



CFWC Activity Report

TO: San Luis & Delta-Mendota Water Authority Board
 FROM: Michelle Paul, Executive Director
 DATE: May 8, 2026
 SUBJECT: CFWC Activity Report, April 2026

Building Momentum

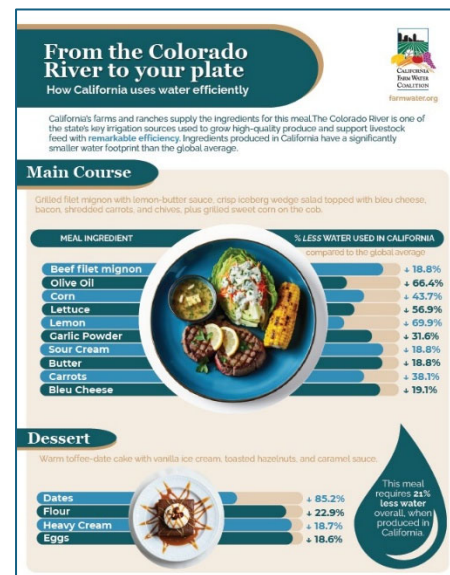
Last month, I continued outreach to our members while building stronger ties with Sacramento policy teams. I met with partners over lunch, coffee and introductory meetings to build relationships, explain our work and identify opportunities to work together.

Our team prepared for the ACWA Spring Conference, launched a new fact sheet on products grown with Colorado River water and began planning a social media influencer tour for May.

Media Landscape and Response

In April, most media attention stayed on the Colorado River and long-term supply concerns, but the conversation also touched on statewide delivery reliability, native fish and growing pressure from invasive species.

Much of the coverage was tied to big policy decisions, including DWR's release of the [Vision for the Valley](#) and legislative debates that carry real consequences for farms, communities, and ecosystems. Coverage of SGMA and groundwater management remained mostly negative throughout the month, reinforcing broader narratives about regulatory pressure, conflict, and uncertainty for agricultural water users.



Above: Click the picture above to download our new Fact Sheet

Editorial Outreach and Placement

To respond, our team stepped up our editorial outreach. The *Sacramento Bee* accepted our guest commentary on the state's failure to enforce invasive species inspections and ballast water testing, although it has not yet set a publication date. I also pitched an editorial to the *San Francisco Chronicle* on the need for new surface water storage and asked the *Valley Sun* to run a short commentary on investing in water infrastructure. I also have additional pieces in the works on the Colorado River and Healthy Rivers and Landscapes.

Placement has been uneven, but that is part of the work right now. I am continuing to work with the team to adjust our strategy, refine our tactics and look for the right openings. With election season picking up, I expect the environment to stay competitive.

Policy and Industry Alignment

In April, Coalition staff continued partnering with the Water Blueprint for the San Joaquin Valley to coordinate outreach, develop communications and build awareness of the Unified Water Plan. The plan addresses ongoing water supply challenges and will be discussed at the San Joaquin Valley Water Resilience Summit, May 20-21 at Fresno State, where attendees can explore sustainable solutions for farms, communities and the environment.

Strategic Relationship Building

In April, I spent a good amount of time in Sacramento introducing myself to staff at ACWA, DWR, State Water Contractors and NCWA. Those conversations helped me align our water policy message and better understand where our work fits within broader industry priorities.

I also made a point to build relationships outside the water world, connecting with contacts at the Almond Board of California, CA FarmLink, Kahn, Soares & Conway, and CalChamber.

Member Outreach

I continued attending water district board meetings in April, although at a slower pace. Poor weather led to several canceled district tours, but I was still able to introduce myself to the Modesto Irrigation District. Travel to board meetings is expected to increase again in early June.

Digital Engagement and Storytelling

Our team is preparing for a Cultivate California influencer tour in Salinas at the end of May. We have identified participants and are tightening the schedule. These visits are one of the best ways we have to give urban audiences a real window into farm life and the work behind California agriculture.

Cultivate California Performance

Totals for Cultivate California	Activity year-to-date
Posts	39
Views	4,038,932

Totals for Cultivate California	Activity year-to-date
Reach	1,555,596
Interactions	95,566
Follows	28,238
Profile Visits	57,650
Click through rate (CTR)*	2.38%

Top-performing posts in April:



Behind the Scenes:
Hadley Date
Gardens

Interactions: 6.3k
Views: 115.9k



Behind the Scenes:
Bar 20 Dairy.

Interactions: 4.5k
Views: 103.5k



Nature's Reward
Pollinator Story.

Interactions: 3.4k
Views: 61.7k