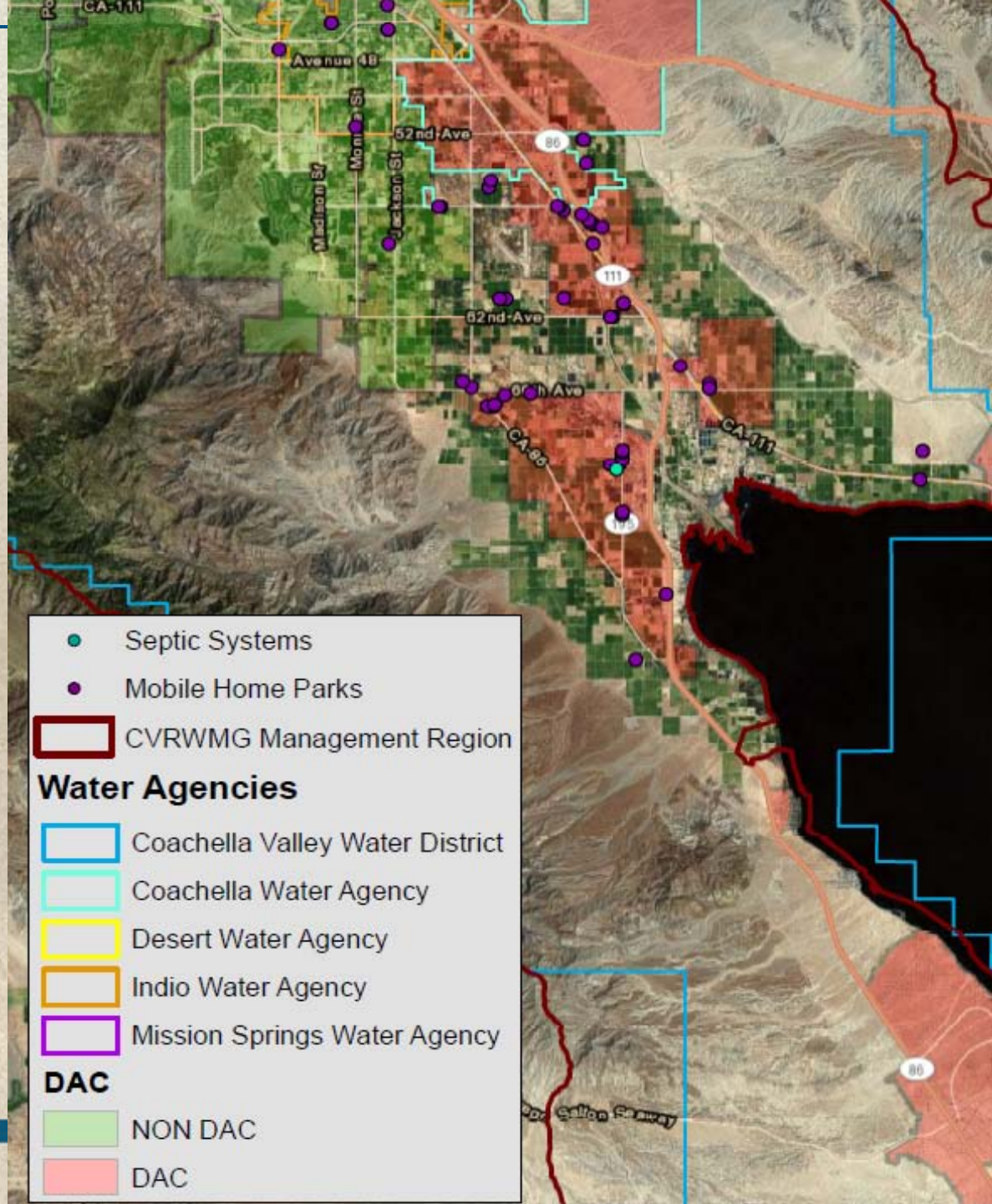


Dominant Tapestry by Tract										
01. Top Rung	12. Up and Coming Families	16. Enterprising Professionals	24. Main Street, USA	31. Rural Resort Dwellers	38. Old and Newcomers	43. The Elders	49. Senior Sun Seekers	57. Simple Living		
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# Northern/West



# South/East



- Septic Systems
- Mobile Home Parks
- ▭ CVRWMG Management Region

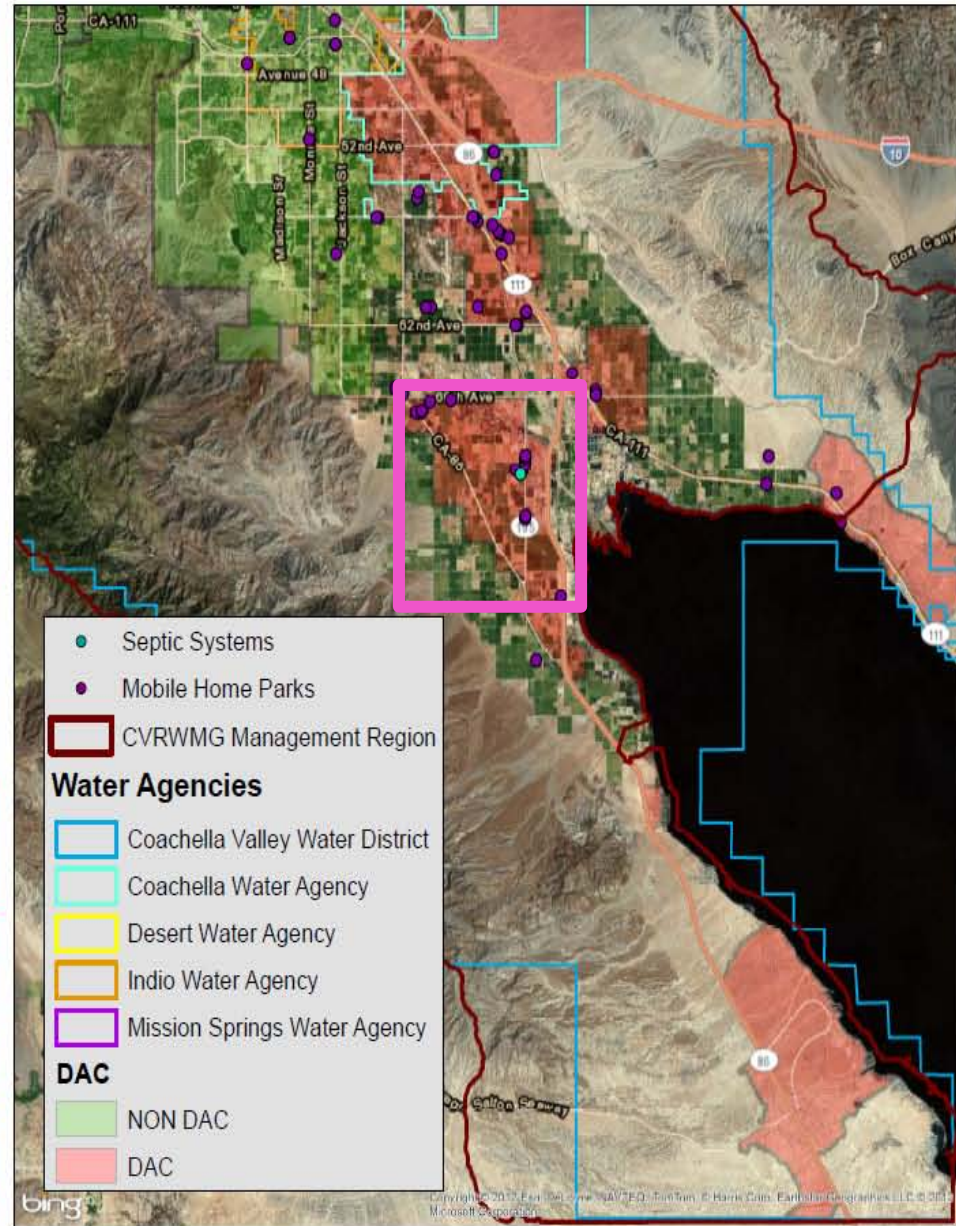
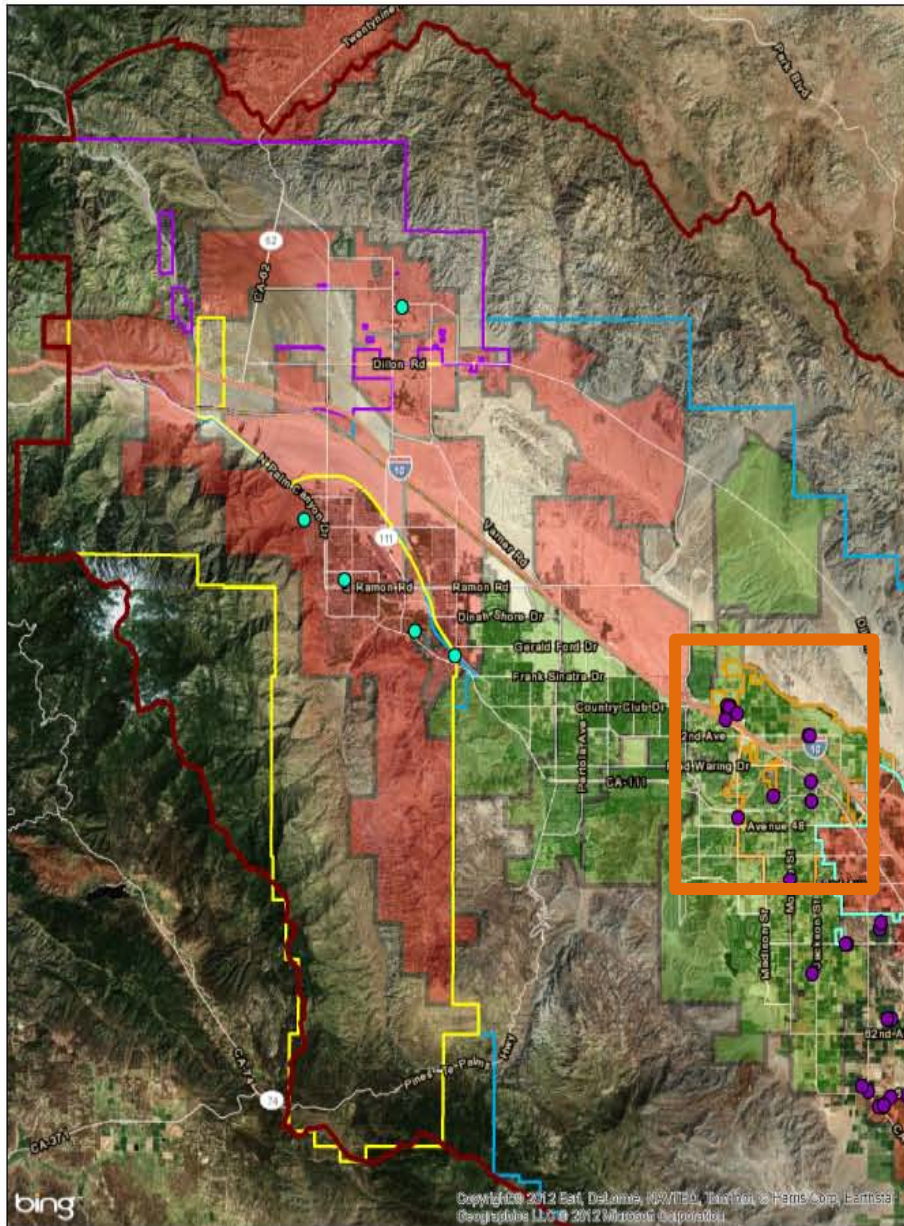
### Water Agencies

- ▭ Coachella Valley Water District
- ▭ Coachella Water Agency
- ▭ Desert Water Agency
- ▭ Indio Water Agency
- ▭ Mission Springs Water Agency

### DAC

- ▭ NON DAC
- ▭ DAC

# Northern and Southern CVRWMG Study Area



# Indio NDAC Population Density and MHI

## Median Household Income Indio NDAC

Indio NDAC

### 2010 Median HH Income

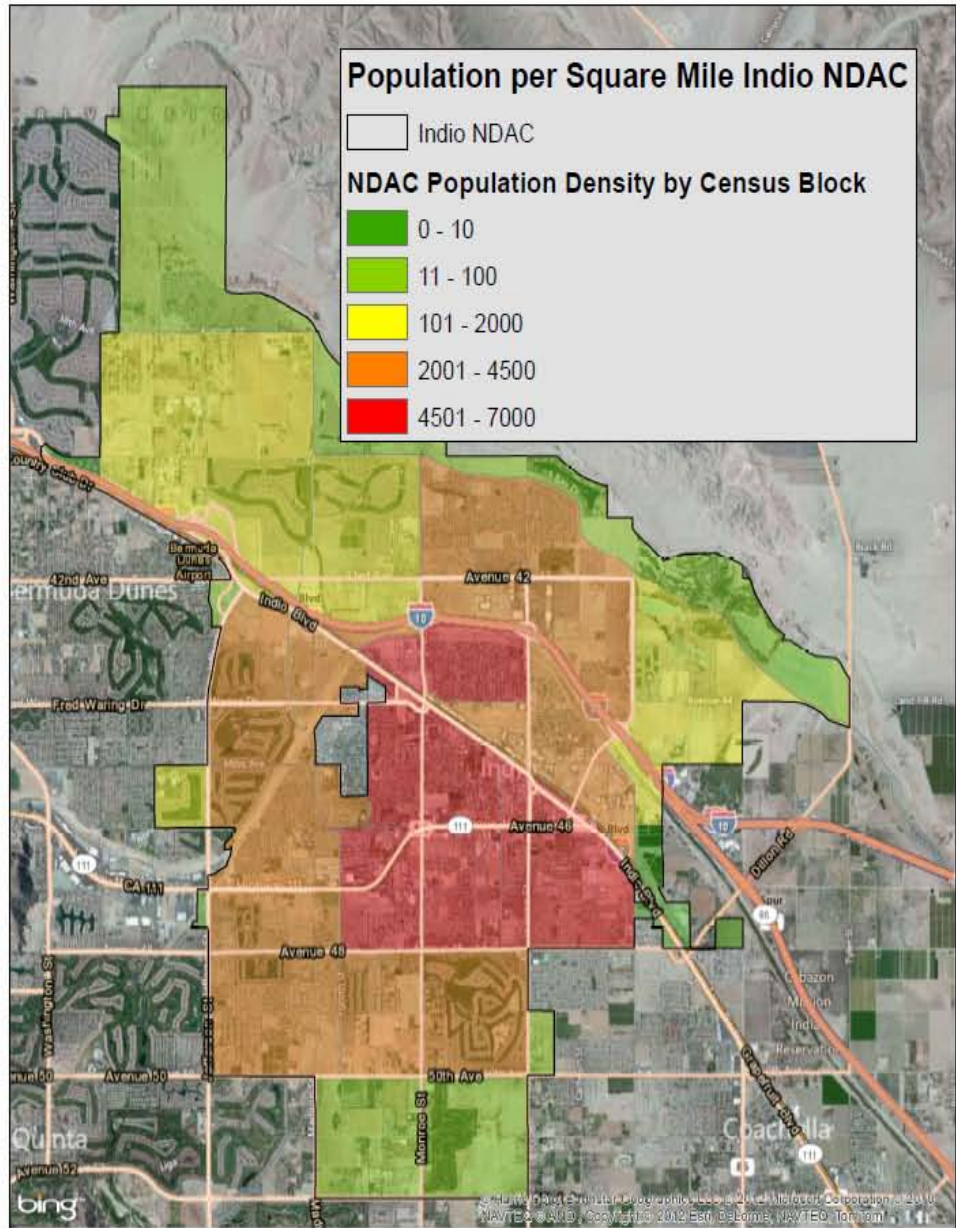
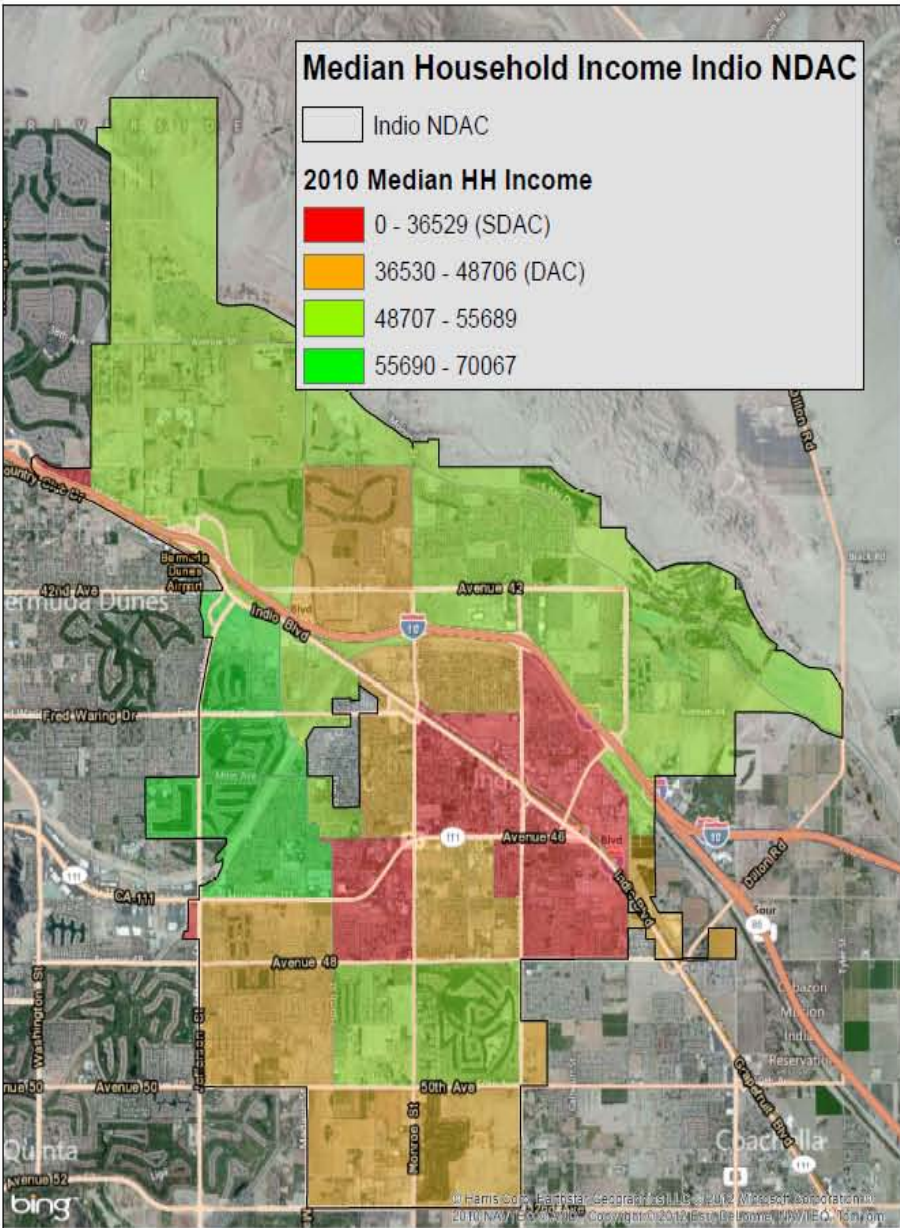
- 0 - 36529 (SDAC)
- 36530 - 48706 (DAC)
- 48707 - 55689
- 55690 - 70067

## Population per Square Mile Indio NDAC

Indio NDAC

### NDAC Population Density by Census Block

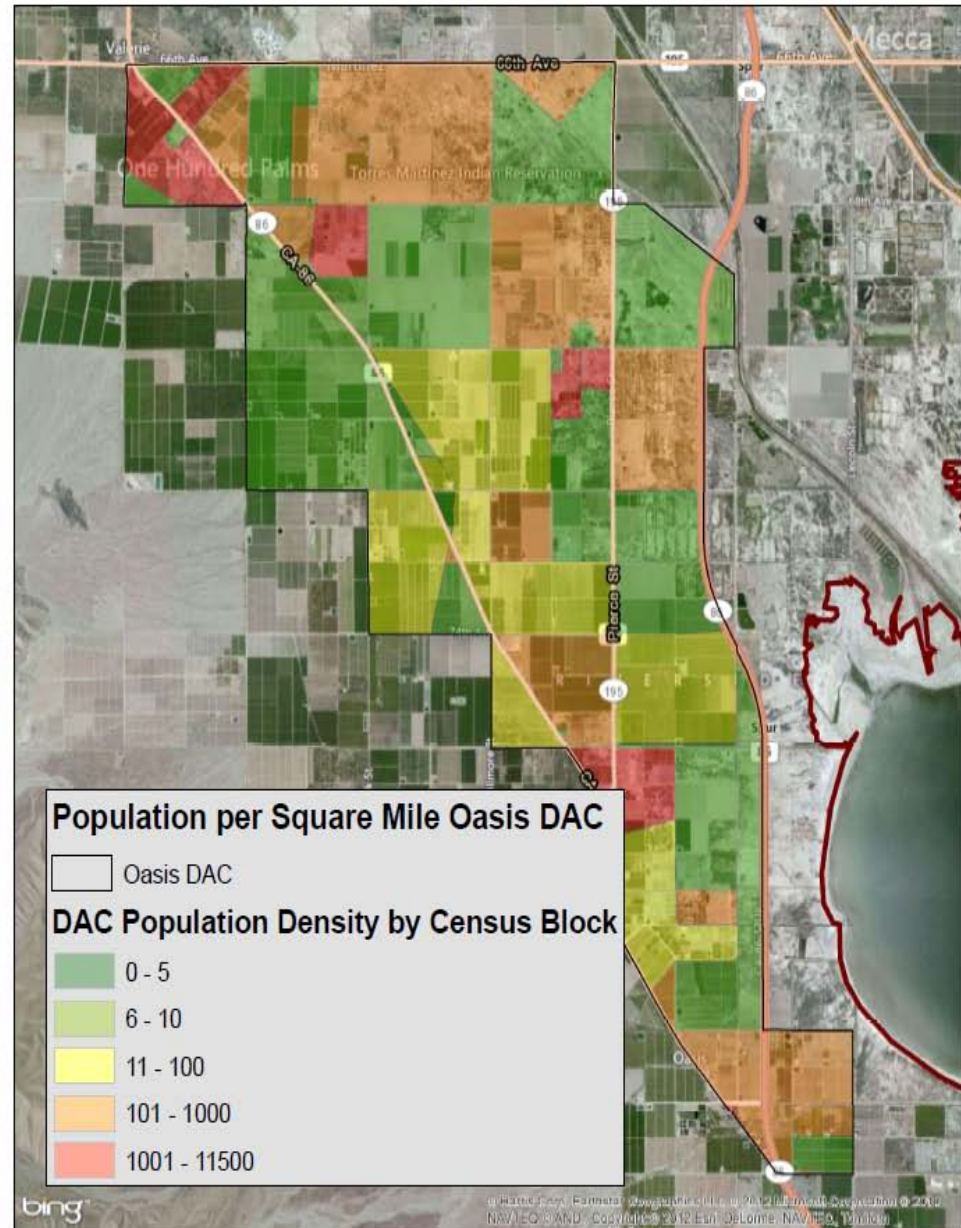
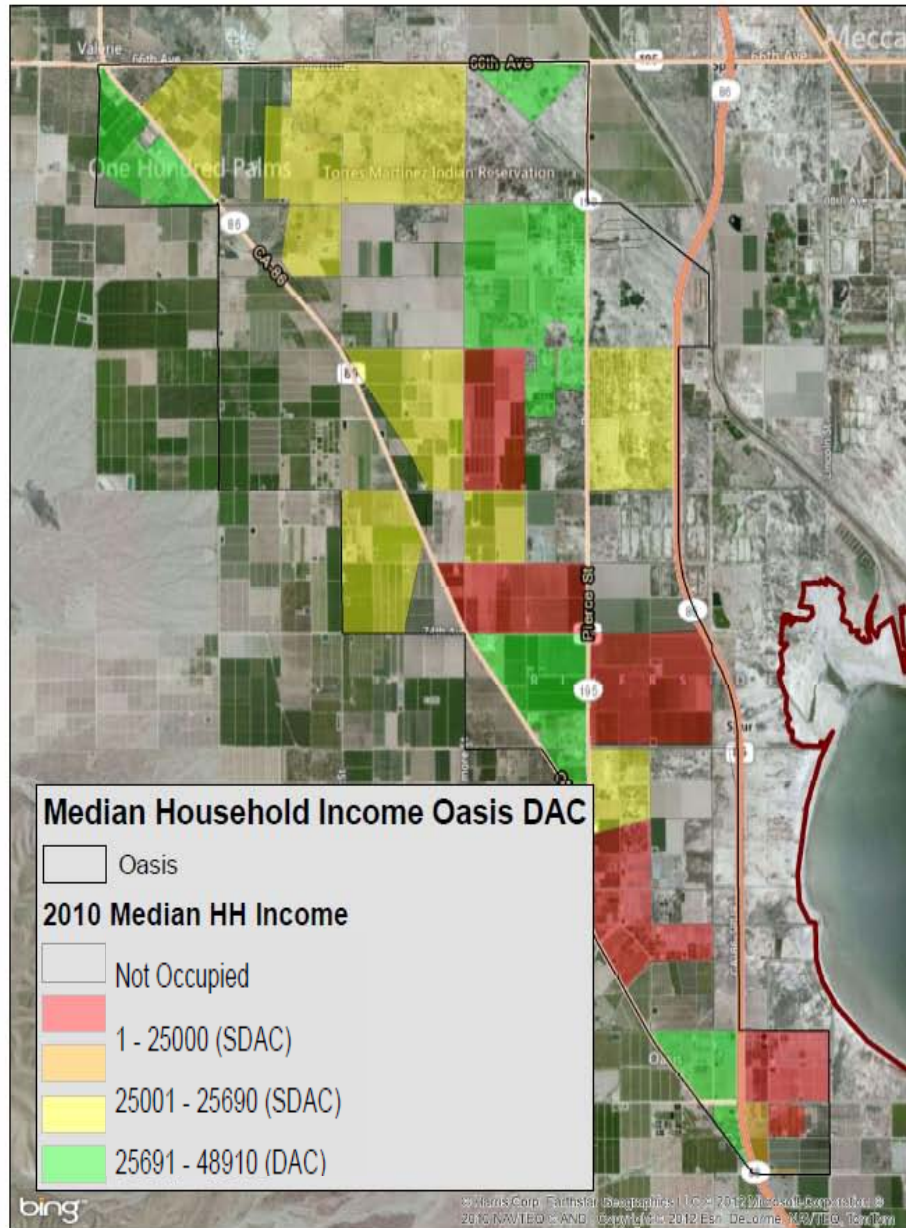
- 0 - 10
- 11 - 100
- 101 - 2000
- 2001 - 4500
- 4501 - 7000



0 0.5 1 2 3 4 Miles

0 0.5 1 2 3 4 Miles

# Oasis DAC Population Density and MHI



# Characterization and Maps

- Characterize Areas and Neighborhoods
  - Census and Demography
  - Tapestry Community Data
  - Comparative measures for DAC
    - DWR
    - Local Indicators and Data
    - Geographic Economic Data
    - Are these accurate characterizations?
  - Areas of focus
  - Additional outreach, information and mapping

# DAC Mapping - Non-Profit Assistance

- Non-profits hired to conduct research to identify location of smaller DAC communities
- September 13 Workshop - Fill out "CV IRWM DAC Identification Project - Non-Profit Participation Form"
  - Form sent to known DAC stakeholders
- Late September – Non-profit interviews conducted. Selection based on past project work, type of expertise, and geographical focus area
- Project work completed in January 2013



# DAC Groundwater Quality Evaluation - Work Flow Diagram

Collect & Evaluate Data

Identify Areas of  
Concern

Identify Groundwater Quality  
& COCs in Areas of Concern

Collect existing  
monitoring plans

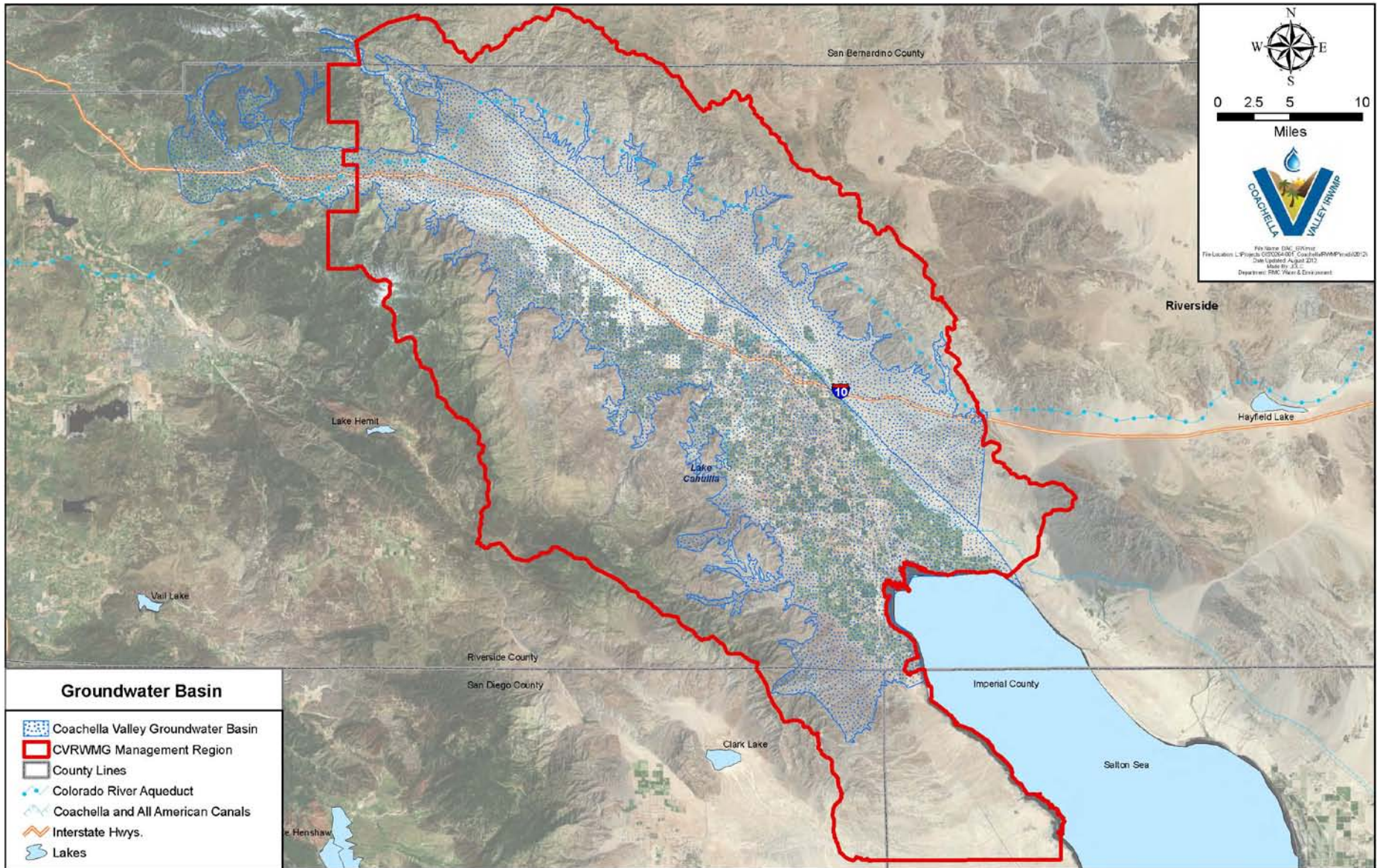
Identify and prioritize  
data gaps

Recommend specific  
studies to address data  
gaps

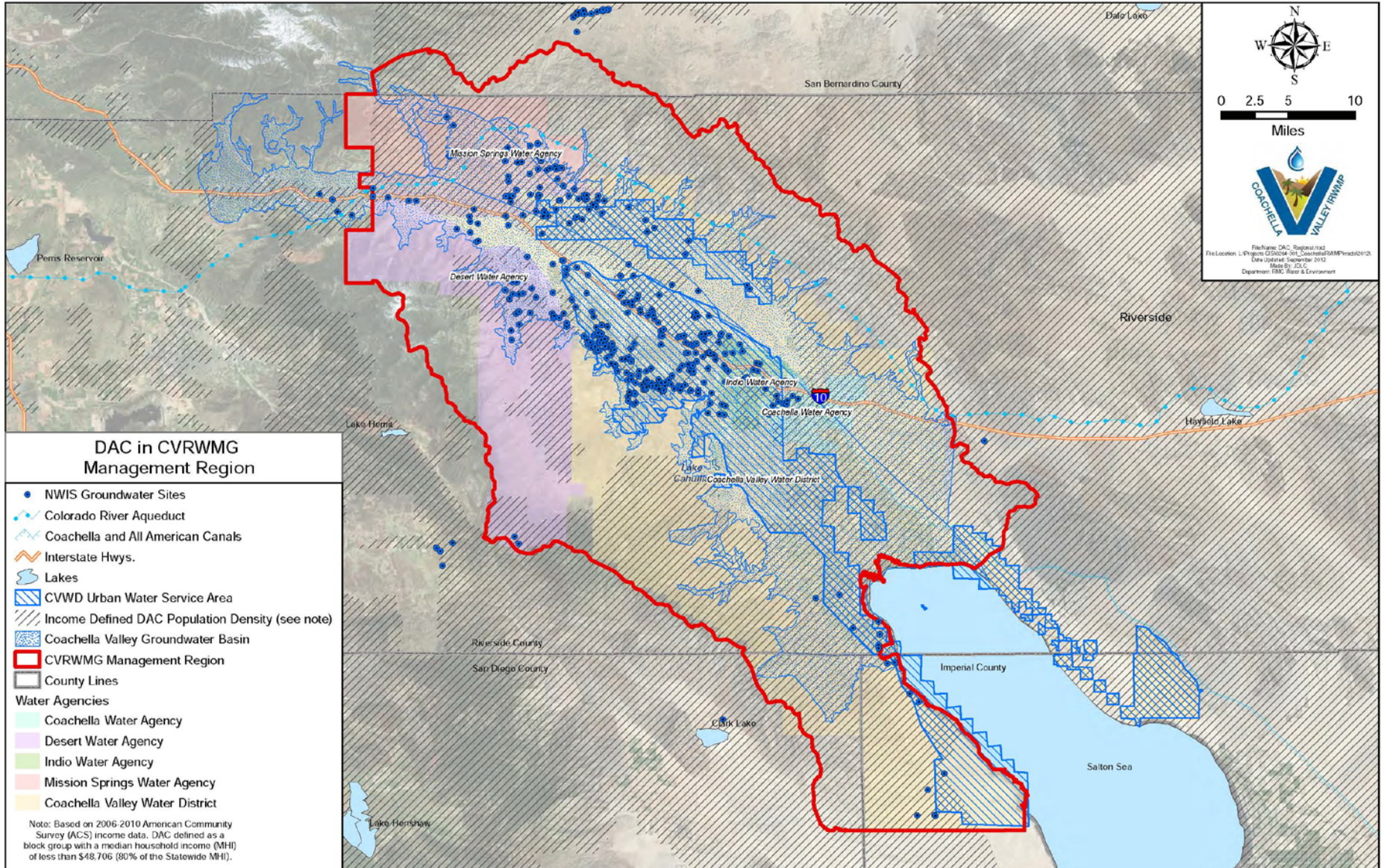
IRWMP Projects to  
directly address DAC  
needs

Identify & evaluate  
projects to restore  
drinking water quality

# Coachella Valley Groundwater Basins



# DAC Areas of Concern



# List of Data Requested

- **Groundwater Quantity Data**
  - Groundwater elevations
  - DAC and/or municipal supply well locations
  - Well construction details (specifically screened depths)
- **Groundwater Quality Data**
  - Water quality/monitoring data
  - Information to establish the water-bearing zone that correlates with the water quality data
  - Geostatistical analyses
  - Plume delineations (natural and man-induced plumes), including depths
  - Information regarding existing groundwater treatment systems
- **Monitoring**
  - Monitoring programs
  - Location and screened depths of wells being monitored
  - Water quality sampling and analysis parameters
  - Frequency of sampling/data evaluation
  - Reporting methodologies
- **Other Information**
  - Location of septic systems
  - Groundwater Management Plans
  - Groundwater-specific studies

# Example: GAMA Data

[GEOTRACKER GAMA HOME](#) | [GAMA HOME](#) | [SWRCB HOME](#) | [HOTSPOT LEGEND](#) | [TRANSLATION TABLE](#) | [CONTACT US](#) | [HELP](#)

## GEOTRACKER GAMA

LOCAL INFORMATION

**CITY**  
LA QUINTA

**COUNTY**  
RIVERSIDE - [VIEW WATER REPORTS](#)

**GROUNDWATER BASIN**  
COACHELLA VALLEY - INDIO (7-21.01)

[VIEW 209 ENVIRONMENTAL MONITORING WELL BORING LOGS](#)

- SUPPLY WELLS - CDPH (within one mile of actual location)
- SUPPLY WELLS - OTHER (within 1/2 mile of actual location)
- ▲ MONITORING WELLS - REGULATED SITES (exact locations displayed)
- ICONS WITH A CIRCLE AROUND THEM SIGNIFY A CLUSTER OF WELLS

ADDITIONAL TOOLS

DEPTH-TO-WATER

DEPTH-TO-WATER CHANGE

GROUNDWATER ELEVATION

\* The list of comparison concentrations can be found [here](#).

Map data ©2012 Google, INEGI -

MAP SIZE: 640x480 485 MATCHING WELLS FOR \*

**DATASETS - ADDITIONAL INFORMATION**

**ENVIRONMENTAL MONITORING:**

Monitoring Wells - Water Board Regulated Sites

**SUPPLY WELLS:**

Supply Wells - CDPH  GAMA - SWRCB Domestic  GAMA - USGS  GAMA - LLNL  DPR  DWR

**GIS LAYER - SELECTING A GIS LAYER WILL LIMIT YOUR QUERY TO RESULTS IN THAT GIS LAYER**

Groundwater Basins | COACHELLA VALLEY - INDIO (7-21.01)

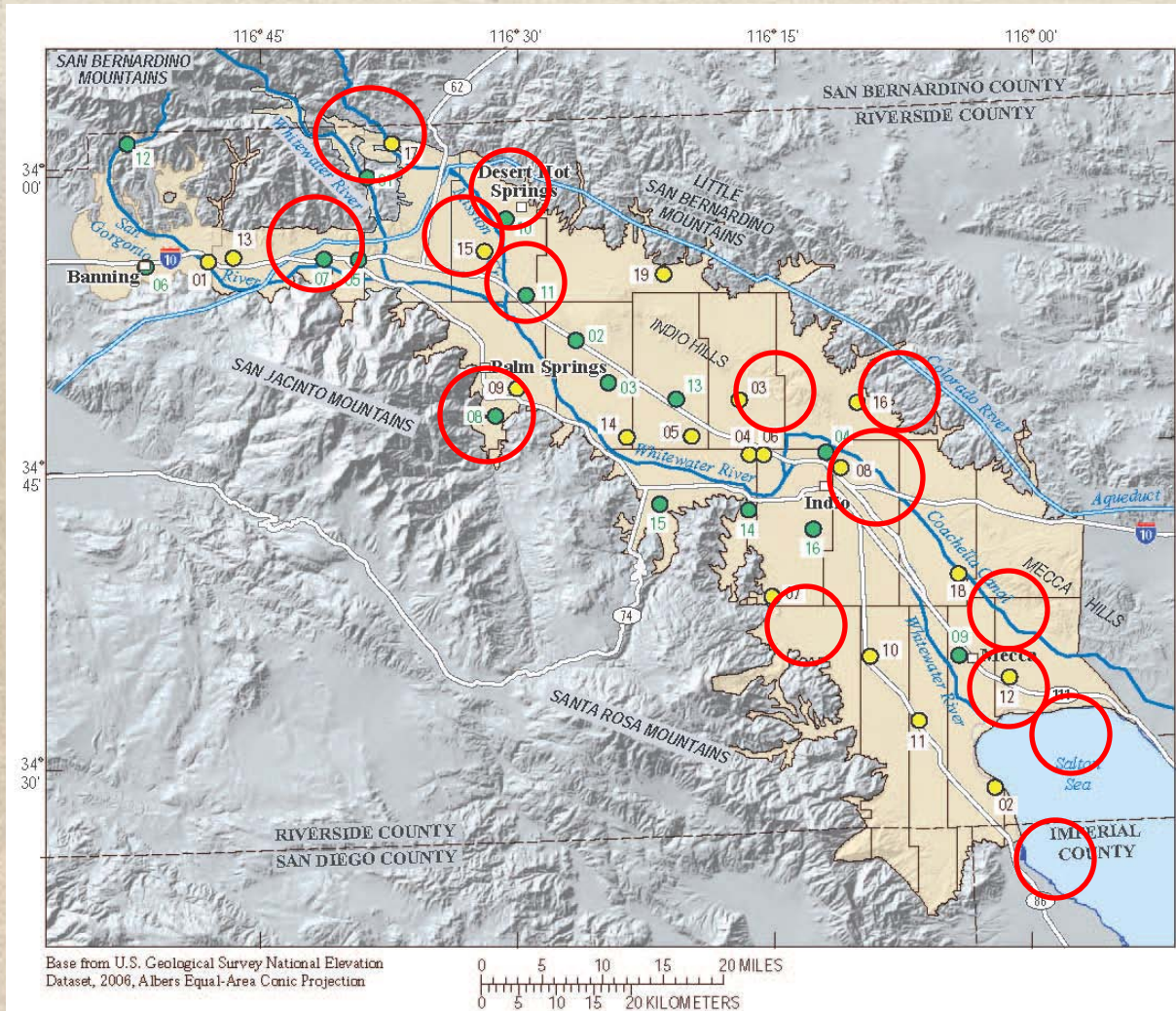
Wells With Results Above Comparison Concentration Any Chemical IN THE PAST ALL YEARS Go [EXPORT](#)

**LOCATIONS FOUND**

<ul style="list-style-type: none"> <li><span style="color: red;">●</span> 2 WELL CLUSTER - USGS</li> <li><span style="color: red;">●</span> 1 WELL - USGS</li> <li><span style="color: red;">●</span> 3 WELL CLUSTER - USGS</li> <li><span style="color: red;">●</span> 2 WELL CLUSTER - USGS</li> <li><span style="color: red;">■</span> 84 WELL CLUSTER - DHS</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">[ZOOM IN ON LOCATION]</a></li> <li><a href="#">[ZOOM IN ON LOCATION]</a></li> <li><a href="#">[ZOOM IN ON LOCATION]</a></li> <li><a href="#">[ZOOM IN ON LOCATION]</a></li> <li><a href="#">[ZOOM IN ON LOCATION]</a></li> </ul>
	<ul style="list-style-type: none"> <li><a href="#">[VIEW WELLS IN CLUSTER]</a></li> <li><a href="#">[VIEW WELLS IN CLUSTER]</a></li> <li><a href="#">[VIEW WELLS IN CLUSTER]</a></li> <li><a href="#">[VIEW WELLS IN CLUSTER]</a></li> <li><a href="#">[VIEW WELLS IN CLUSTER]</a></li> </ul>

MAP AN ADDRESS: coachella valley, ca Go!

# Example: USGS Groundwater Quality Study



Source: Ground-Water Quality Data in the Coachella Valley Study Unit, 2007: Results from the California GAMA Program

# Constituents Analyzed

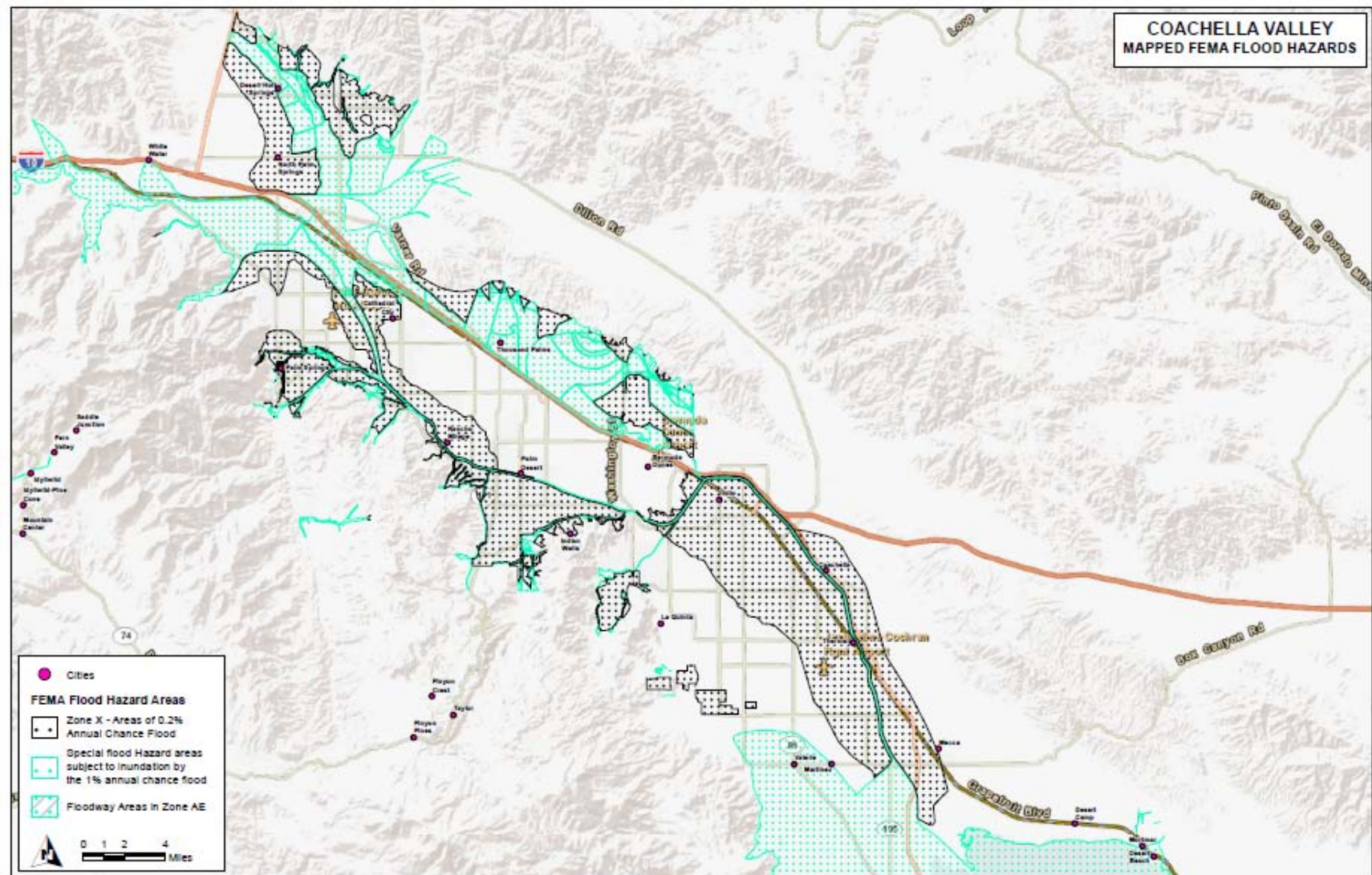
- Dissolved oxygen
- pH
- Alkalinity
- Turbidity
- Volatile Organic Compounds
- Polar pesticides & degradation products
- Pesticides & degradation products
- Pharmaceutical compounds
- Dissolved Organic carbon
- Wastewater indicator compounds
- Perchlorate
- 1,2,3-trichloropropane
- Nutrients
- Major and minor ions and trace elements
- Arsenic, chromium and iron
- Hydrogen & oxygen isotopes
- Carbon & Carbon-14 isotopes
- Uranium isotopes
- Radioactivity
- Noble gases
- Bacterial indicators
- Viral indicators

# Flood Management Study

- Identify and characterize flooding locations
- Utilize existing information – FEMA
- Add State info - “Flood Future: Recommendations for Managing CA’s Flood Risk” Report
- Identify current and planned flood control projects

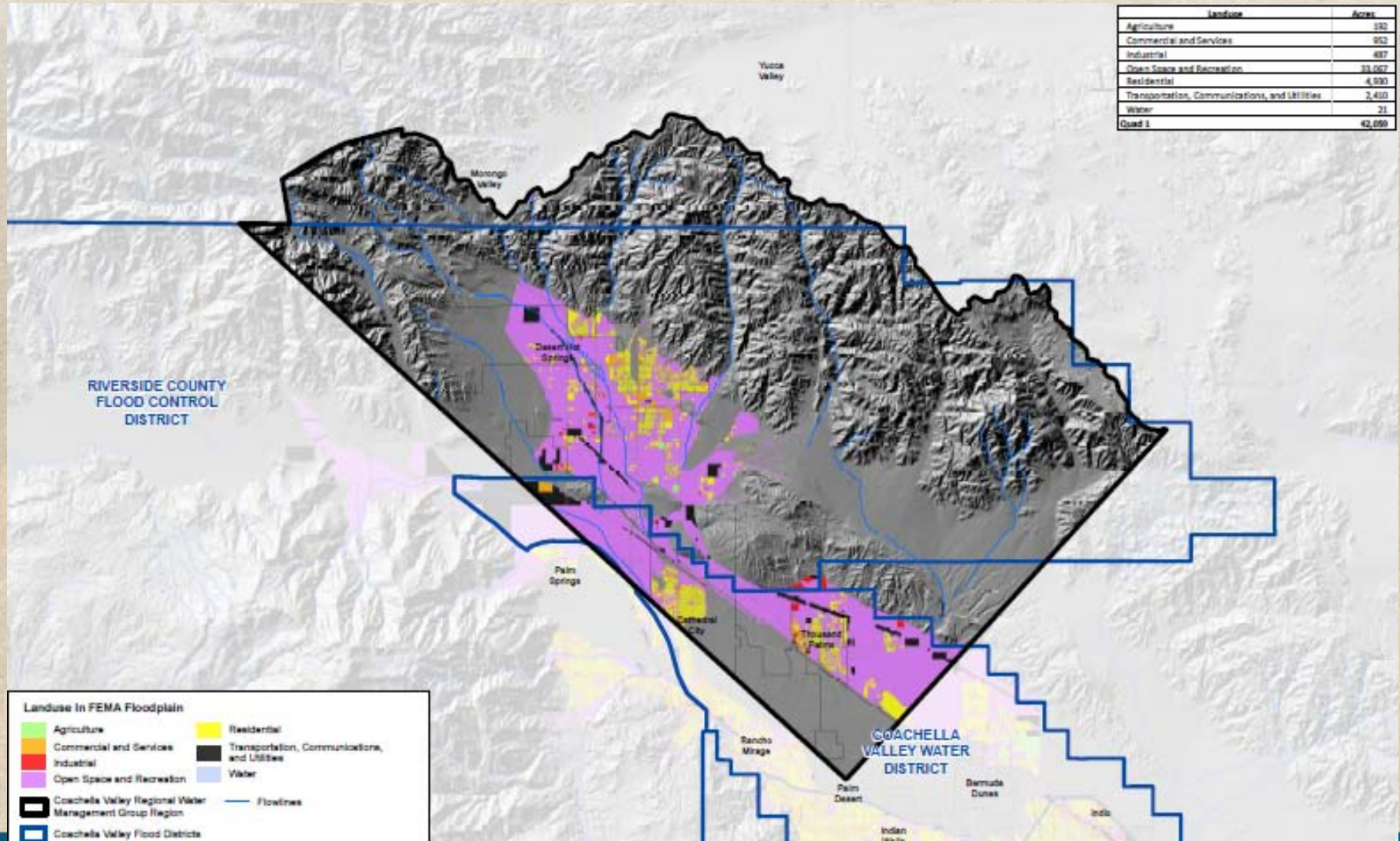


# FEMA Flood Hazards

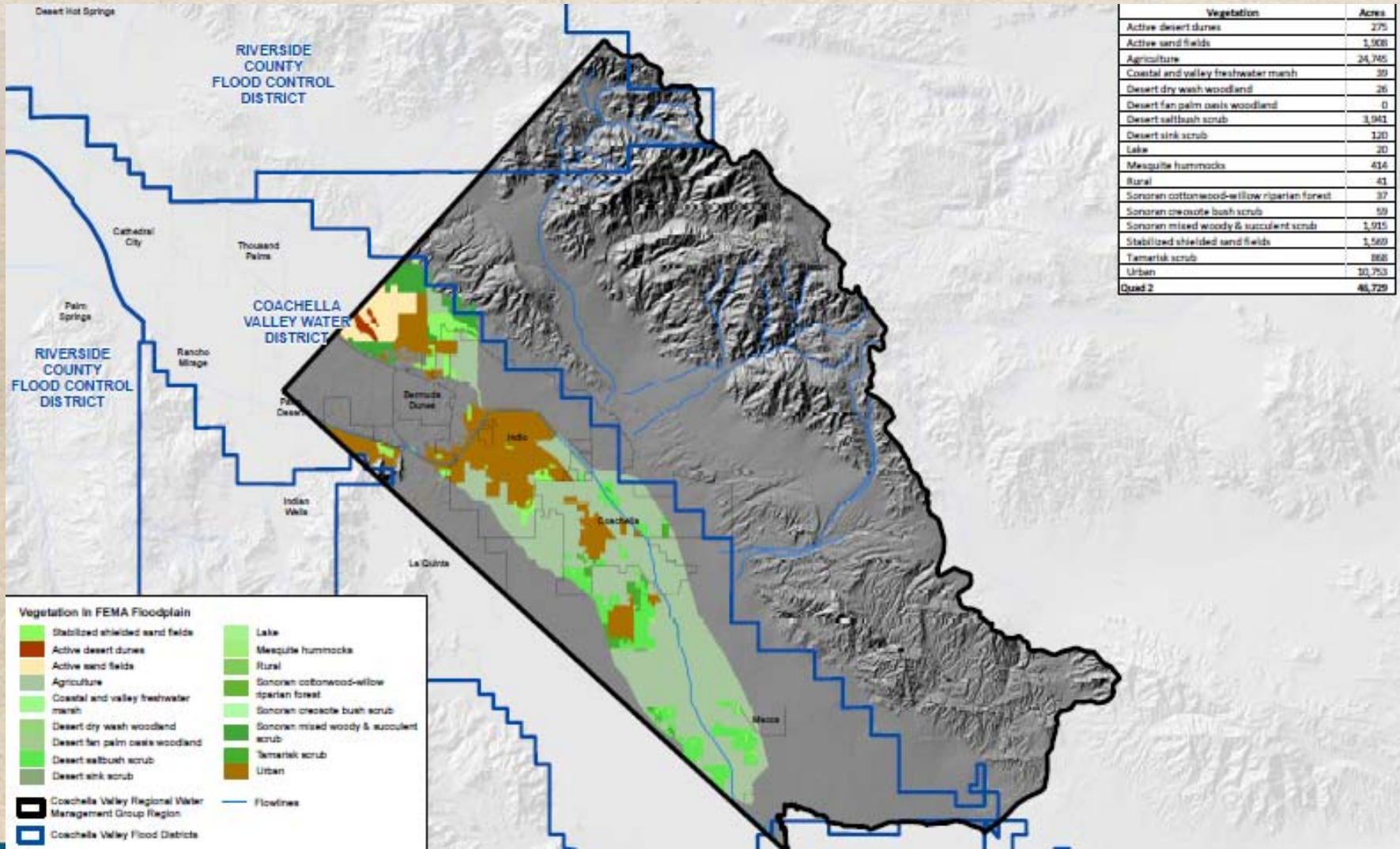


# Existing Information on Flooding (FEMA)

## Flood Hazard with Landuse Encroachments



# Existing Information on Flooding (FEMA) Flood Hazard with Landuse Encroachments



# Identification of DAC Issues – Preliminary List


- Issue - Cost of conversion to combined/advanced treatment or connection to sewer
- Issue - Provision of quality water supply and wastewater services
- Issue - Accurate DAC stakeholder data
- Issue - Coordination between cities, tribes, county, and water agencies

# Project Identification and Development

- Identify potential DAC projects
- Project selection – Round 2 Prop 84 Implementation Grant
  - Fast tracking “ready-to-go” project(s)
  - Enter project into database from September 10 - October 19
  - Project evaluated by Planning Partners and CVRWGMG
- Future rounds of Prop 84
  - Enter project into database
  - Round 3 in 2015

# How We Can Help You With Your Project

- Provide technical support with workplan, budget, schedule, and supporting materials
- Guidance on what makes a project more competitive
- Entering project into database
- If selected, support developing budget, workplan, and schedule



The screenshot displays the website for the Coachella Valley IRWM Program. At the top left is the logo for CVRWMG (Coachella Valley Regional Water Management Group) featuring two palm trees. To the right is a scenic image of a reservoir. Below the logo are two links: [Coachella Valley IRWM Program](#) and [DWR's IRWM Grant Program](#). The main content area is divided into two sections. The top section, titled "Announcement", contains the text: "The Call for Projects for submittal of integrated water resources projects in the Coachella Valley IRWM Region is open **from June 21, 2010 to July 23, 2010!** Please be sure to submit eligible projects for the Propositions 84/1E grant cycles by July 23, 2010." The bottom section is a login form with the heading "Please enter your Username and Password to login". It includes a "Username" input field, a "Password" input field, and a "Login" button. A red circle highlights a "Sign Up" link next to the Username field, and a "Forgot your password?" link is located below the Password field. At the bottom right of the form area, it says "Beta Version 2, June 8, 2010". The footer of the page includes "Coachella IRWM", "Contacts", and "Powered by RMC".

# How You Can Participate in this Program

- Participate in our DAC Workshops
- Help us reach out to other DAC stakeholders
  - Complete Stakeholder Contact and Issues Update form
- Contact us if your Non-Profit Organization is interested in working on DAC characterization
  - Complete the Non-Profit Participation Form
- Join the DAC Issues Group, to get more involved
  - Complete Stakeholder Contact and Issues Update form



Coachella Valley  
Regional Water Management Group



City of Coachella



DESERT WATER



## Contact Information

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