



**COMMISSION MEETING OF THE
SAN JOAQUIN TRIBUTARIES AUTHORITY**

**MONDAY, FEBRUARY 9, 2026 – 10:00 A.M.
REGULAR MEETING AGENDA**

**TURLOCK IRRIGATION DISTRICT
333 E. CANAL DRIVE
BOARD ROOM 105
TURLOCK, CA 95380**

**NUGGET CASINO RESORT
REDWOOD 4 CONFERENCE ROOM, SECOND FLOOR
1100 NUGGET AVENUE
SPARKS, NV 89431**

ALTERNATE FORMATS OF THIS AGENDA WILL BE MADE AVAILABLE UPON REQUEST TO QUALIFIED INDIVIDUALS WITH DISABILITIES. PERSONS WHO REQUIRE A DISABILITY-RELATED MODIFICATION OR ACCOMMODATION, INCLUDING AUXILIARY AIDS OR SERVICES, SHOULD CONTACT JENNIFER LAND, COMMISSION SECRETARY, IN PERSON OR BY MAIL, AT THE ABOVE (TID) ADDRESS, OR BY TELEPHONE AT (209) 883-8353, NOT LESS THAN 24 HOURS PRIOR TO THE MEETING FOR WHICH THE MODIFICATION OR ACCOMMODATION IS REQUIRED.

1. CALL TO ORDER

Members of the public will have the opportunity to provide public input in-person or via the webinar or phone features. If you wish to speak, click on the “Raise Hand” button via Zoom, or press *9 if using a phone, and wait until your name (or other identifying information) is called by the Commission Secretary.

To join the meeting:

- [Click here to join the video meeting](#)
- Or to join by phone, please dial 669-900-9128 or 346-248-7799
Meeting ID: 951 5899 6867

2. SALUTE TO THE FLAG

3. ROLL CALL OF COMMISSIONERS

4. **PUBLIC COMMENT PERIOD** (5 minutes per speaker)
This time is provided for the public to address the Commissioners of the Authority on matters of concern that fall within the jurisdiction of the Authority that are not on the agenda. Speakers are encouraged to consult Member Management or Directors prior to agenda preparation regarding any Authority operation or responsibility as no action will be taken on non-agenda issues.
5. **MOTION TO APPOINT THE CHAIR**
Pursuant to the SJTA Joint Powers Agreement and Bylaws, consider appointing the Modesto Irrigation District member as Chair of the San Joaquin Tributaries Authority for a term of two (2) years.
- Commissioner Spyksma, Chair
6. **MOTION TO APPOINT THE VICE CHAIR**
Pursuant to the SJTA Joint Powers Agreement and Bylaws, consider appointing the City & County of San Francisco member as Vice-Chair of the San Joaquin Tributaries Authority for a term of two (2) years.
- Commissioner Spyksma, Chair
7. **MOTION TO APPOINT THE SECRETARY**
Pursuant to the SJTA Joint Powers Agreement and Bylaws, consider appointing Turlock Irrigation District employee Jennifer Land as Secretary of the San Joaquin Tributaries Authority for a term of two (2) years.
- Commissioner Spyksma, Chair
8. **MOTION TO APPOINT THE TREASURER**
Pursuant to the SJTA Joint Powers Agreement and Bylaws, consider appointing Turlock Irrigation District employee Ashley Millsap as Treasurer of the San Joaquin Tributaries Authority for a term of two (2) years.
- Commissioner Spyksma, Chair
9. **MOTION TO APPROVE MINUTES OF THE REGULAR MEETING OF NOVEMBER 3, 2025**
10. **MOTION TO ACCEPT THE TREASURER'S REPORT**
Presentation and acceptance of the Treasurer's Report through December 31, 2025.
- Ashley Millsap, SJTA Treasurer
11. **MOTION TO ADJOURN TO CLOSED SESSION**
 - A. **Conference with Legal Counsel – Existing Litigation**
California Government Code Section 54956.9
San Joaquin Tributaries Authority, et al vs. California State Water Resources Control Board
Tuolumne County Superior Court – Case Number CV62094
Judicial Council Coordinated Proceeding No.5013
- Valerie Kincaid, Legal Counsel

- B. Conference with Legal Counsel – Existing Litigation**
California Government Code Section 54956.9
San Joaquin Tributaries Authority vs. California State Water Resources Control Board
Fresno County Superior Court – Case No. 21CECG02632
Judicial Council Coordinated Proceeding No. 5229
- Valerie Kincaid, Legal Counsel
- C. Conference with Legal Counsel – Existing Litigation**
California Government Code Section 54956.9
San Joaquin Tributaries Authority, et al vs. California State Water Resources Control Board
Fresno County Superior Court – Case No. 23CECG04201
- Valerie Kincaid, Legal Counsel
- D. Conference with Legal Counsel – Anticipated Litigation**
California Government Code Section 54956.9(d)(2)-(3)
Anticipated Litigation – one potential case
Potential future State Water Board Action
- Valerie Kincaid, Legal Counsel

12. RECONVENE - REPORT OF ANY ACTION TAKEN IN CLOSED SESSION

13. MOTION TO AUTHORIZE PHASE 2 STRATEGIC COMMUNICATIONS PROGRAM IMPLEMENTATION

Consider a motion authorizing the Executive Director to negotiate and execute contracts with Evoque Communications and media vendors for an amount not to exceed \$249,990 for Phase 2 Strategic Communications Program implementation.

- Andree Lee, SJTA Executive Director

14. EXECUTIVE DIRECTOR REPORT

Update on the Strategic Plan implementation and SJTA activities.

- Andree Lee, SJTA Executive Director

15. MATTERS TOO LATE FOR THE AGENDA

16. NEXT REGULAR MEETING DATE - MONDAY, MAY 11, 2026 AT 10:00 A.M.

17. MOTION TO ADJOURN

**MINUTES OF THE REGULAR COMMISSION MEETING
OF THE SAN JOAQUIN TRIBUTARIES AUTHORITY**

Turlock, California
3 November 2025

The Commission Meeting of the San Joaquin Tributaries Authority was called to order at 10:06 a.m. in regular session on the 3rd day of November, 2025, conducted in-person from the Turlock Irrigation District located at 333 E. Canal Drive, Turlock, CA and via Zoom Webinar.

Present were the following representatives of the member agencies:

Michael Frantz – Turlock Irrigation District
Kate Stacy – City and County of San Francisco
Robert Frobose – Modesto Irrigation District, Vice Chair
Glenn Spyksma – South San Joaquin Irrigation District, Chair

PUBLIC COMMENT

There were no comments from the public.

MOTION APPROVING COMMISSION MEETING MINUTES

Moved by Commissioner Frobose, seconded by Commissioner Stacy, that the minutes of the special meeting of July 23, 2025, be approved as presented.

Upon roll call the following vote was had:

Ayes: Commissioners Frantz, Stacy, Frobose, and Spyksma
Noes: None
Absent: None

All voted in favor with none opposed. The Chair declared the resolution adopted.

MOTION APPROVING TREASURER'S REPORT

SJTA Treasurer Ashley Millsap presented the Treasurer's Report with activity through September 30, 2025, including interest earned, total expenditures, and cash reconciliations for the money market and checking accounts.

Moved by Commissioner Frantz, seconded by Commissioner Frobose, that the Treasurer's Report with activity through September 30, 2025, be approved as presented.

Upon roll call the following vote was had:

Ayes: Commissioners Frantz, Stacy, Frobose, and Spyksma
Noes: None
Absent: None

All voted in favor with none opposed. The Chair declared the resolution adopted.

RESOLUTION NO. 2025-04

RESOLUTION TO APPROVE THE 2026 REGULAR MEETING SCHEDULE

SJTA Executive Director Andree Lee provided an overview of the proposed resolution establishing the 2026 meeting schedule, as required under the JPA Agreement. She noted that the proposed schedule is consistent with the 2025 meeting calendar, with the exception that no adjustments have been made for the Veterans Day holiday. Meetings will continue to be held quarterly on the second Monday of each month. The Bylaws will also be updated to reflect the Monday meeting schedule.

Commissioner Spyksma recommended adding language to the resolution to provide flexibility for the schedule as determined by the Commission.

Hearing no further comments, the Commission took the following action:

Moved by Commissioner Frantz, seconded by Commissioner Stacy, that the resolution approving the 2026 Regular Meeting Schedule be approved as amended.

Upon roll call the following vote was had:

Ayes:	Commissioners Frantz, Stacy, Frobese, and Spyksma
Noes:	None
Absent:	None

DRAFT

All voted in favor with none opposed. The Chair declared the resolution adopted.

MOTION TO APPROVE THE NEW SJTA LOGO

SJTA Executive Director Andree Lee presented an overview of the rebranding efforts, including the redesign of the SJTA logo, and noted the General Managers' unanimous recommendation to select Option 1 -- the "Three Rivers Stability" design.

Commissioners expressed their support for Option 1 as well, confirmed that staff verified the logo does not replicate or closely resemble another agency's design, noting that it initially appeared familiar, and inquired about the decision to present the word "Tributaries" in all caps and bold. Ms. Lee will follow up with the designer and report back.

Hearing no further comments, the Commission took the following action:

Moved by Commissioner Frobese, seconded by Commissioner Stacy, that the new SJTA Logo (Option 1) be approved as presented.

All voted in favor with none opposed. The Chair declared the motion carried.

RESOLUTION NO. 2025-04

**RESOLUTION TO APPROVE THE 2026 WORK PLAN
AND FISCAL YEAR BUDGET**

SJTA Executive Director Andree Lee presented an overview of the proposed resolution for the 2026 Work Plan and Budget, outlining an approach designed to maintain momentum, implement additional actions toward strategic goals, minimize legal expenditures, and keep the cash call consistent with historic levels and aligned with agency priorities. She reviewed historic budgets and cash calls, the proposed budget, and the work plan actions to emphasize the importance of “Tell the Story” and “Cultivate Relationships”. Ms. Lee also summarized the recommended cash call option of \$353,000 per agency and the alternate option of \$298,000 per agency.

Commissioner Spyksma requested comments on the Work Plan first, followed by the Budget. Commissioners asked for a future update on the Communications Campaign, including what has been learned from recent polling, and inquired about legal counsel expenditures. They expressed appreciation for the progress reflected in the Work Plan, emphasized the importance of ensuring future projects provide multi-district benefit, and commended staff for their work with the General Managers. Commissioners also referenced the reimbursement received last year which reduced the cash call and discussed the possibility of creating a third cash call option as a middle-ground.

Hearing no further comments, the Commission took the following action:

Moved by Commissioner Frobose, seconded by Commissioner Frantz, that the resolution approving the 2026 Work Plan and Fiscal Year Budget be approved as presented.

Upon roll call the following vote was had:

Ayes:	Commissioners Frantz, Stacy, Frobose, and Spyksma
Noes:	None
Absent:	None

All voted in favor with none opposed. The Chair declared the resolution adopted.

EXECUTIVE DIRECTOR REPORT

SJTA Executive Director Andree Lee provided an update on the Strategic Communications Program, noting that the RFP will be released shortly after this meeting and that poll results and next phase updates will be presented at the next meeting. She also provided updates on the Policy Statements, Fact Sheet, and the website, which is scheduled to launch at the end of the year. Commissioner Frobose expressed appreciation to Ms. Lee for her efforts.

MOTION ADJOURNING TO CLOSED SESSION

Moved by Commissioner Frantz, seconded by Commissioner Stacy, that the Commission meeting be adjourned to closed session at 10:43 a.m.:

- A. Conference with Legal Counsel – Existing Litigation**
California Government Code Section 54956.9
 San Joaquin Tributaries Authority, et al vs. California State Water Resources Control Board
 Tuolumne County Superior Court – Case Number CV62094
 Judicial Council Coordinated Proceeding No.5013
 - Valerie Kincaid, Legal Counsel
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 Anticipated Litigation – the potential case
 Potential future State Water Board Action
 - Valerie Kincaid, Legal Counsel

All voted in favor with none opposed. The Chair declared the motion carried.

RECOVENE – REPORT OF ANY ACTION TAKEN IN CLOSED SESSION

The Commission meeting was reconvened at 11:06 a.m. in open session with all Commissioners present as per the previous open session. Commissioner Spyksma announced there were no reportable action items to report from closed session.

MATTERS TOO LATE FOR THE AGENDA

There were none.

FUTURE MEETING

The next regular meeting is scheduled for Monday, February 9, 2026 at 10:00 a.m.

ADJOURNMENT

Commissioner Spyksma adjourned the meeting at 11:07 a.m.

All voted in favor with none opposed. The motion was carried.

Secretary to the Commission of the
SAN JOAQUIN TRIBUTARIES AUTHORITY

DRAFT



MEMORANDUM

To: San Joaquin Tributaries Authority
From: SJTA Treasurer, Ashley Millsap
Issue: **Motion to Accept Treasurer's Report**
Date: February 9, 2026

Attached (or below) please find the Treasurer's Report with activity through December 31, 2025.



2025 Actual v. Budget

YTD as of December 31, 2025

	2025 Budget	2025 YTD Actual	Budget Variance	% of 2025 Budget YTD
Revenue				
Agencies Cash Call	\$ 1,058,484.76	\$ 1,058,484.76	\$ -	
Interest Earned/Received	\$ -	\$ 22,627.86	\$ 22,627.86	
Carryover	\$ 993,536.78	\$ 993,536.78	\$ -	
Total Revenue	\$ 2,052,021.54	\$ 2,074,649.40	\$ 22,627.86	
Expenditures				
Executive Director	\$ 291,634.75	\$ 292,852.32	\$ 1,217.57	100%
Administrative Costs	\$ 237,850.00	\$ 202,402.50	\$ (35,447.50)	85%
Legal Costs	\$ 1,061,000.00	\$ 677,137.04	\$ (383,862.96)	64%
OID Settlement Payment	\$ -	\$ 84,928.81	\$ 84,928.81	
Total Expenditures	\$ 1,590,484.75	\$ 1,257,320.67	\$ (333,164.08)	79%
Revenue over Expenditures	\$ 461,536.79	\$ 817,328.73	\$ 355,791.94	

\$ -



Cash Reconciliation for Money Market Account

Balance as of 9/30/25: \$ 922,936.96

Receipts:

\$ -	Cash Call ()	
\$ 5,238.98	Interest	
<u>\$ 5,238.98</u>		\$ 5,238.98

Disbursements:

\$ -	Transfer	
<u>\$ -</u>		\$ -

Balance as of 12/31/25:

Total Cash Balance:

\$ 928,175.94



Cash Reconciliation for Checking Account

Balance as of 9/30/25: \$ 392,696.29

Receipts:

\$	-	Cash Call ()	
\$	-	Transfer	
\$	-		\$ -

Disbursements:

\$	20,377.50	Chris Nance	
\$	67,615.04	EKI Environment & Water	
\$	177,620.50	Paris Kincaid Wasiewski LLP	
\$	34,680.00	The Harris Poll	
\$	<u>20,350.00</u>	Planeteria Media	
\$	320,643.04		\$ (320,643.04)

Checking Balance as of 12/31/2025: \$ 72,053.25

Outstanding Disbursements

\$	1,140.00	Chris Nance	
\$	31,022.21	EKI Environment & Water	
\$	32,206.50	Paris Kincaid Wasiewski LLP	
\$	<u>64,368.71</u>		\$ (64,368.71)

Total Adjusted Checking Balance: \$ 7,684.54

Total Money Market Balance: \$ 922,936.96

Total Cash Balance as of 12/31/2025: \$ 930,621.50

MEMORANDUM

To: San Joaquin Tributaries Authority
From: SJTA Executive Director, Andree Lee
Issue: **Motion to Authorize Phase 2 Strategic Communications Program Implementation**
Date: February 9, 2026

This memorandum summarizes the San Joaquin Tributaries Authority (SJTA) Strategic Communications Program (Program) Phase 2 scope of work and consultant selection. SJTA is requesting authorization to negotiate a contract with Evoque Communications and execute media buys to implement the Phase 2 Program.

Background

SJTA's Strategic Plan includes two goals related to communications: a "One Voice" goal to elevate the identity and effectiveness of SJTA by developing a unified voice, and a "Tell the Story" goal to increase awareness and understanding of the widespread benefits from the water systems and resources managed by SJTA members, positioning SJTA as a critical partner and information source around water and power operations and resources management.

In April 2025, SJTA initiated the development of the Program in support of these Strategic Plan goals, at the direction of the SJTA agencies' general managers. The Program outlines the approach for implementing one campaign designed to work across countless ongoing water education opportunities faced in the future seeking to crystallize public consent for both the source and security of the water customers need to live, work, and relax. The Program was developed through the Communications Working Group (CWG), comprised of communications staff from the SJTA agencies.

The Program includes two phases. Phase 1, which was initiated in July 2025 and is nearly complete, included stakeholder research, message development, and media plan scoping. Phase 2 of the Program focuses on implementation of the media plan and targeted outreach, including paid media and preparation of earned media materials. In

November 2025, SJTA issued a Request for Proposals (RFP) for consulting services for implementation of Phase 2 of the Program.

Phase 1 Outcomes

Phase 1 of the Strategic Communications Program included 1) a public poll, 2) development of messaging incorporating insights from polling, and 3) scoping of the Phase 2 campaign. The final report documenting the polling results is anticipated to be available in late February.

Based on the preliminary polling results, it is recommended that Phase 2 messaging focus on these primary topic areas:

- Educate customers on their sources of water.
- Highlight how the SJTA agencies support their customers' daily living needs.
- Highlight the benefits of the SJTA agencies' projects and partnerships to sustain both the environment and customers' quality-of-life.

Phase 2 Scope of Work

Phase 2 of the Program is proposed to include refinement and implementation of the Program. Each of these tasks is described in more detail below.

Refine Communications Strategy

This task includes reviewing existing Program information, including all Program strategy documentation, including the results of the quantitative public opinion poll, SJTA's relationship inventory, and SJTA's stakeholder engagement strategy, all of which were conducted or refined as part of Phase 1 of the Program.

Prepare Creative Content

This task includes creation of media content to be shared on a variety of platforms to support both general water education and communications on SJTA positive actions. Content development may include but is not limited to: (1) videos, social media content, photos, and graphics; (2) recorded interviews with key agency personnel and others to support other content (3) written messages, including newsletter content and press releases; and (4) leave-behinds for targeted outreach.

Develop and Implement Media Plan

This task includes development and implementation of a paid media plan, which is intended to increase the agency's exposure across a wide range of platforms. The media plan will include, at a minimum, social media, streaming audio advertisements,

press releases, and newsletter content. The media plan may also include billboards or other platforms, as recommended by the Consultant.

The Consultant will provide ongoing analytics and performance results to support real-time media plan optimization and will make recommendations to SJTA on modifications to media activities based on this data.

Support Earned Media and Targeted Outreach

This task includes preparation of materials for earned media opportunities, including but not limited to: (1) talking points for SJTA agency spokespersons and subject matter experts; (2) materials to support outreach events such as tours, workshops, and symposiums (e.g., e-mail materials, presentation formatting, and leave-behinds); and (3) news releases and editorials.

Prepare Summary Report

This task includes preparation of a brief Summary Report memorandum that summarizes the outcomes of the previous tasks, incorporating data and analytics to demonstrate results achieved. The Summary Report shall recommend next steps.

Costs and Consultant Selection

The SJTA received proposals from four firms by the RFP deadline. All proposals received were evaluated for conformation to all requirements specified in the RFP. Proposals were then reviewed and scored by the CWG, and two finalists were interviewed. The CWG unanimously recommended that SJTA contract with Evoque Communications, given their specific water communications expertise, detailed approach, and overall cost and value of the proposal. The Evoque scope of work is included as Exhibit A.

Proposed Budget

The proposed total contract amount for Phase 2 is \$249,990, including \$126,490 for Evoque Communications and \$123,500 for media buys.

The 2026 SJTA budget includes \$250,000 for Phase 2 of the Program. Therefore, the proposed contract amounts are within the adopted budget.

Schedule

Phase 2 will begin upon Commission approval with a target launch date for the paid media campaign in Spring 2026. All tasks will be completed over an 11-month period,

with completion anticipated by December 31, 2026. Updates on campaign progress, metrics, and results will be provided at each quarterly Commission meeting.

Recommendation

It is recommended that the Commission:

1. Authorize the Executive Director to negotiate and execute contracts with Evoque Communications and media vendors for an amount not to exceed \$249,990 for Phase 2 Strategic Communications Program implementation.

Exhibit A

Evoque Communications Scope of Work

Task 1A: Project Kickoff

Armed with our extensive water knowledge and multi-agency experience, the Evoque team will hit the ground running during our initial project kickoff with the SJTA Communications Working Group (CWG). This phase will lay the groundwork for achieving mutually beneficial strategies and outcomes.

- 1. Hold project kickoff meeting with SJTA and its member agencies.**
 - a. Review project goals, target audiences and key stakeholders.
 - b. Discuss existing SJTA Communications Plan strategies, tactics and measurable objectives. Identify where Plan enhancements and additions are needed.
 - c. Review SJTA “one voice” and member agency “tell the story” messaging.
 - d. Establish project liaison for each member agency.
 - e. Clearly define the desired project outcomes and what success looks like.

- 2. Review key SJTA member agency projects/assets and geographic regions within the SJTA service area.**
 - a. As feasible, tour key agricultural/irrigation, urban and environmental projects in the Central Valley and Bay Area.
 - b. Meet with key stakeholders in these areas to discuss project benefits and establish relationships that will be utilized throughout the project.

Task 1B: Refine Communications Strategy

While SJTA has an existing Phase 1 Communications Plan, our team of seasoned communication experts emphasizes the importance of developing a Phase 2 Strategic Communications Plan that clearly outlines our approach and clear metrics for success.

- 1. Review existing communications and research data.**
 - a. Evaluate previous communication plans and strategies.
 - b. Review recent polling data conducted in Phase 1 of the SJTA Strategic Communications Project.
 - c. Evaluate SJTA and its member agencies’ key relationships.

- d. Evaluate local media consumption and most effective media buy opportunities.

2. Refine SJTA's Strategic Communications Program and Stakeholder Engagement Strategy.

- a. Develop draft Phase 2 Strategic Communications Plan that refines and expands upon the goals, objectives, target audiences, key messages, strategies and tactics included in the Phase 1 Communications Plan.
 - i. Incorporate goals related to securing public support for SJTA member agency efforts and priority projects, including multi-benefit projects and the Healthy Rivers and Landscapes (HRL) Program.
 - ii. Incorporate "one voice" and "tell the story" messaging related to water reliability, affordability/value of water, environmental stewardship, and multi-benefit projects like HRL program.
 - iii. Include budget, timeline and clear metrics for success.
- b. Present draft plan and gather feedback from SJTA Communications Working Group.
- c. Revise plan based on feedback and present final plan to SJTA Communications Working Group.

Deliverables

- Draft and Final Phase 2 Strategic Communications Plan.
- Presentation to CWG summarizing findings and recommendations.

Assumptions

- SJTA will provide one set of consolidated comments on Draft Phase 2 Strategic Communications Plan.

Task 2: Prepare Creative Content

With decades of experience developing effective water communication materials, the Evoque team will develop a wide range of print and digital materials to be used throughout the paid and earned media campaigns. Materials will feature the "one voice" and "tell the story" approaches identified by SJTA.

1. Develop creative brief to unify project communication materials.

- a. Incorporate SJTA's brand style guide identifying approved fonts, colors, logos and key visual assets.
 - b. Includes messaging guide incorporating "one voice" key messages focusing on SJTA efforts and "tell the story" messages focusing on SJTA member systems/resources.
- 2. Develop communication materials for paid media campaign.**
- a. Create digital campaign materials, including short-form video ads, social media content, website content/blog articles, newsletter content, and other top priority materials identified by SJTA/member agencies
 - b. Produce radio ads (live and streaming), billboard ads, transit ads, gas pump/EV charging station ads, and other paid advertising mediums identified as top priorities for SJTA/its member agencies.
 - c. Transcreate/translate materials (as appropriate) into Spanish and other top languages spoken in SJTA's seven county region, including Chinese, Tagalog, and Vietnamese.
- 3. Develop communication materials for earned media campaign.**
- a. Create event materials, including email content, website content, flyers, water bill inserts, presentation templates, and handouts to support outreach events (tours, workshops, symposiums, etc.).
 - b. Develop talking points, graphics, news releases, editorials, FAQ's and media kits to support earned media efforts.
- 4. Develop communication materials to support ongoing SJTA member agency efforts.**
- a. Create customer communication materials including rack cards, bill inserts, website/blog content, email content, and organic social media content.

Deliverables

- Draft and final creative brief.
- Draft and final communication materials.

Assumptions

- SJTA will provide one set of consolidated comments on creative brief and communications materials.
- Communications materials will include an SJTA-branded version as well as member agency-branded versions of each of the materials listed in item 4a (as needed).

Task 3: Develop and Implement Paid Media Plan

Utilizing our existing knowledge and understanding of Central Valley/Bay Area demographics, the Evoque team will implement a strategic mix of paid media channels that effectively engage the target audiences and garner support for key projects/initiatives.

- 1. Implement paid media campaign activities described in SJTA's Strategic Communications Project RFP Scope of Services.**
 - a. This includes creating paid social media campaigns on Meta; running streaming audio ads on Spotify; coordinating billboard ads in key locations throughout the 7-county SJTA region; getting paid editorials/press release coverage in local news outlets; and coordinating newsletter content for various publications.
- 2. Implement additional paid media campaign activities recommended by the Evoque team based on our previous experience and expertise.**
 - a. This includes creating Google Ad campaigns covering the 7-county SJTA region; running live radio ads on local Bay Area and Central Valley radio stations; coordinating transit ads in underserved demographic areas; and running gas pump/EV charging station ads at strategic locations.
 - b. Website content and graphics will also be implemented to further educate/engage paid ad campaign viewers.
- 3. Continuously monitor paid media campaign analytics to optimize initiatives in real-time.**
 - a. Conduct ongoing assessments of all paid media campaign metrics; provide monthly report with results and recommendations.
 - b. Implement paid media campaign optimizations, as appropriate, to enhance performance and maximize results.

Deliverables

- Monthly reports describing the paid media campaign activities that occurred during that period. Reports will include key performance metrics (impressions, engagements, click through rate, landing page views, cost per view, cost per click, ad campaign cost) and recommended optimizations.

Assumptions

- Proposed media buy will be presented to SJTA for review and comment.
- Media buy expenses will be paid directly to vendor(s) by SJTA.

Task 4: Support Earned Media and Targeted Outreach

Leveraging our previous experience engaging the media on water issues, the Evoque team will publish, distribute and share project communication materials that turn earned media opportunities into successful news stories. These efforts will both support local outreach events and engage members of the media in covering SJTA/member agency stories.

1. Implement all earned media campaign activities described in SJTA's Strategic Communications Project RFP Scope of Services.

- a. This includes coordinating talking points with appropriate SJTA agency spokespersons and SMEs; coordinating and distributing outreach event materials, including email content, presentation templates and handouts; supporting SJTA member agency efforts to generate earned media coverage utilizing news releases and editorials.

2. Implement additional earned media campaign activities recommended by the Evoque team based on our previous experience and expertise.

- a. This includes distributing print materials like rack cards, flyers and bill inserts that can cost-effectively reach all SJTA member agency customers; sharing media kits that provide branded content and supporting resources to members of the media; and distributing FAQ's that SJTA member agency customer service representatives can use to have conversations with customers.
- b. Website content and graphics will also be implemented to further educate/engage paid ad campaign viewers.

3. Continuously monitor earned media campaign analytics to optimize initiatives in real-time.

- a. Conduct ongoing assessments of all earned media campaign metrics; provide monthly report with results and recommendations.
- b. Implement earned media campaign optimizations, as appropriate, to enhance performance and maximize results.

Deliverables

- Monthly reports describing the earned media and targeted outreach efforts conducted during that period. Reports will include key performance metrics (earned media coverage, member agency events supported, local outreach efforts related to the campaign) and recommended optimizations.

Assumptions

- CWG will provide reporting metrics on member agency events and local outreach efforts related to the campaign, for incorporation into the Evoque monthly reports.

Task 5: Prepare Summary Report

During this final phase, the Evoque team will develop a brief report summarizing the project outcomes and measurable results, with an eye toward recommending appropriate next steps.

1. Prepare memorandum that summarizes the outcomes of Tasks 1-4, incorporating data and analytics to demonstrate results achieved and next steps.

- a. Includes recommended next steps to further accomplish the project goals, such as additional earned and paid media campaigns, and follow-up polling.
- b. Develop report and deliver to SJTA Communications Working Group.

Deliverables

- Final project summary report.
- Presentation to CWG summarizing project outcomes and recommended next steps.

Assumptions

- CWG will provide relevant project outcome data as needed for the project summary report.

Project Budget

EVOQUE COMMUNICATIONS CONTRACT TOTAL (Invoiced Monthly - Time & Materials)			
Category	Breakdown	Cost	
Professional Services Task 1A: 12% Task 1B: 11% Task 2: 32% Task 3: 20% Task 4: 22% Task 5: 3% TOTAL: 100%	Evoque Communications: • Jessica Ouwerkerk: 295 hrs @ \$175 • Paige Parker: 65 hrs @ \$95 • Miller Ezell: 25 hrs @ \$95	\$60,365	
	Watermark Associates: • Darcy Burke: 115 hrs @ \$225	\$25,875	
	Halperin Creative: • Frani Halperin: 192 hrs @ \$150	\$28,800	
	Video Production: Post & Jam Production	\$7,500	
	Travel	\$3,950	
	TOTAL NOT TO EXCEED		\$126,490
	MEDIA BUY TOTAL (Paid directly by SJTA to vendors)		
	Meta Ad Campaigns	\$40,000	
	Google Ad Campaigns	\$20,000	
	Radio Ads (Steaming & Live)	\$15,000	
	Billboard Ads	\$20,000	
	Transit Ads	\$20,000	
	Pump Topper/EV Charging Station Ads	\$6,500	
	Event Materials	\$2,000	
	TOTAL	\$123,500	
TOTALS	GRAND TOTAL	\$249,990	



February 4, 2026

Joel Metzger, Deputy Director
Statewide Water Resources Planning and Enterprise Project Management
California Department of Water Resources
715 P Street
Sacramento, CA 95814

Subject: San Joaquin Tributaries Authority's Engagement with the California Dept. of Water Resources Regarding its December 2025 San Joaquin Basin Flood-MAR Watershed Studies and Watershed Resilience Program Efforts

Dear Mr. Metzger:

The San Joaquin Tributaries Authority (SJTA) thanks you and the California Department of Water Resources (DWR) team for sharing the findings of DWR's draft Watershed Studies ("Studies") for the San Joaquin River Basin (Basin) with SJTA and its member agencies on November 25, 2025. SJTA understands that the presentation summarized DWR's technical assessment of potential re-operation of certain Basin facilities – particularly strategies aimed at maximizing capture and underground storage of floodwaters using various forecast-based methods – and that these concepts were subsequently reflected in DWR's December 2025 Studies released online for the Basin as a whole and for individual watershed study areas, including the Stanislaus and Tuolumne River Watersheds (Watersheds). The Studies reflect a substantial technical effort by DWR to improve understanding and modeling of the Basin and its Watersheds.

SJTA is comprised of major urban and agricultural water suppliers – Modesto Irrigation District, San Francisco Public Utilities Commission, South San Joaquin Irrigation District, and Turlock Irrigation District - that collectively serve approximately 260,000 acres of irrigated farmland and 3.2 million residents across the San Joaquin Valley and the San Francisco Bay Area. For more than a century, SJTA members have been at the forefront of managing and protecting the waters of the San Joaquin River tributaries. These water supplies are the foundation of thriving agriculture and economies, healthy ecosystems, and resilient communities that have long depended on the stability, resilience, and quality of water resources that we our members collectively manage.

Through more than a century of continuous operation and investment, SJTA's members have developed an unparalleled understanding of the Watersheds' conditions, operations, and legal frameworks. We recognize a meaningful overlap between DWR's objectives for the Watershed Studies and the approaches we have long pursued to maintain the resilience of these Watersheds. Consistent with these objectives, we are actively advancing science-driven strategies, including managed aquifer recharge and forecast-informed reservoir operations, to support resilient communities, ecosystem health, and sustainable groundwater management in the face of climate uncertainty.

SJTA is committed to expanding partnerships across sectors and jurisdictions to advance our collective knowledge. During the November presentation, DWR noted that the Studies may potentially enable pilot

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projects and programs to evaluate these strategies through real-world experience. We are very interested in further exploring this pilot project concept with DWR. We see potential value in pairing DWR's technical efforts and funding mechanisms with SJTA's operational experience and local knowledge to advance shared objectives, while upholding existing water rights and maintaining local control.

Accordingly, SJTA requests a follow-up meeting with you and the DWR team to discuss specific opportunities for continued engagement around potential pilot project funding opportunities and other pathways for effective collaboration. We appreciate DWR's collaborative approach and look forward to continuing the dialogue to advance our shared objectives.

Sincerely,

Andree Lee

Andree Lee

Executive Director

CC: Karla Nemeth, Director, DWR
Cindy Messer, Lead Deputy Director, DWR
SJTA Commission

San Joaquin Tributaries Authority Fact Sheet

The San Joaquin Tributaries Authority (SJTA) is a Joint Powers Authority formed in 2012 with the vision of strengthening the resilience and reliability of the San Joaquin River and its tributaries and a mission of advancing collaborative, sustainable water management to achieve reliable and cost-effective water supplies for agriculture, the environment, and communities.

SJTA member agencies—Modesto Irrigation District (MID), Turlock Irrigation District (TID), South San Joaquin Irrigation District (SSJID), and San Francisco Public Utilities Commission (SFPUC)—each have more than 100 years of water operations and watershed management experience on tributaries of the San Joaquin River (Figure 1). For the past century, communities in Alameda, Merced, San Francisco, San Joaquin, San Mateo, Santa Clara, Stanislaus, and Tuolumne counties have benefitted from the stability, resilience, and quality of the resources managed by SJTA members.



Figure 1: SJTA agencies' service areas in the Central Valley and San Francisco Bay Area

SJTA VALUES INCLUDE:

- Engaging in partnerships and collaborating to advance the SJTA vision and mission.
- Serving as a regional leader and steward of our communities, the environment, and economic vitality.
- Protecting natural resources, water rights, and local discretion.
- Ensuring solid science supports all decisions and activities for effective water management.
- Promoting a long-term approach to water management decisions and solutions.

SJTA AT A GLANCE:

- More than **1.7 million acre-feet** per year of water supply delivered for municipal, domestic, agricultural, and other regional needs
- Over **3.2 million people** served drinking water across the Bay Area and Central Valley (about 8% of California's population)
- About **260,000 acres** of farmland irrigated (roughly 3% of all irrigated farmland in California)
- Nearly **590 megawatts** of greenhouse gas-free hydroelectric generation from the Hetch Hetchy Power System and Don Pedro Project (enough to power about 157,000 homes)
- **125 megawatts** through the Tri-Dam Project joint venture at Donnell's, Beardsley, and Tulloch Reservoirs

Economic Value of Regional and Power Systems

The resources and infrastructure managed by the SJTA member agencies are essential not only for public health, agriculture, and environment, but also serve as an economic lifeline for the region and state. These systems support a thriving regional economy that sustains millions of jobs, food production, and quality of life in communities throughout the Central Valley and Bay Area. For example, the Don Pedro Project (a dam, reservoir, and powerhouse jointly owned and operated by TID and MID) and the Hetch Hetchy Regional Water System (owned and operated by the SFPUC) collectively support nearly \$1 trillion annually in gross domestic product.

Similarly, water storage reservoirs on the Stanislaus River continue to provide life-saving flood and drought protection for local communities, provide reliable fish friendly flows to the Sacramento - San Joaquin Delta, and renewable hydropower to California communities including leading technology innovators in the Silicon Valley.

[1] Bay Area Council Economic Institute, 2016. *Secondary Economic Impacts Of Reduced Bay Area Water Supply An Analysis of the Draft Substitute Environmental Document of the Bay-Delta Water Quality Control Plan Update.*

[1] TID and MID, 2014. *Socioeconomics Study Report Don Pedro Project.*



Dos Rios Ranch Preserve Project



Project Nexus

Watershed Stewardship

The SJTA member agencies are actively engaged in protecting and restoring the San Joaquin River Watershed. Recent significant efforts include:

- Habitat restoration on the Tuolumne and Stanislaus Rivers to support native fish by creating additional spawning/rearing habitat and constructing inundated rearing/floodplain habitat;
- Over three-decades of fishery science on the Stanislaus River to improve understanding of salmon anadromy, resident steelhead/rainbow trout populations, and predation as a stressor on native fish populations.
- Project Nexus to install solar canopies over irrigation canals to generate renewable energy while reducing evaporation;
- Modernization of irrigation delivery systems such as automated gates and valves informed in real-time by water measurement sensors, and re-lining technologies that increase the expected life of irrigation pipelines to over 100-years.
 - SSJID Irrigation Enhancement Project – “Water at the touch of an iPad: a new era in water conservation.”
- Generation of 1.7 megawatts at the Robert O. Schulz Solar Farm offsetting power use at the SSJID Nick C. DeGroot Water Treatment Plant with clean, renewable energy.
- Construction of regulating reservoirs to improve operational flexibility and conserve surface water supplies; and
- Dos Rios Ranch Preserve Project to lower flood risk and bring life back to the San Joaquin Valley and protect endangered species.

Together, these efforts demonstrate SJTA’s commitment to long-term watershed sustainability and ecological resilience.