

California's Surface Water Ambient Monitoring Program

NWQMC Conference 2008 Atlantic City, NJ



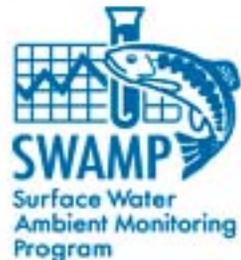
Vera L. Williams
SWAMP Communications Coordinator
& Clean Water Team

May 19, 2008



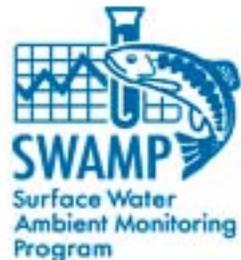
Who are we

- The Surface Water Ambient Monitoring Program (SWAMP)
- a relatively new program at the State Water Resources Control Board and Regional Water Quality Control Boards, initiated in 1999.



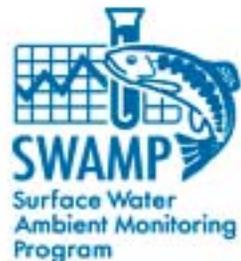
SWAMP

**Our vision
is to make credible ambient
monitoring data and
interpretive information about
that data
available to all stakeholders in a
timely manner.**



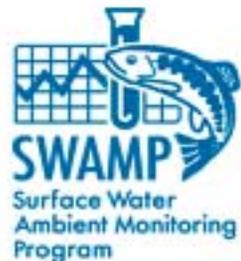
History

- Legislation
- Budget
- Staffing
- Organizational placement
- Management structure



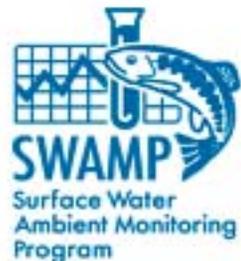
Currently

- Funding
- Staffing
- Projects
 - Studies
 - Business plan
 - Supporting projects

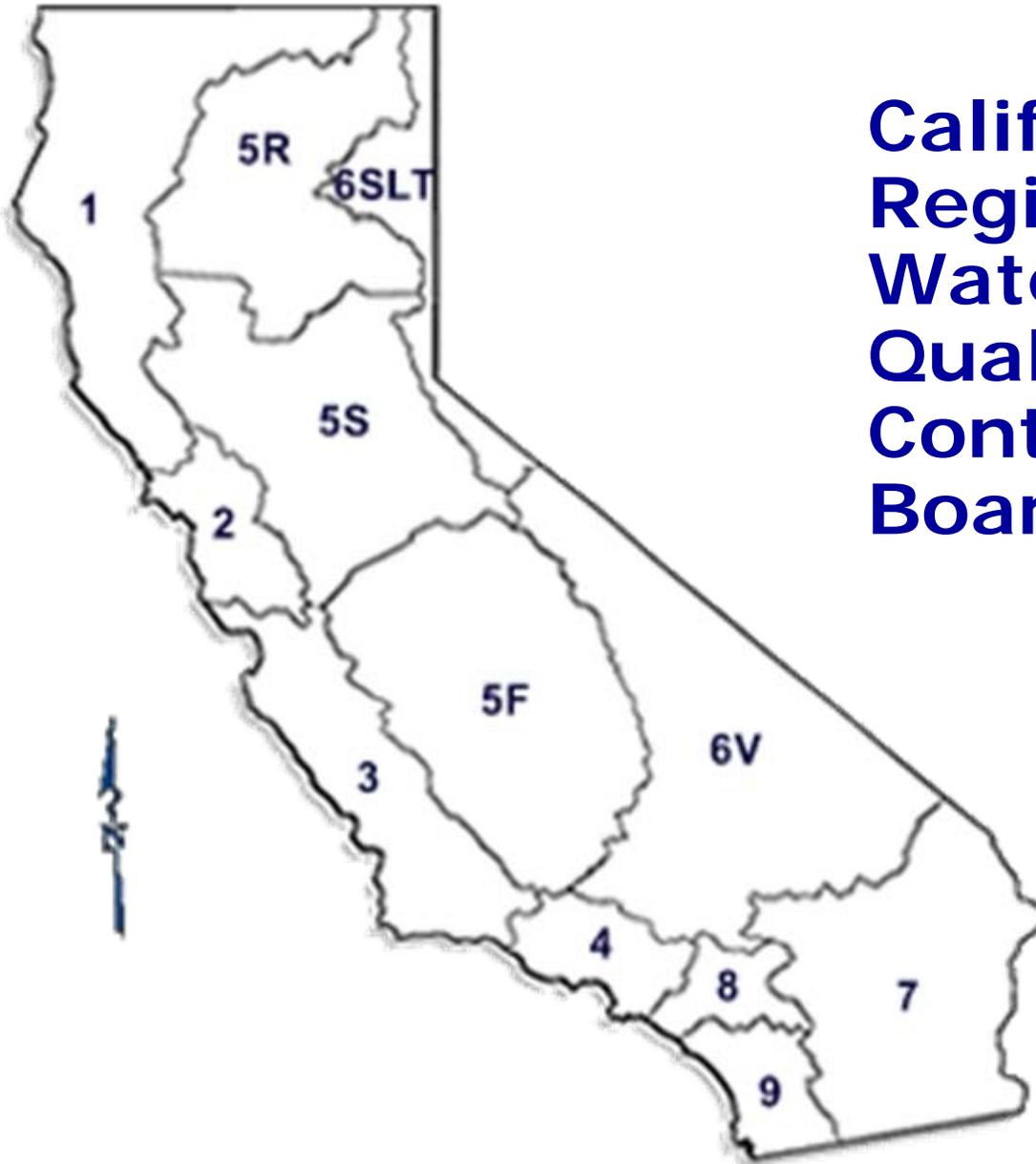


SWAMP

SWAMP is framed
around beneficial use assessment
and regulatory responsibilities.



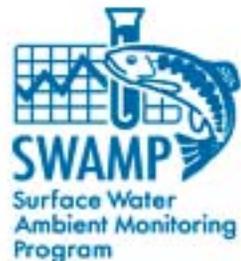
California Regional Water Quality Control Boards



Regional Water Facts

Region 1:

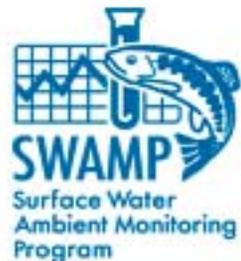
- Receives more than 35% of states annual rainfall,
- Rainfall varies geographically from 20" to over 120"



Regional Water Facts

Region 2:

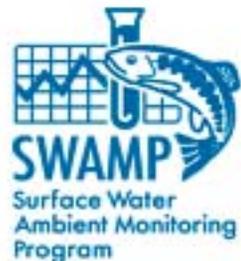
- 1,100 sq miles of San Francisco Bay Estuary
- Freshwater diversions provide water to 22 million residents and irrigation water for 4.5 million acres of farmland



Regional Water Facts

Region 4:

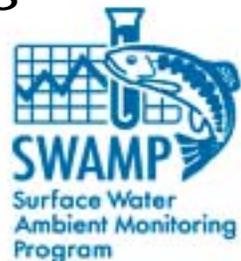
- Most precipitation in the Los Angeles region occurs during just a few storms each year, averaging from 15" in Ventura County to 40" in the mountainous area. Average rainfall is slightly lower in L A County, but varies widely between the valleys and the mountains.



Regional Water Facts

Region 5:

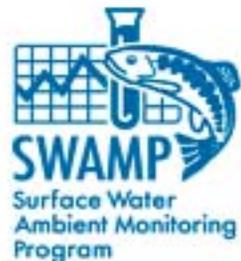
- 400,000 acres of wetlands, 83,624 mi of rivers and streams
- 1,512 mi of waterways dominated by agricultural discharge
- 19,812 mi of constructed agricultural drains



Regional Water Facts

Region 7:

- 900 miles of streams and rivers
- Annual area rainfall ranges from 3" to 4 "

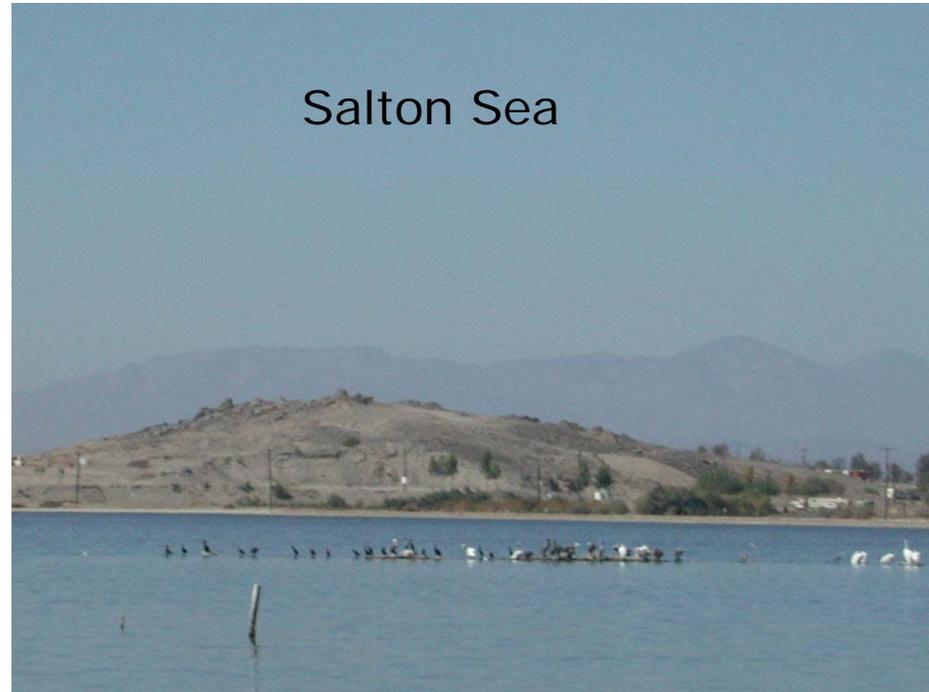


What we are trying to protect

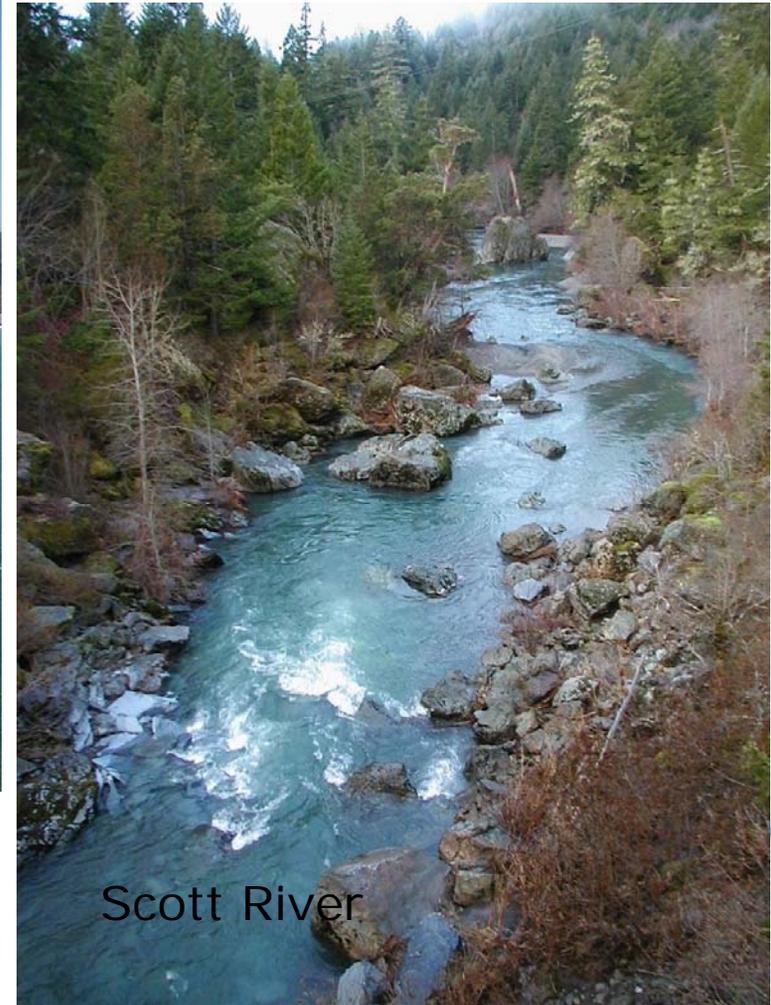
Wheat



Salton Sea

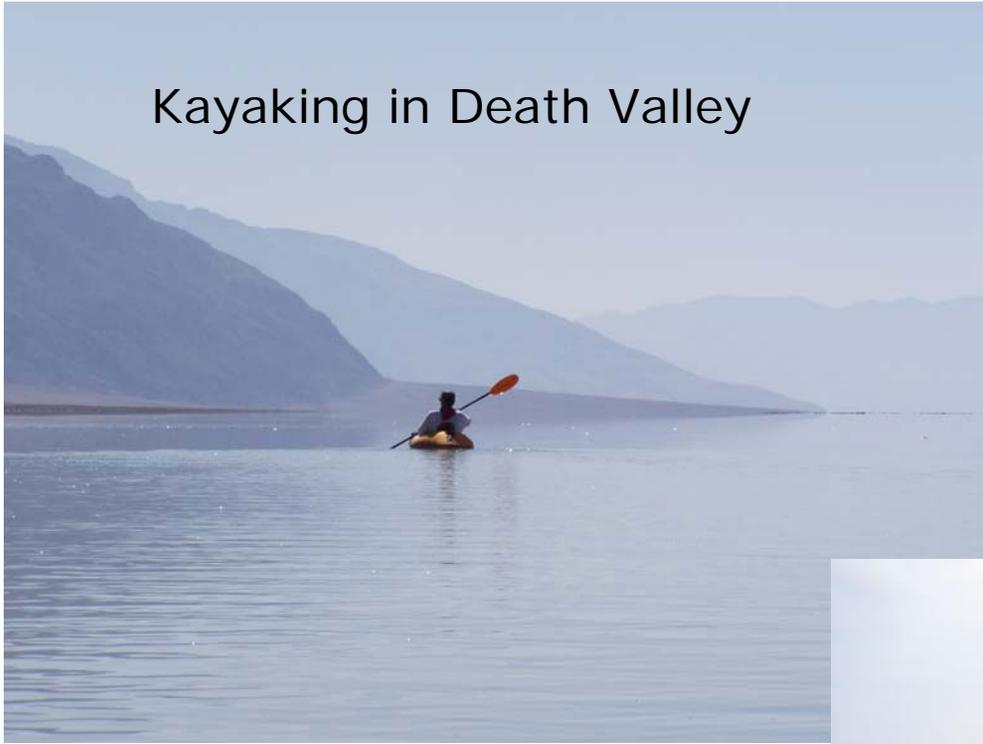


What we care about



Scott River

Kayaking in Death Valley

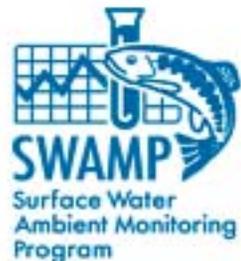




Hermosa Beach

Just how do we do “this”

- Define “this”
- Assemble the team
- Establish the structure
- So, here is where we had to create the information bridge to customers:
 - Who would they be
 - What information, resources, support do they need to do what they want to do

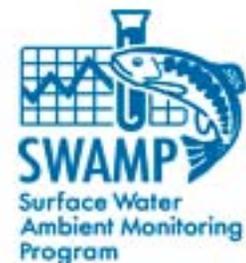




SWAMP Planning Matrix

	Aquatic life Uses	FISHABLE	SWIMMABLE
Wadeable Streams			
Large Rivers			
Lakes			
Coastal Waters Bays/ Estuaries			

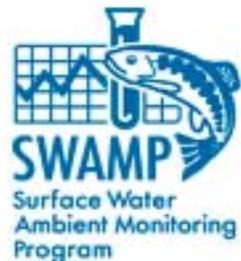
(Made a conscious decision to leave off drinkable)



- How do we fill in the matrix, or is there a better way to approach our goal?

Identify audiences

- Identify target audiences and clients
- Focus both regionally and statewide
- Closely link clients to new program goals
- Build on existing relationships, but strengthen statewide perspective
- Build on new relationships with grant and water supply projects



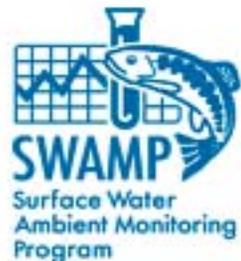
Produce Products

- Develop communications strategy
- Develop signature look
- Develop signature products
 - Raw data reports
 - Technical analyses
 - Higher-level syntheses
 - Appropriate format for each
 - **AND.....**
- Develop schedule for product release
- Integrate data from other sources



Listen, clarify, build

- Communication is a building process that can solve problems, enrich relationships, and create a new and better vision
- You don't know if you don't ask, and real answers do real things
- But who do you ask, what do you ask, and how often do you ask



Visit SWAMP:

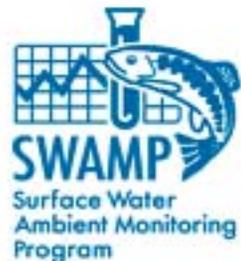
http://www.swrcb.ca.gov/water_issues/programs/swamp/

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We're on the road