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Michael Wade

TO: San Luis & Delta-Mendota Water Authority Board of Directors

FROM: Mike Wade, Executive Director

DATE: November 3, 2025

RE: Program and Activities Update

Imperial Valley Conservation Messaging Trip

CFWC staff traveled to the Imperial Valley to gather information and videos on water conservation activities to support Cultivate California consumer outreach messaging and the Post-2026 Operational Guidelines for the Colorado River. An additional trip took us to Glenn-Colusa Irrigation District to see rice harvest and "Floodplain Foreward" operations underway in support of waterfowl flying along the Pacific Flyway. Upcoming trips to gather stories for consumer outreach include conservation and habitat activities with Central California Irrigation District, and conservation activities in the Coachella Valley Water District.

ACWA Region 6/7 Reception and Tour

CFWC assisted ACWA in planning a reception and tour in Kern County for ACWA Region 6/7 members. Tour stops included Kern County Water Agency, Grimmway Farms carrot processing operations, and Rosedale-Rio Bravo Water Storage District. Unfortunate mechanical difficulties with the bus prevented the group from making a planned stop at Setton Pistachios in Terra Bella (Tulare County).

Presentations

Presentations on CFWC programs and activities were given to the Metropolitan Water District of Southern California's Ag & Tribal partnerships Meeting. CFWC was also served on a panel at the United Water Conservation District 2025 Water Sustainability Summit in Oxnard. The panel was titled "Cultivating Courage, Driving Change," where CFWC presented, along with former Klamath Water Users Association Executive Director and practicing attorney, Paul Simmons, information on effective public education activities. The moderator for the panel was Samantha Barncastle, incoming executive director of the Family Farm Alliance.

San Joaquin Valley Water Collaborative Action Program (CAP)

CFWC participated in the October "CAP" meeting where we heard from Joel Metzger, the new Deputy Director of Statewide Water Resources Planning at DWR on the Watershed Studies for the San Joaquin Basin. We also discussed the CAP Project Prioritization Tool, which is intended to be used to evaluate and rank potential water and land repurposing projects planned for the San Joaquin Valley. A draft of the current prioritization tool and criteria was provided to members. A small group, consisting of SLDMWA's Scott Petersen, along with Kyle Jones, Mike Myatt, and Randy Fiorini, was appointed by the Steering Committee to guide the development of the tool.

SOCIAL MEDIA REPORT

October 2025

Totals for all social platforms August 25 - to date

Posts: 14

Views: 2.7m +20.7%

Reach: 636k +1.1%

Interactions: 61.5k +255.55%

Follows: 23.6k +160.1%

Profile Visits: 28.9k +86.1%

Paid Advertisement Breakdown

Impressions: 1.2m

Engagements: 604k

Link clicks: 25k

CTR: 2.5% (Click Through Rate)

(0.9 to 1.5% is average for IG/FB)

CPC: \$0.78 (Cost per Click)

(\$0.50 to \$1.00 is average for IG/FB)



Morgan Elia

Social Media Director

melia@farmwater.org

Influencer Partnerships



@downhomeshawna

Reach: 97k

Follows: 3.1k



@kitchconfidante

Reach: 40.4k

Follows: 1.3k

SOCIAL MEDIA REPORT

October 2025

Top Performing Posts



Behind the Scenes: **Big Guy Organics**

Views: 155k

Interactions: 8.6k

Follows: 3.1k



Pistachio Harvest

Views: 210.7k

Interactions: 7.1k

Follows: 1.4k



Behind the Scenes: **Bill Diedrich**

Views: 119.8k

Interactions: 7.5k

Follows: 724



Behind the Scenes: **Andrew Leimgruber**

Views: 110.6k

Interactions: 7k

Follows: 2.1k



Bill Diedrich Water **Message**

Views: 75.5k

Interactions: 4.8k

Follows: 2.1k



Influencer Recipe: **@downhomeshawna**

Views: 93.2k

Interactions: 6.2k

Follows: 3.1k



Morgan Elia

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