

CLERK OF THE BOARD OF SUPERVISORS
EXHIBIT/DOCUMENT LOG

MEETING DATE & AGENDA NO. 10/10/19 # 10

STAFF DOCUMENTS (Numerical)

No.	Presented by:	Description:
1		
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3		
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PUBLIC DOCUMENTS (Alphabetical)

No.	Presented by:	Description:
A	Suzanne Lawrence - Rebecca Falk -	letter and articles
B		
C		
D		
E		
F		
G		

OFFICIAL RECORD
Clerk of the Board of Supervisors
County of San Diego

Exhibit No. A

Meeting Date: 10/16/19 Agenda No. 10

Presented by: Suzanne Lawrence

Date: October 17 2019

To: County Board of Supervisors

From: Suzanne Lawrence, Borrego Valley Stewardship Council

Board Item #10 – Future of Borrego Valley GSP / Stipulated Agreement

Dear Chairwoman Jacobs and Members of the Board:

From the perspective of the Borrego Valley Stewardship Council the action before you for the County withdraw from the GSP process in favor of a stipulated agreement may have been derived without a full consideration of all of the options available.

Traditional water politics and policies have been determined to be unsustainable leading to several new laws, including SGMA, calling for a new approach to water management.

Water agencies throughout the country and more recently in the Western United States have come to realize that an adjudicated approach -- even if an agreement among all pumpers -- has some serious unavoidable negative consequences.

These unintended consequences lay particularly in the area of addressing historic inequities, identifying economic vulnerabilities, resource management transparency, meaningful public participation, and capacity building in collaborative governance and conflict resolution.

That said, in the early 2000's both the Department of Water Resources and the Department of Interior passed several pieces of legislation promoting an Integrated Watershed Management Approach as the preferred methodology to litigious approaches.

This approach relies strongly on stakeholder engagement, interagency cooperation, collaborative vision generation, and process driven conflict resolution.

In 2013 a group of volunteers got together in Borrego Springs to look at a holistic approach to the water crisis in Borrego Springs.

In 2014 the Stewardship Council was founded in an attempt to bring an Integrated Watershed approach to Sustainable Groundwater Management to Borrego Springs.

Through a series of workshops outlined in your binder it was determined that an integrated watershed management approach in the Borrego Basin should specifically links a sustainable economic development strategy, with a sustainable groundwater management plan and a Vision 2040 land-use master plan.

Over the last 5 years the Stewardship Council has sponsored a series of high impact public workshops resulting in:

- 1. Identification of Borrego Springs as a Gateway Community – the Hospitality Hub for the one of the most magnificent natural resource parks in the world.**
- 2. Exploration of the collaborative governance model inherent in the Integrated Watershed Management Approach**
- 3. A commitment to a sustainable economic development strategy based on National Geographic's Geotourism program - with the hiring of Jim Dion, the founder of National Geographic's Getourism program – creating allies with the San Diego Tourism Authority and the San Diego Regional Economic Development Corporation.**
- 4. A commitment to a coordinated watershed management approach - linking the water management goals in the GSP to a Vision 2040 Land Use Plan and a Getourism Inspired Economic Development Plan.**
- 5. And finally in our last workshop in April of this year The Stewardship Council brought on board the nation's leading experts in promoting collaborative governance via the Local Government Commission which is now working on a grant through the Bureau of Reclamation's Cooperative watershed Management Program to explore the formalization of a cooperative watershed alliance to help implement the GSP in a holistic way.**

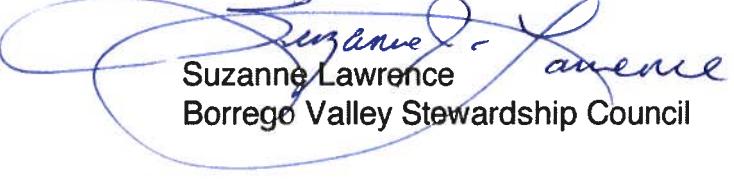
In 2016 the Stewardship Council wrote a letter to the County as the MOU was being formed.

There is a copy of the letter in your package requested that the County and BWD fully embrace the Sustainable Groundwater Management Act thought an

Integrated Watershed Management Strategy committed to aligning water management, with a Getourism inspired economic development, strategy and forward thinking land-use plan.

The Stewardship Council is before you today encouraging the County to continue to stay committed to the SGMA process in Borrego Springs and respectfully requests that the County become more engaged in the Integrated Watershed Management process now underway.

Sincerely,



Suzanne Lawrence
Borrego Valley Stewardship Council

Draft Final Groundwater Sustainability Plan for the Borrego Springs Groundwater Subbasin

Borrego Valley Groundwater Sustainability Agency
5510 Overland Avenue, Suite 310
San Diego, California 92123
Plan Manager: James Bennett
August 2019



BACK COVER PHOTOGRAPHS

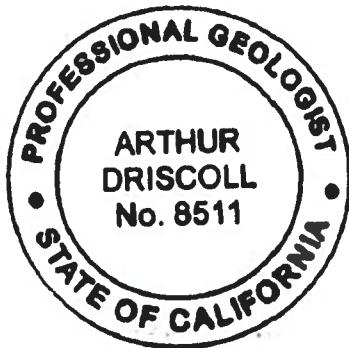
Bottom left: Borrego Springs Subbasin nursery plants, courtesy of Hugh McManus

Bottom middle: Coyote Canyon spring 2019 flower bloom, courtesy of Sicco Rood, Steele/Burnand Anza-Borrego Desert Research Center

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SIGNATURE PAGE

This draft Final Groundwater Sustainability Plan for the Borrego Springs Groundwater Subbasin has been prepared under the direction of a professional geologist licensed in the State of California as required per California Code of Regulations, Title 23 Section 354.12 consistent with professional standards of practice.



Arthur L. Driscoll

Arthur Storer Driscoll, III (Trey)
PG No. 8511, CHG No. 936

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Rethinking Groves and Golf in the Era of SGMA

Sunset

The Borrego Valley
Stewardship Council
Presents

Resort Town Reimagined

A HANDS-ON INTRODUCTION TO
INTEGRATED MASTER PLANNING
FEATURING

Danielle Dolan
DIRECTOR OF WATER PROGRAMS
Local Government Commission

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MONDAY
APRIL 8, 2019
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Rethinking Groves and Golf in the Era of SGMA

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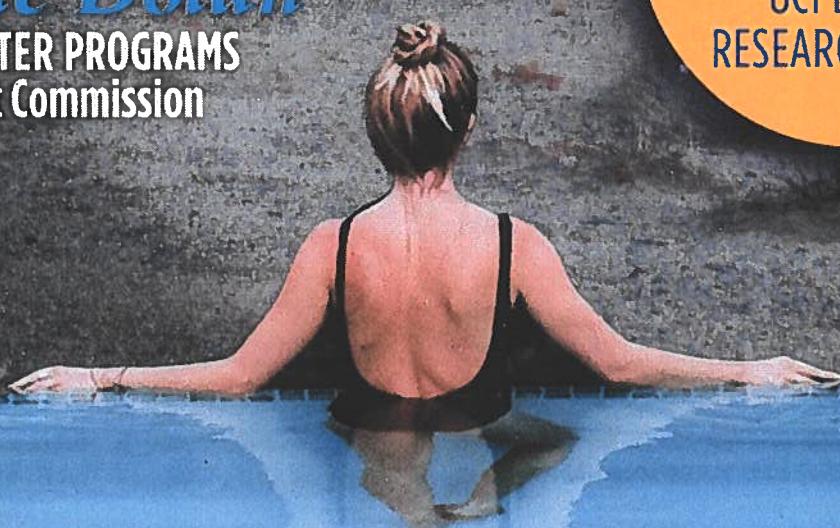
Resort Town Reimagined

A HANDS-ON INTRODUCTION TO
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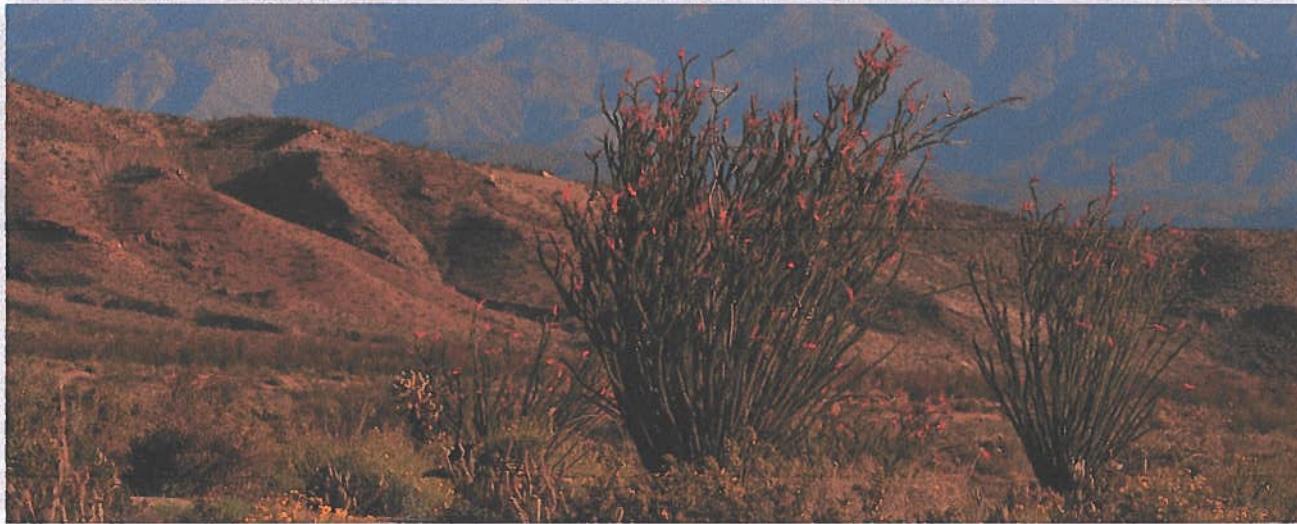
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• • •

Our Charter



The Borrego Valley Stewardship Council Charter was created in the summer of 2014 as an outcome of the first Geotourism Workshop in April of that year. The Charter was ratified by institutions, businesses, and individuals in November 2014.

[more](#)

Our Mission



Borrego Springs seeks to be a model destination community in terms of sound economic planning, beneficial year-round tourism, world-class life-long learning, and exemplary stewardship of our cultural, social, and environmental heritage.

[more](#)

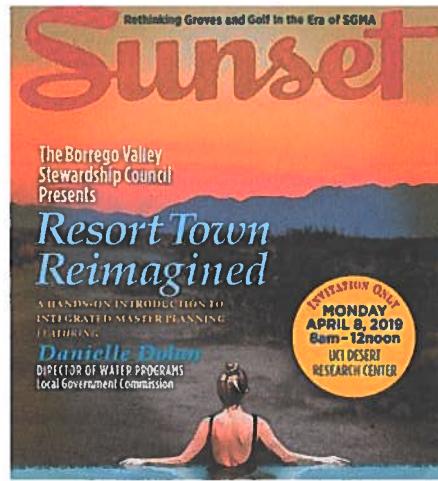
Activities

The Borrego Valley Stewardship Council is a convening entity, guided by its Charter, that regularly brings together a collection of civic and community organizations, government officials, agency staff, academic institutions, and interested citizens to address major issues of concern affecting the Park, the Valley, and residents.

- ▶ [Geotourism Workshop--2014](#)
- ▶ [Governance Workshop--2015](#)
- ▶ [Sustainable Destination--2017](#)
- ▶ [Resort Town Reimagined--2019](#)

[more](#)

On Monday, April 8, 2019, representatives of the Stewardship Council gathered for a hands-on workshop introducing the principles of Integrated Master Planning as the clearest path forward for successful implementation of Borrego's recently released draft Groundwater Sustainability Plan.



SGMA/GSP

Overview

[SGMA in San Diego County](#)

[October 24, 2018](#)

[County and BWD sign](#)

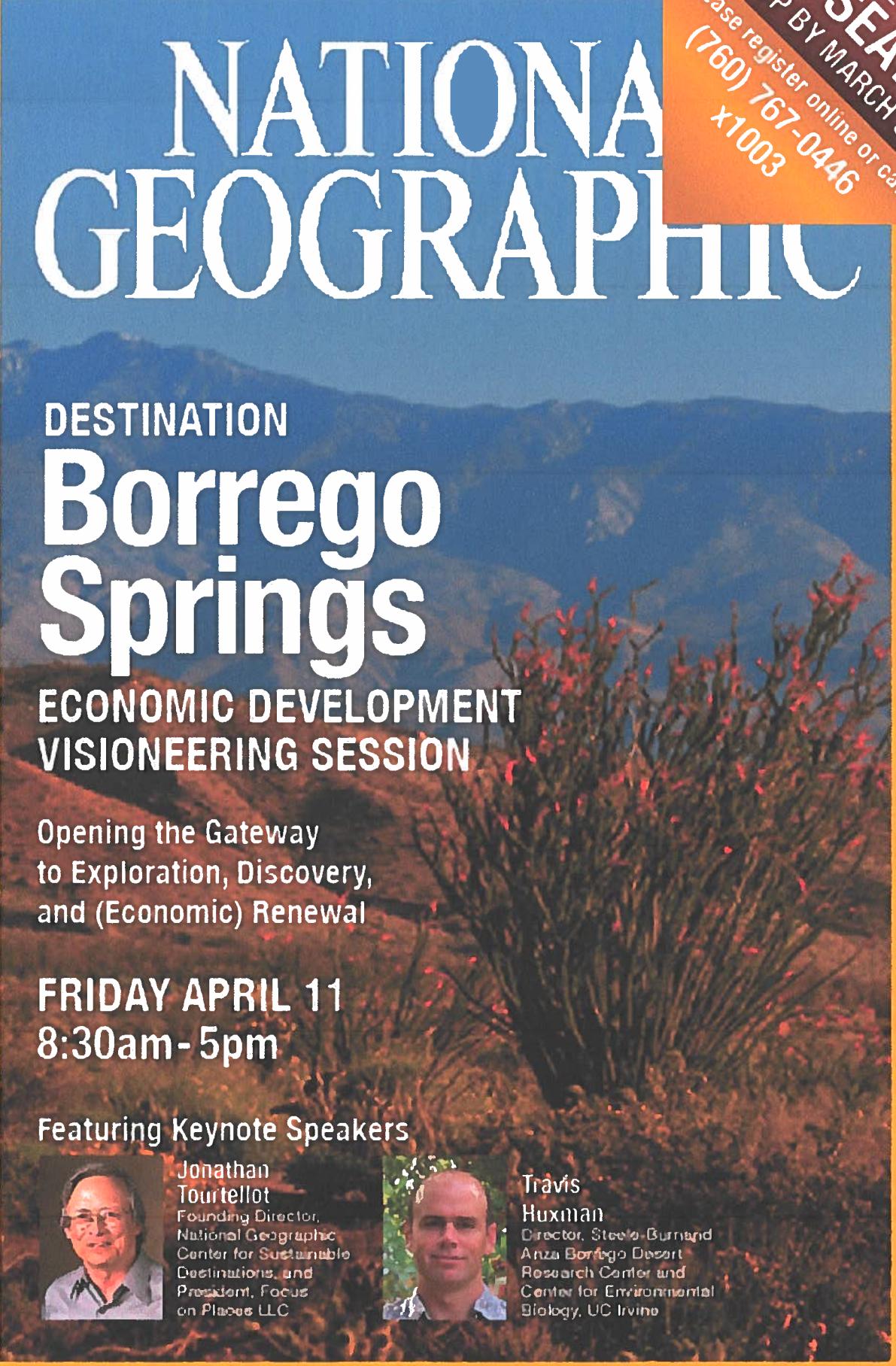
[Memorandum of Understanding](#)

[September 15, 2016](#)

[Letter to County re Groundwater Sustainability Plan \(GSP\)](#)

[more](#)

NATIONAL GEOGRAPHIC



DESTINATION **Borrego Springs**

**ECONOMIC DEVELOPMENT
VISIONEERING SESSION**

Opening the Gateway
to Exploration, Discovery,
and (Economic) Renewal

FRIDAY APRIL 11
8:30am-5pm

Featuring Keynote Speakers



**Jonathan
Tourtellot**
Founding Director,
National Geographic
Center for Sustainable
Destinations, and
President, Focus
on Places LLC



**Travis
Huxman**
Director, Steele-Burnand
Anza Borrego Desert
Research Center and
Center for Environmental
Biology, UC Irvine

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In April, 2014 Jonathan Tourtellot, a renown expert on Gateway Communities, consultant to the National Geographic Society, and founder of the National Geographic's Geotourism initiative, came to Borrego Springs to introduce the National Geographic's Geotourism Initiative to Borrego Springs. The Geotourism program uses a stakeholder-driven process to create communication tools for destinations, to build a local constituency of destination ambassadors and storytellers, and to work with these individuals to support stewardship and promotion of the destination.

The results of the April 2014 workshop were:

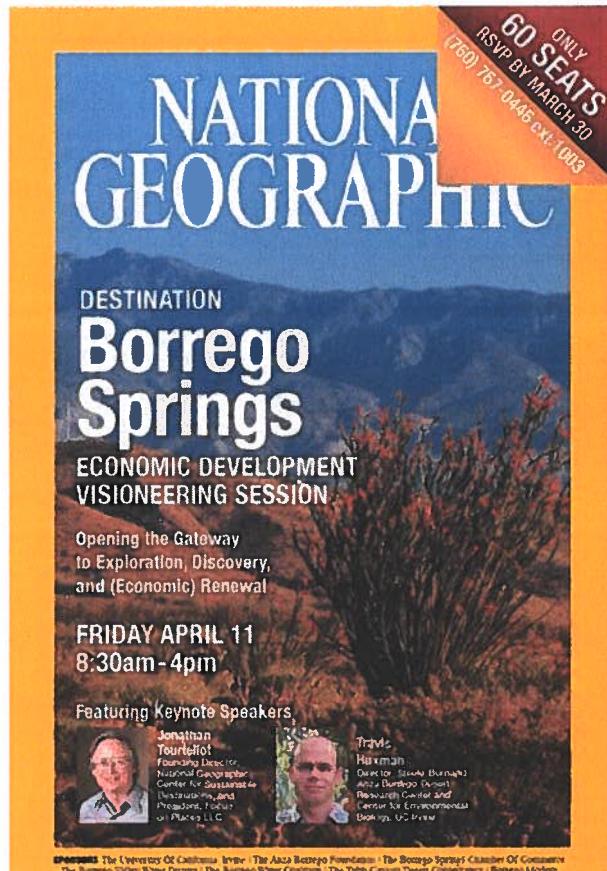
- Adoption of a Geotourism Charter
- Establishment of a forward-thinking Stewardship Council
- Commitment to a Destination Borrego Springs Geotourism-inspired Promotional Campaign
- Dedication to seeking recognition for the Anza-Borrego Desert State Park as a World Class Tourist Destination

The Borrego Valley Stewardship Council's mission statement is as follows: "Borrego Springs seeks to be a model desert community in terms of sound economic planning, beneficial year-round tourism, world-class life-long learning, and exemplary stewardship of our cultural, social, and environmental heritage."

The Borrego Valley Stewardship charter has been endorsed by the following institutions: the Anza-Borrego Desert State Park, the Borrego Springs Chamber of Commerce, the University of California, Irvine, the Borrego Water District, the Borrego Springs Unified School District, the Anza-Borrego Foundation, the Anza-Borrego Desert Natural History Association, the Tubb Canyon Desert Conservancy, the de Anza Country Club, the Borrego Art Institute,

In November 2015 we continued this important work with a look at collaborative Governance. With two recognized leaders in collaborative governance research we explored the lessons learned from the Crown of the Continent's Geotourism effort and how those lessons might be applied in Borrego Springs.

The next Borrego Valley Stewardship Council workshop in March 2017 will focus on the realities of complying with SGMA and the potential for a Geotourism based solution.



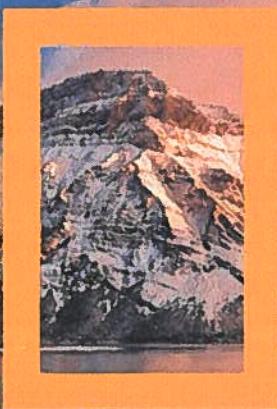


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CROWN OF THE CONTINENT A LANDSCAPE-LEVEL SUCCESS STORY

From Fractured Governance
to Collaborative Conservation



JOIN US FOR THIS WORKSHOP:
Bringing an award-winning formula
to Borrego Springs.

KEYNOTE SPEAKERS



Michelle Betsill

Professor, Department
of Political Science,
Colorado State



Theresa Jedd

Case Study in
Environmental
Governance



Abbey Reyes

Facilitator,
Hands-on Workshop

DATE November 20, 2015

TIME 8:30am – 4:30 pm

WHERE Steele-Burnand Desert
Research Center

SPONSORS

University of California, Irvine
Tubb Canyon Desert Conservancy
Anza Borrego Foundation
Borrego Water Coalition
Borrego Springs Chamber of Commerce
Borrego Valley Water District
Borrego Springs Unified School District
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Exploring the Jewels in the Crown

Over 60 people gathered Friday, November 20, 2015, at the Steele/Burnand Anza-Borrego Desert Research Center to discuss landscape-level governance models that have been adopted and enacted as part of the Crown of the Continent Initiative. Crown of the Continent is a collaborative conservation initiative between American and Canadian interest groups. In collaboration with the University of Montana, the Crown of the Continent effort began by bringing together a robust network of citizen-based initiatives, governments, agencies, and commercial interests to develop a common agenda.

The Crown of the Continent initiative has resulted in a collaborative resource management council, a commitment to attain World Heritage Designation, a partnership with the National Geographic's Geotourism program, and an associated National Geographic Society endorsed marketing program.

Attendees of Friday's meeting at the Research Center represented those who serve on governing boards of organizations in Borrego Springs. A collection of more than 21 organizations, government officials, and agency staff participated in this program. Current and former employees of the Anza Borrego Desert State Park pointed to the parallels between the landscape level success story of the Crown of the Continent and the current story unfolding in Borrego Springs.

Last year the National Geographic's Geotourism program was introduced to thought leaders of Borrego Springs in a similar roundtable format. As a result, over the last year, a Geotourism inspired Stewardship Council and a governing charter were co-created and adopted. This new Stewardship Council immediately endorsed the idea of developing a Geotourism inspired marketing program and the pursuit of World Heritage Designation for the Anza Borrego Desert State Park.

Friday's meeting opened as Dr. Travis Huxman, Director of the Research Center, acknowledged the similarities between Crown of the Continent and the Borrego region, as well as the aspiration to demonstrate this collaborative landscape level governance model in Borrego Springs through the new Stewardship Council.



A LANDSCAPE-LEVEL SUCCESS STORY
Bringing Crown of the Continent's award-winning formula to Borrego Springs

CROWN OF THE CONTINENT
PLACES TO GO WHERE TO STAY THINGS TO DO

Photo: Michael S. Quinton, the first mountain to market, Borrego Valley National Park, Arizona. (Photo: Bill Jelley / Getty Images)

Private mountain to market and other ecosystems were closer to the world.

Leading the discussion: From Fractured Governance to Collaborative Conservation

JOIN US
for this important workshop

DATE November 20, 2015
TIME 8:30am - 4:30 pm
WHERE Steele/Burnand Desert Research Center

CONTACT info@borregovalleystewardshipcouncil.org

CLICK HERE TO REGISTER

The balance of the meeting took the form of a workshop demonstrating how a collaborative governance process might guide the new Stewardship Council as it moves forward to help address some of the most challenging issues facing the region, e.g. sustaining and promoting a viable nature economy, achieving sound water management, maintaining healthy air quality, ensuring equitable land use management, and managing threats to a rich, thriving, and biodiverse ecosystem.

The outcome of the afternoon session was the demonstration of a process for objectively evaluating any major issue facing our region, in detail and from multiple perspectives. In our 2016 workshop we will take a closer look at the water crisis in the Valley and specifically at how the National Geographic's Geotourism program may be the perfect fix.

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NATIONAL GEOGRAPHIC

INSIDE ANZA- BORREGO

Will Borrego Springs
survive its H2O crisis?

Is Geotourism the Solution?

FRIDAY
MARCH 24
8:30 am – 4:30 pm

Featuring Keynote Speakers



Celeste
Cantu

Former Executive
Director State
Water Board



Len
Hering

Executive
Director of
the Center for
Sustainable
Energy



Jim
Dion

Consultant,
National
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Towards a Comprehensive Sustainable Destination Management Initiative

On March 24, 2017, over 60 community leaders gathered at de Anza County Club for the fourth in a series of community engagement workshops convened to spark dialogue about issues of interest and concern to the Park, the Valley, and its residents.

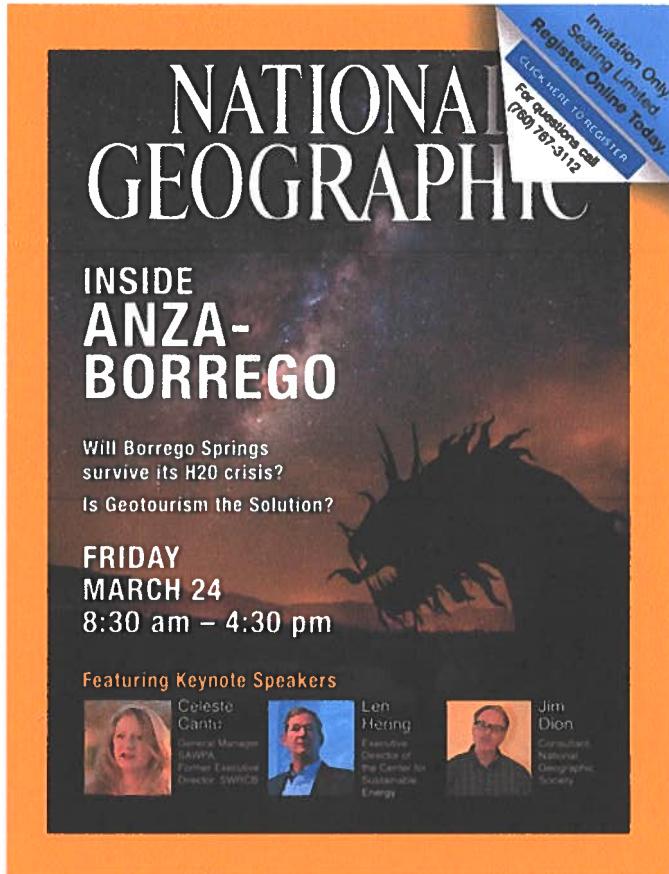
The program was designed to help identify and explore the sustainable destination management challenges facing the Anza-Borrego Desert State Park, the town of Borrego Springs, and the Borrego Water District as it works to embrace its expanding governing responsibilities under the State Groundwater Management Act. The issue for consideration: the potential impact and value of a comprehensive sustainable destination management initiative.

Bill Lawrence and Dick Troy gave an historical outline of the similarities and contrasts to the visions of the early promoters of Borrego Springs and the early pioneers of the California State Park System in terms of resource management, stewardship, and conservation.

Celeste Cantu, former Executive Director of the State Water Resources Control Board, pointed to the fact that implementation of the State Groundwater Management Act allows the Borrego Water District the opportunity to step back and take a fresh look at the relationship with Borrego Springs, the Anza-Borrego Desert State Park, and the greater San Diego Region. Ms. Cantu applauded the "work to date by the Borrego Water Coalition and community engagement forums such as this." She then indicated the earnest nature with which the Borrego Water District and the community have been approaching the Groundwater Sustainability Planning process has been noted in Sacramento. She said, "People are holding it as a potential model in community engagement and collaborative management, so please keep it up and stay engaged!"

Len Hering, the Executive Director of the Center for Sustainable Energy, passionately presented his proposition that Borrego Springs is uniquely positioned to craft a comprehensive sustainable destination management strategy which fully embraces the interdependence between the Park, the Town, and the new sustainable groundwater management mandates. Hering noted the many successes he has witnessed when people and organizations take a broad, intentional, integrated view of resource management and economic stewardship.

Jim Dion, Vice President of Partnership Programs at Solimar International, shared his experience working with National Geographic's Geotourism program for over a decade as well as his thoughts regarding sustainable destination management. He then shared several examples of his work in transitioning strategic visioning work into actual sustainable destination management strategies and programs.



Finally, attendees were encouraged to break into smaller groups to begin to articulate what a successful Comprehensive Sustainable Destination Management initiative might look like in 5, 10, and 20 years or more. Each group was assigned a particular perspective, such as a specific agency or economic sector, and then reported back to the full group from their assigned vantage point.

At our next workshop, this work will be continued as we take a closer look "Inside Anza-Borrego" and at the changes emerging as a consequence of Governor Brown's "Parks Forward Initiative."

Rethinking Groves and Golf in the Era of SGMA

Sunset

The Borrego Valley
Stewardship Council
Presents

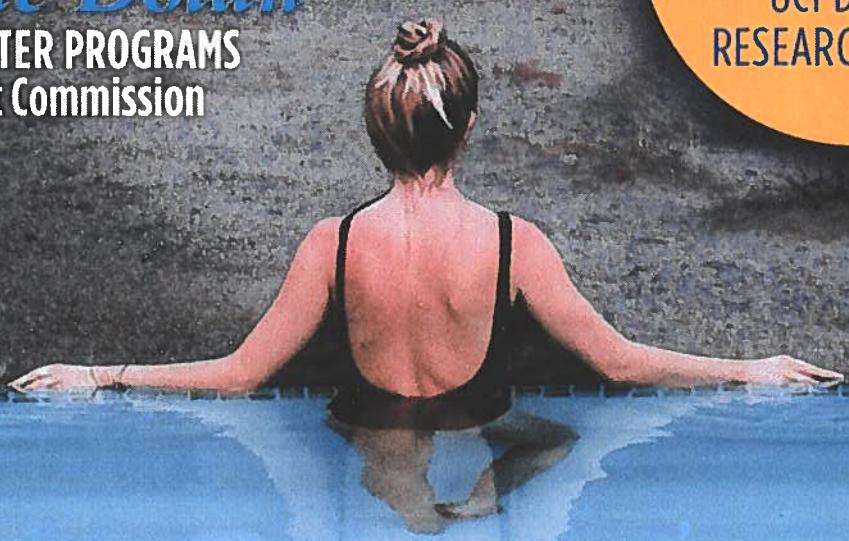
Resort Town Reimagined

A HANDS-ON INTRODUCTION TO
INTEGRATED MASTER PLANNING
FEATURING

Danielle Dolan
DIRECTOR OF WATER PROGRAMS
Local Government Commission

INVITATION ONLY
MONDAY
APRIL 8, 2019
8am - 12noon

UCI DESERT
RESEARCH CENTER



Borrego Valley Stewardship Council

[HOME](#) [CHARTER](#) [MISSION](#) [HISTORY](#) [SIGNATORIES](#)

Resort Town Reimagined Workshop at the UCI Research Center

On Monday, April 8, 2019, representatives of the Borrego Valley Stewardship Council gathered for a hands-on workshop introducing the principles of integrated master planning as the clearest path forward for successful implementation of Borrego's recently released draft Groundwater Sustainability Plan.

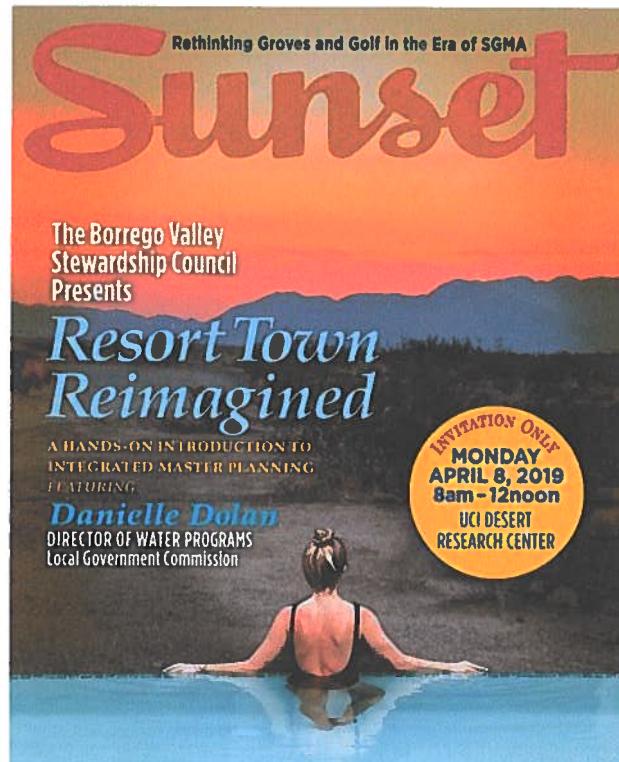
Over 40 attendees representing almost 20 distinct local institutions, organizations, and businesses were joined by local government representatives, planning specialists, and economic development experts to discuss creating a roadmap to success for Borrego Springs in the wake of compliance with the State Groundwater Management Act (SGMA).

This hands-on workshop focused on examining the needs for Borrego's working families and other disadvantaged communities, opportunities for community development and innovation, recognition of cultural landscapes, identification of hospitality sector needs and assets, alignment with current or future community plans and potential governance vehicles and structures to implement an integrated planning approach.

Guest presenters included Danielle Dolan, Water Program Manager with the Local Government Commission; Kirby Brady, Senior Economic Analyst for the San Diego Regional Economic Development Corporation; and Vonn Marie May, Cultural Landscape Specialist.

At the workshop Danielle Dolan shared that the Local Government Commission has been a national leader in building livable communities for almost 40 years. As Director of the Water Program division of the Local Government Commission, Danielle's area of expertise is in Integrated Master Planning, which connects sustainable groundwater management with economic development and land use planning through the formation of watershed management councils. Ms. Dolan conveyed how Integrated Watershed Management Planning principles apply to Borrego Springs in light of the recently released draft Groundwater Sustainability Plan.

Senior economic analyst for the San Diego Regional Economic Development Corporation, Kirby Brady introduced attendees to current and future demographic trends both locally in Borrego Springs and in the wider San Diego region, with an eye toward accurately identifying community needs both now and in the future. In addition to demographic trends, several areas for strategic economic development investment were identified.



With the Stewardship Council's previous work and successes in bringing National Geographic's Geotourism Program to Borrego Valley in mind, cultural landscape specialist, Vonn Marie May helped workshop attendees visualize Borrego Valley's most precious natural, cultural, and historic assets which can help to enhance the visitor experience to Borrego Springs as well as the Anza-Borrego Desert State Park.

The consensus of workshop attendees was to ask Danielle Dolan to lead a working committee of community leaders tasked with working with Danielle to scope a proposed Integrated Master Plan. Such a plan will include assessing vulnerabilities of Borrego's working families and other disadvantaged communities, exploring opportunities for community development and innovation, recognition of cultural landscapes, identification of hospitality sector needs and assets, alignment with current or future community plans and articulation of potential governance vehicles and structures to implement an integrated planning approach.

The ad hoc working group will meet monthly for a limited amount of time. Type your paragraph here.

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Borrego Valley Stewardship Council

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GEOTOURISM CHARTER

Tourism includes travel for leisure, recreational, educational, or business purposes. Tourists are people 'traveling to and staying in places outside their usual environment for not more than one consecutive year.' In 2012 global tourism surpassed 1 billion visits for the first time in history, representing more than US\$1 trillion in the global economy. Tourism is increasing faster than the annual rate of inflation. In 2012, China surpassed Germany and the United States in total tourist dollars spent, becoming the largest international spender. Tourism is an integrating component of the social, economic, educational and environmental features of Borrego Springs, and thus is a defining feature guiding our visioning and planning for our community's future.

The Borrego Springs Stewardship Council focuses on the concept of Geotourism – tourism that sustains or enhances the character of a place – its culture, environment, heritage, and the well-being of its resources and residents. We are guided by an ethic of stewardship that embodies responsible planning and management of our community resources, including health, culture, economics, environmental sustainability, property, theology, information, or any other valuable community asset. We apply the concept of sustainability, which we take to be the development and use of resources so as to avoid causing unacceptable economic, environmental, or social consequences to our community.

The community of Borrego Springs, California is the primary gateway for visitors to Anza-Borrego Desert State Park (ABDSP, the Park), which surrounds the community on all sides. ABDSP, a National Natural Landmark and International Biosphere, is the largest desert State Park in the nation (635,000 acres) and one of the largest protected areas in the west. It recently achieved distinction as a part of the University of California Natural Reserve System. Borrego Springs is located about 90 miles from San Diego, California's 2nd largest city and drives national and international visitation exceeding ~ 500,000 tourists each year. Visitors to the ABDSP account for over \$40 million in annual revenue to the region. Borrego Springs encompasses a thriving community with 3,400 permanent residents, 5,000 seasonal residents, six golf courses, 11 lodging establishments, a university research center, two airports, five electric vehicle-charging stations, and a community medical center. Borrego Springs is California's first International Dark Sky Community, home to numerous art, architecture, music, environment, sport, and recreation events and experiences annually, an amazing biodiversity hotspot with an incredible sense of place, and a gateway to the abundant natural must-see features of southern California.

WHEREAS, the community of Borrego Springs has a diversity of active, effective, and engaged volunteer organizations, State, Federal and County agencies, along with a thriving local business community, fragmented governance constrains collective action and visioning.

WHEREAS, there is a need for a council to link community organizations, focus resources, prioritize activities, engage publics, orient the community toward a sustainable future, define attainable goals, and identify policies of government agencies that foster effective stewarding of Borrego Springs as a sustainable destination for tourists.

WHEREAS, geotourism is an all-inclusive approach to planning that focuses not only on the environment and economics, but also on the wealth of Borrego Springs' collective assets, including its position as a gateway to Anza-Borrego Desert State Park.

WHEREAS, the geotourism approach encourages citizens and visitors to take an active role in the activities and policies and activities that support sustainable development, and

WHEREAS, the geotourism approach helps build a sense of place, community identity and pride, stressing the authentic and unique attributes of Borrego Springs.

THE UNDERSIGNED parties to this Geotourism Charter commit to support these general principles that aim to promote, sustain and enhance the geographical character of Borrego Springs—its environment, culture, aesthetics, heritage, and the well-being of its residents and visitors such as:

I. Integrity of place: Enhance the geographical character of Borrego Springs by developing and improving it in ways distinctive to the locale, reflective of its natural and cultural heritage, so as to encourage market differentiation as a tourist destination and inspire cultural pride that broadly impacts the many facets of the community.

II. International focus: Recognize the role that international tourism represents in the travel economy, and thus leverage the principles embodied in many international codes, councils, and charters on conservation, preservation, and planning in order to vision, market, and manage the assets unique to Borrego Springs.

enhance the geographical character of Borrego Springs—its environment, culture, aesthetics, heritage, and the well-being of its residents and visitors such as:

- I. **Integrity of place:** Enhance the geographical character of Borrego Springs by developing and improving it in ways distinctive to the locale, reflective of its natural and cultural heritage, so as to encourage market differentiation as a tourist destination and inspire cultural pride that broadly impacts the many facets of the community.
- II. **International focus:** Recognize the role that international tourism represents in the travel economy, and thus leverage the principles embodied in many international codes, councils, and charters on conservation, preservation, and planning in order to vision, market, and manage the assets unique to Borrego Springs.
- III. **Market selectivity:** Encourage growth in tourism market segments most likely to appreciate, respect, and disseminate positive information about the distinctive assets of Borrego Springs, the ABDSP, and their unique setting in the western U.S.
- IV. **Market diversity:** Encourage a full range of appropriate food and lodging facilities, so as to appeal to the entire demographic spectrum of the geotourism market, to maximize economic resiliency, and to support year-around economic development over both the short and long term.
- V. **Tourist satisfaction:** Ensure that satisfied, excited geotourists bring new positive vacation stories home and send friends off to engage “the Borrego Springs experience,” thus ensuring continuing and growing tourist demand for Borrego Springs as a fun sustainable destination to visit again and again for longer periods each year.
- VI. **Community involvement:** Base tourism on community resources to the extent possible, encouraging local small businesses and civic groups to build collaborative partnerships to promote and provide a distinctive, authentic visitor experience. Help local businesses develop approaches to tourism that build on the area’s nature, history and culture, including food and drink, artisanry, performance arts, etc.
- VII. **Community benefit and satisfaction:** Encourage micro-to medium-size enterprises and tourism business strategies that emphasize economic and social benefits broadly to Borrego Springs, especially job creation, with clear communication of the destination stewardship policies required to maintain those benefits.
- VIII. **Protection and enhancement of destination appeal:** Encourage businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture. Seek profitable and sustainable business models that enhance Borrego Springs. Use persuasion, incentives, and regulatory enforcement by San Diego County, the Borrego Water District and State/Federal regulators, as needed.
- IX. **Land use:** Encourage development that retains a diversity of natural and scenic environments and ensures continued resident and visitor access to the natural desert environment of the Park.
- X. **Conservation of resources:** Encourage businesses to focus on smart water and energy consumption, progressive solid waste and water treatment strategies, and minimize landscaping impacts and nighttime environment impacts. Advertise these measures in a way that attracts the large, environmentally sympathetic tourist market.
- XI. **Planning:** Effectively communicate, vision, and plan as a community to appropriately recognize and respect immediate economic needs without sacrificing long-term character and the geotourism potential of Borrego Springs as a sustainable destination. Strive to diversify the economy so as to enhance the special ambiance and culture that attracts residents and visitors to Borrego Springs.
- XII. **Interactive Interpretation:** Engage visitors and residents in learning about the place. Encourage residents to show off their natural and cultural heritage, so that tourists gain a richer experience and residents develop pride in their locales.
- XIII. **Evaluation:** Establish an evaluation process to be conducted on a regular basis by an independent panel representing all stakeholder interests, and publicize evaluation results so as to guide the Stewardship Council in the successful execution of its mission.

This Charter was drafted during the summer of 2014 in a series of biweekly video conference calls. Participants volunteered their time and energies. They included: Ann Bogardt (BSUSD), Lyle Brecht (BWD), Emily Brooks (UCI), Martha Delchler (BSUSD), David Garmon (TCDC & Co-Chair), Linda Haddock (BSCOC), Travis Huxman (UCI & Co-Chair), Betsy Knaak (ABDNHA), Bill Lawrence (Borrego Modern), Carolina Magdaleno (Youth Representative/BSHS), Mike McElhatton (ABDNHA), Salma Meza (Youth Representative/BSHS), Paige Rogowski (ABF), Jonathan Tourtellot (former National Geographic Society & Co-Chair), Jim Wermers (BAI), and Dan Wright (BSCOC). The Charter was ratified at a signing ceremony at the UCI/Steele-Burnand Anza-Borrego Desert Research Center on November 6, 2014.

Borrego Valley Stewardship Council

[HOME](#) [CHARTER](#) [MISSION](#) [HISTORY](#) [SIGNATORIES](#)

The following organizations and institutions signed the Charter of the Borrego Valley Stewardship Council at a ceremony held at the UCI/Steele-Burnand Anza-Borrego Desert Research Center on November 6, 2014. The Charter remains open to endorsement by all those who are committed to its principles.

Government Agencies

[Anza-Borrego Desert State Park--California State Parks](#)

[Borrego Water District](#)

[Borrego Springs Unified School District](#)

Institutions

[UCI/Steele-Burnand Anza-Borrego Desert Research Center](#)

[Borrego Art Institute](#)

Organizations

[Anza-Borrego Foundation](#)

[Anza-Borrego Desert Natural History Association](#)

[Borrego Modern](#)

[Borrego Springs Chamber of Commerce & Visitors Bureau](#)

[Borrego Village Association](#)

[Tubb Canyon Desert Conservancy](#)

Businesses

[Borrego Outfitters](#)

[Borrego Springs Homeowners Association](#)

[de Anza Country Club](#)

[La Casa del Zorro](#)

[The Springs at Borrego RV Resort](#)

[Seley Ranches](#)



NATIONAL
GEOGRAPHIC

Destination MapGuides

A Sustainable Destination Marketing and Management Program by National Geographic

June 2016

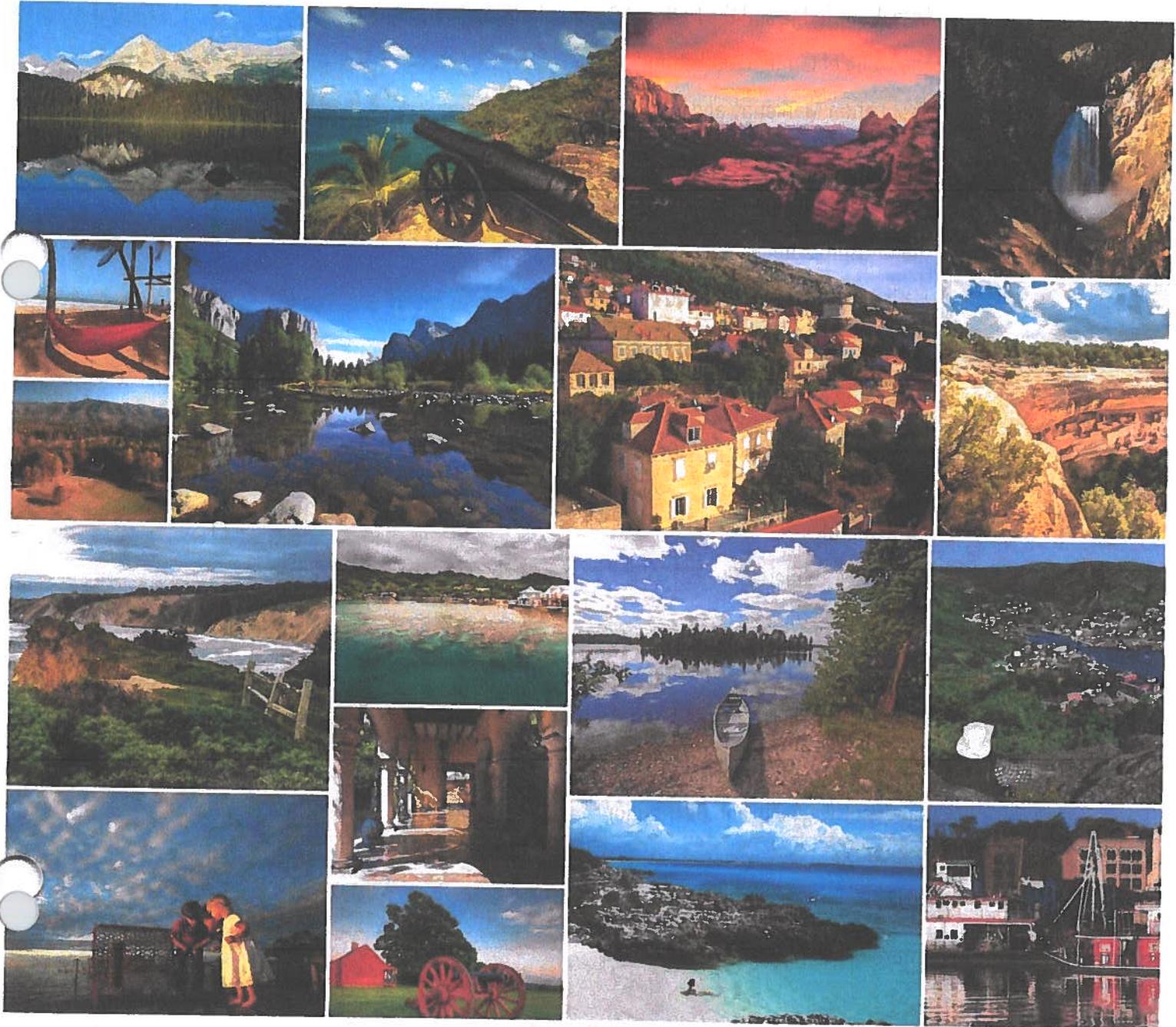


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Executive Summary

National Geographic's Destination MapGuide Program is designed to support the natural resource assets, cultural attractions and historically important places that make a region a unique and vibrant tourism destination. The program provides a forum for the strategic planning and implementation of a sustainable tourism strategy for a region, and develops an engaging digital platform to promote the region's unique attributes, attractions, and businesses.

Traditional destination marketing and development efforts tend to promote large enterprises, driven by corporate interests based outside the region. These efforts place limited emphasis on environmental and cultural preservation and sustainability or on the widespread distribution of benefits across the region. In contrast, MapGuides are driven by local people and identify and highlight lesser-known attractions unique to the region, driving visitation to these places and distributing economic benefits to a wider segment of the region's tourism industry.

Using the recognition and strength of the National Geographic brand to bring stakeholders together, the program identifies the unique and authentic attributes of the destination and delivers an interactive online MapGuide populated with hundreds of places of interest (POIs) identified and described by locals. The MapGuide helps travelers find places most recommended by residents, allowing them to experience what makes the region special.

The goal of the program is therefore to highlight a region's natural, cultural and heritage areas and the communities that surround them through the voices of the people that live there, and in doing so, help to increase awareness and visitation to these destinations and deliver economic benefits to the people living near to them.

National Geographic works with destinations and funders to define a tailored program of products and services to match the specific goals, objectives, capacity and funding for the destination, whether the emphasis is on destination marketing or sustainability and stewardship.

Program Deliverables

1. Stewardship Council to guide and sustain the program
2. National Geographic branded website, developed to showcase the people, places, and attributes of the region.
3. Certificate, window sticker and digital badge from National Geographic for all sites, attractions, and businesses on the MapGuide, highlighting them as a National Geographic MapGuide Destination.
4. Sustainability strategy for the future of the Stewardship Council and program
5. Optional extensions including print MapGuide, widgets to embed content in other websites, promotion in *Traveler* magazine and on the nationalgeographic.com website, promotional videos, and marketing and storytelling campaigns.

The MapGuide Program

Background and Approach

National Geographic believes in the power of science, exploration and storytelling to change the world. Working to inspire, illuminate and teach, National Geographic reaches more than 720 million people a month through a wide range of media, including print, TV and digital.

The organization's commitment to integrity, accuracy and excellence has positioned "National Geographic" (NG) as a benchmark brand and a leader in publishing, travel, photography, cartography, television, research and education.

In 2003, NG inaugurated a constantly evolving collaborative approach to destination marketing that combines the mapping and multimedia publishing expertise of its Maps Division with the tourism and marketing expertise of Solimar International, and the involvement of local people in destinations to facilitate wise stewardship and promotion of cultural, historic, and natural resources. Called *Geotourism*, the approach is the guiding principle that NG follows when working with destinations and is defined as:

"Tourism that sustains or enhances the geographical character of a place - its environment, culture, aesthetics, heritage, and the well-being of its residents."

The approach involves extensive engagement of local residents in the planning, development and deployment of marketing and communication products that engage people within a destination and promote travel to and within the destination. The approach includes destination brand identity, strategic planning, and consensus building within the community and development of content and communication products to market the unique and authentic features of the destination.

Learn more and see examples at NationalGeographic.com/Geotourism

The Approach at a Glance

- **Founded in 2003** by National Geographic
- **24 projects completed or underway** around the world
- **Guided by locals** through a nomination process that gathers information from local residents
- **Local stewardship council** of private, public and non-profit representatives that serves as a steering committee
- **Online NG-branded MapGuide** with rich, locally-produced and NG-reviewed content
- **Companion print guides and videos** can also be produced and distributed as add-on products
- **Business plan** developed and operations capacity built for long-term sustainability
- **Marketing campaign**, using MapGuide products to attract travelers to and across the region
- **Metrics identified** to measure success for long-term project sustainability



The MapGuide Program

Local Knowledge and the National Geographic Brand

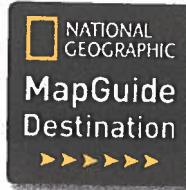
The program connects travelers with the information and stories of the places most recommended by locals through the voices of the people that live there. A MapGuide program is a platform to convene local residents, businesses, parks and others to help them tell the story of what's unique and authentic about their place- and present this through a National Geographic branded online interactive MapGuide of the region.

The recognition and strength of the National Geographic brand helps to convene the local stakeholders and elicit grassroots participation required for the program. National Geographic's reputation fosters extensive local media coverage over the course of the program. People enjoy engaging in a personal way with a renowned media organization and helping to create a set of tangible products to benefit their community.

The first step of the program is to form and convene the **Stewardship Council** to help plan the most effective way to implement the MapGuide Program in the region and create a strategy to sustain the program. This includes identifying the best channels to spread the word about the program, the most effective ways to gather content locally, and contacts for the team to reach out to across the region. The Council is a group of organizations or individuals representing history, nature, culture, local communities, art, education, business and government. In addition to supporting the MapGuide program, this forum can address other issues relating to environmental and economic sustainability and quality of life for residents and visitors.

The program gathers information about a destination's iconic features and places of interest from the people that live there, and publishes the content on a rich and engaging National Geographic branded website. Local authors may also be commissioned to summarize what makes the destination unique and worth visiting.

All sites, attractions, and businesses that are published on the website will also receive a certificate, window sticker and digital link badge highlighting them as a National Geographic site and helping travelers connect between sites.



Geotravelers are more valuable than others

A 2010 State of Montana survey ¹ found that Geotravelers spend more money per day and stay longer in a destination.

Geotravelers are worth about \$365 more per person to the destination.

Strong Geotraveler

Avg. Nights	Daily spend	Total Value
8.2	\$142	\$1,163

Moderate Geotraveler

Avg. Nights	Daily spend	Total Value
6.4	134	\$858

Non- Geotraveler

Avg. Nights	Daily spend	Total Value
5.9	\$109	\$643

¹ Statewide Vacationers To Montana: Are They Geotravelers?, Dylan Boyle, Norma P. Nickerson <http://bit.ly/1CqEmt9>



The MapGuide Program

The Value of Content Marketing

From the perspective of both travelers and destination marketers, MapGuide programs offer a high return on investment (ROI) compared to traditional destination marketing approaches.

In essence, MapGuide programs are *content marketing programs* powered by local people and knowledge, and targeted at intelligent travelers who spend more in destinations and seek a more authentic and responsible travel experience than average travelers. These travelers value local knowledge and authenticity and take time to learn about the places they visit or plan to visit. They trust the content provided by National Geographic and the local people who know the destination best.

"Content marketing is the marketing and business process for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action." - *Content Marketing Institute*

MapGuide programs engage local residents and experts to produce original content about the most interesting and authentic places that a destination has to offer. This content is freely contributed by locals by virtue of National Geographic's reputation and the pride, trust, and attention that our involvement inspires. This results in hundreds of pages of "free" content, representing a valuable and trustworthy "insiders guide" to the destination.

MapGuide content can also be embedded in partner websites through interactive NatGeo-branded widgets, which can serve as an engaging editorial feature or as a native advertising component. The raw MapGuide content can also be integrated with other web and mobile applications through a flexible application programming interface (API) that supports content syndication and licensing.

Cost per Visitor

Average Cost per Visitor with Traditional Online Advertising¹

\$53.30

Average Cost per Visitor for MapGuide Program²

\$1.59

The more traffic a destination generates through social media, external blogs and backlinks, the lower this per visitor cost becomes.

¹ Calculated by taking the average Cost Per Thousand Impressions (CPM) for online digital advertising (\$16) multiplied by the average click-through-rate for the Travel category (.03%) across all internet platforms and properties.

² Calculated by taking the average cost of a program plus the average cost of annual program subscription and staff amortized over three years. This amount is then divided by the average number of site visitors per year to MapGuide websites.

The MapGuide Program

Destination Marketing and Management Ecosystem

MapGuide projects function as both a destination marketing and management program, increasing both visitation and sustainability of the destination. To achieve those goals, they involve a variety of organizations, interactions, inputs and outputs, much like a biological ecosystem. The goal of the program is to develop a self-sustaining destination marketing and management ecosystem. National Geographic and the MapGuide serve as a catalyst for organizing and aligning the components of the ecosystem to achieve mutually beneficial long term goals.

In 1993, James F. Moore defined a business ecosystem as *"An economic community supported by a foundation of interacting organizations and individuals—the organisms of the business world. The economic community produces goods and services of value to customers, who are themselves members of the ecosystem. The member organisms also include suppliers, lead producers, competitors, and other stakeholders. Over time, they coevolve their capabilities and roles, and tend to align themselves with the directions set by one or more central companies. Those companies holding leadership roles may change over time, but the function of ecosystem leader is valued by the community because it enables members to move toward shared visions to align their investments, and to find mutually supportive roles."* – Harvard Business Review, 1993

The components of the destination marketing and management ecosystem ecosystem, including its members, resources, and roles are diagrammed below.



The MapGuide Program

Proposed Solutions

The MapGuide program combines the expertise of the world's leading sustainable tourism thinkers, the publishing capabilities of National Geographic, and the involvement of local residents in a tourism destination to facilitate wise stewardship of cultural, historic, and natural resources, enhance local economies, and help destinations tell their story internally and to their target travel markets.

The program uses a stakeholder-driven process to create NG-branded communication tools for destinations. The approach focuses first on building strong community alliances of individuals and organizations that are most familiar with the unique natural, cultural, historical, and scenic assets of a destination. This process helps to **catalyze action and collaboration among local stakeholders** over a one-year time horizon, through the development of multimedia communication products and campaigns guided by local residents to support stewardship, enhancement, and promotion of the destination.

The local Stewardship Council that guides the program may go by any name and may be new or coalesce around an existing group. This group works to elicit grassroots and institutional participation in the program, bolstered by local media coverage. In parallel to this, National Geographic works with the Council to establish the systems, strategies, and skills needed to maintain and enhance the program beyond the initial rollout.

The program engages people in an intimate, personal way while leveraging the National Geographic brand and message to catalyze local engagement and attract targeted travelers to the destination.

MapGuide Process

1. Initiate key stakeholder outreach and establish Stewardship Council
2. Define process for gathering POI nominations and other content
3. Develop nomination website and communication calendar
4. Launch MapGuide nominations phase
5. Hold local workshops, meetings, and trainings to assist with nominations
6. Review and approve POI nominations
7. Produce general text and imagery about destination
8. Print map design, research and edit (if applicable)
9. Verify and quality control content
10. Develop strategy for long term sustainability
11. Rollout final MapGuide products
12. Hand-off website to local editor(s)

Major Deliverables

1. Stewardship Council

A central component of the program is the creation and convening of the local Stewardship Council. This body of local representatives provides the channel through which the program is implemented and with whom the program objectives continue after the initial project is complete.

The Stewardship Council is a regional body of stakeholders representing government, civil society, businesses and individual community members as well as different aspects of the destination, such as natural, cultural, scenic, religious, historic or other important features of the destination. Council participants will be convened in the first phase of the project. They will then oversee and help implement the MapGuide process (outlined in the next sections). The Council will meet regularly throughout the project to facilitate local input, review the content and materials created, and use the resulting products to sustain and promote the destination.

2. National Geographic Branded Website

National Geographic collaborates with the people in the destination to produce a rich and engaging MapGuide website and other potential products to tell the story and highlight the features of the destination to visitors. The Stewardship Council will guide the development and implementation of the MapGuide website under the direction of National Geographic's world-class editorial and production team.

This marketing and storytelling platform will highlight the places and experiences most respected and recommended by locals. It will feature engaging imagery of the destination and descriptions and stories of what makes the destination unique, told through the voices of local people. It will also include practical travel information about places, attractions, and businesses to engage travelers and encourage them to explore the destination themselves or through locally-guided tours and experiences.

The mobile version of the website is optimized to guide travelers in the field on their mobile device. It includes simplified content and functionality that loads quickly and uses the GPS and other capabilities of their device to help them discover places of interest and events and access featured Trip Plans.

Key Tasks of the Stewardship Council

- Help coordinate with local people and institutions to gather content about the destination
- Identify places, attractions, and businesses that represent what is authentic and special about the destination
- Help NG review, edit, and validate site nominations and content about the region
- Guide and sustain the program into the future



Major Deliverables

3. Certificates, Window Stickers and Digital Badges

All places, attractions, and businesses featured on the website will receive a certificate, window sticker and digital badge from NG and the Stewardship Council highlighting them as a National Geographic MapGuide site. These NG-branded materials will give prominence and international authority to the sites and strengthen the regional brand identity and awareness. The window stickers will also help travelers connect sites as they travel within the region. NG can also work with the Stewardship Council to design a "badge" or button to place on the destination's website or other partner websites to highlight the Program and cross-link visitors to the website. Organizations participating in the Stewardship Council or supporting the initiative will be prominently credited and cross-linked on the MapGuide website.



4. Sustainability Strategy

A sustainability strategy for the program will be developed, based on the input of the Stewardship Council. It will outline the vision, goals and objectives of the Stewardship Council and provide a blueprint for its future operation. This will also include models for sustaining the program into the future, based on the interests and needs of the Council.



5. Program Extensions

Building upon the core deliverables above, National Geographic and its partners can provide additional products and services to enhance and extend the reach of the program and the content it develops.

Program extensions can include the following:

- Printed map or brochure
- Embeddable widgets to publish MapGuide content on other websites
- Promotion in NG's Traveler magazine and NationalGeographic.com
- Marketing campaigns for specific themes, activities, or seasons
- Video and multimedia production by [National Geographic Studios](http://NationalGeographicStudios)
- Storytelling competitions and publishing
- Sustainable destination evaluation, planning, and monitoring

The Program Today

- 24 MapGuide projects completed or underway
- MapGuides are defining and promoting destinations in 16 US states and 12 countries
- Over 3 million printed MapGuides distributed
- 20 MapGuide websites produced

Website Features

Core Modules

The MapGuide web platform offers a visually rich and engaging interactive experience for visitors, with practical and comprehensive insider information to plan and enjoy their trip. It includes an adaptive version for mobile devices.

It also provides a robust and customizable publishing and content marketing platform for destinations to tell their story and feature the places, things, and people that make their region special.

Home Page

- Large responsive billboard images with inspiring captions
- Various placements for featured content
- Featured local contributors
- Rotating carousel of MapGuide supporters
- Ad banner placements (optional)

Global Header

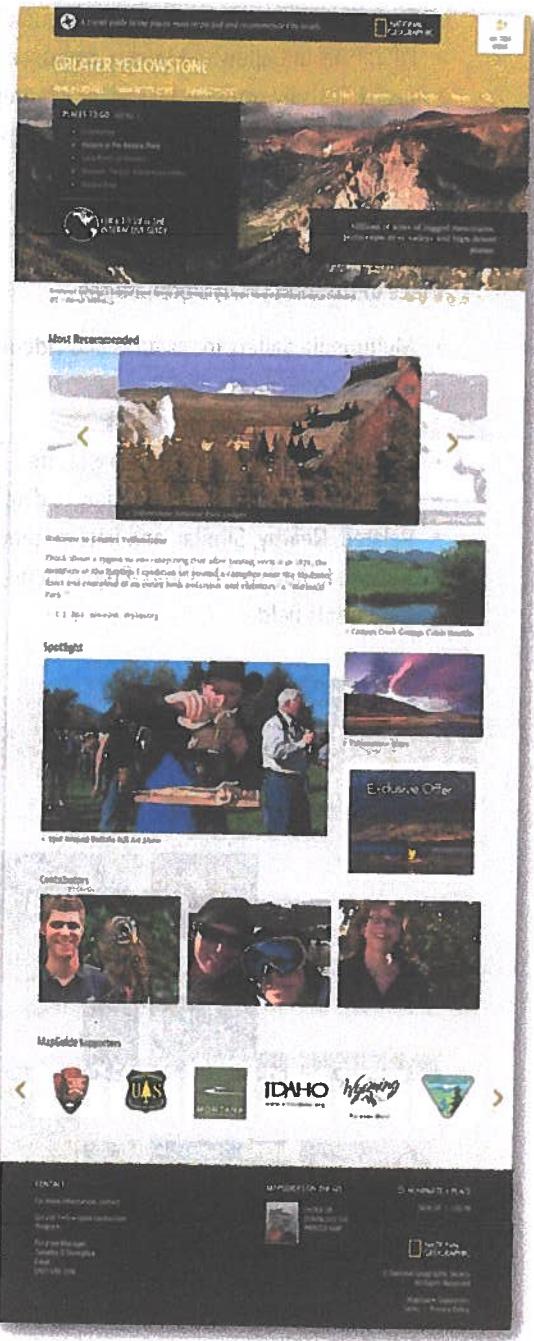
- Custom header color for your destination
- Dropdown mega-menus for Places to Go, Things to Do, and Where to Stay
- Secondary menu for Trip Plans, Regions, Local Voices, and About pages
- My Trip Ideas tab to access saved places that stays in place while scrolling

Global Footer

- Contact info for site managers
- User Sign Up / Log In
- Nominate a Place
- Link to Supporters page
- Terms of Use and Privacy Policy
- Social links (if available)
- Download print maps and apps (if available)

About Pages

- General information pages about the region, the program, or any subject
- Supporters page with logos, descriptions, and links to program supporters
- Custom about pages automatically appear in About submenu



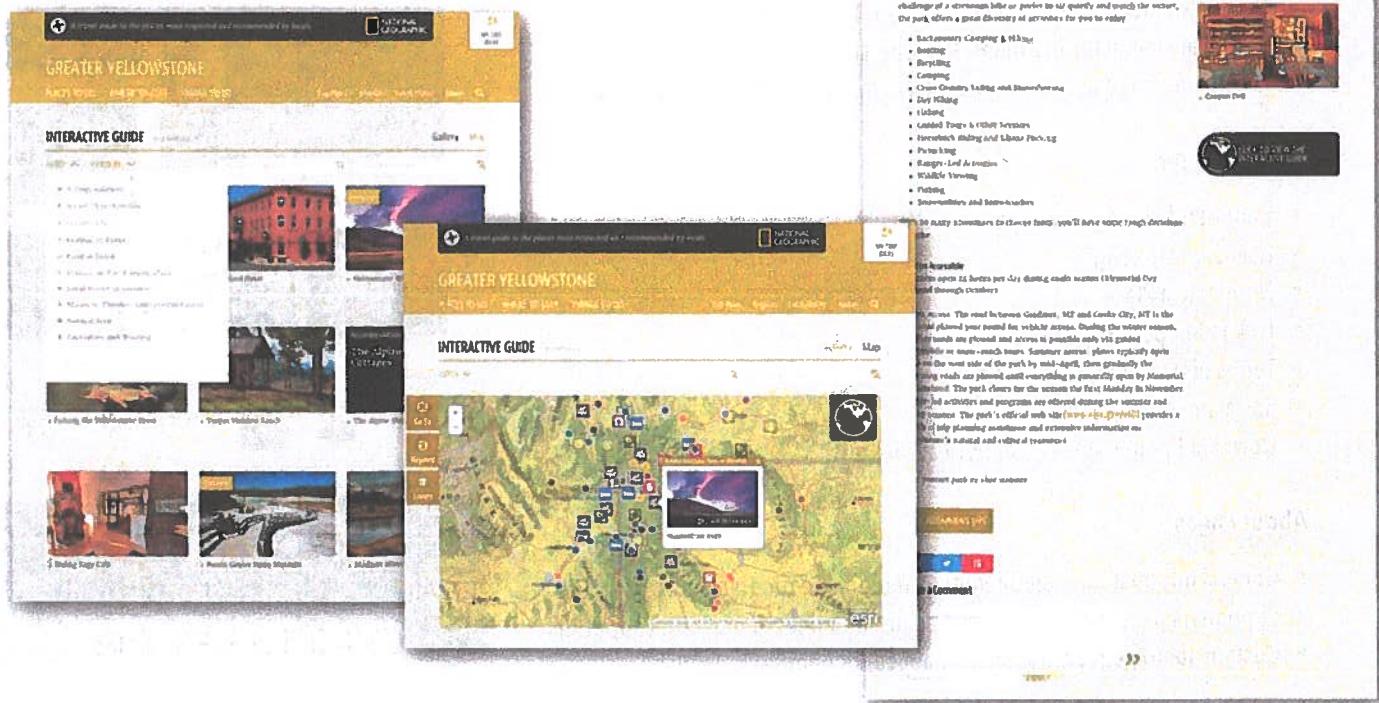
Website Features

Interactive Guide

- Toggle between Gallery and Map view of places of interest (POIs)
- Featured POIs are flagged in Gallery and displayed with large icon on Map
- Filter POIs in Gallery or Map by category and subcategory
- Search POIs by content keyword or geographic placename
- Add POIs to Trip Ideas from gallery images and map popups
- Zoom map to subregions and local areas
- Change background map layers

Place of Interest (POI) Detail Pages

- Multimedia gallery for pictures and videos
- Category-specific text fields
- Sound files and PDF downloads
- Contact information and link to website
- Interactive locator map with ability to display nearby POIs
- Related, Nearby, Similar, and Recommended content in right column
- Buttons to Add to Trip ideas, Recommend, and Share POI
- Comments field



The image displays three screenshots of the National Geographic Interactive Guide for the Greater Yellowstone region. The top screenshot shows the homepage with a search bar and a sidebar for 'INTERACTIVE GUIDE'. The middle screenshot shows a detailed page for 'Yellowstone National Park' with a large image of bison, contact information, and a 'Nearby' section. The bottom screenshot shows a map view with various POIs marked and a sidebar for 'INTERACTIVE GUIDE'.

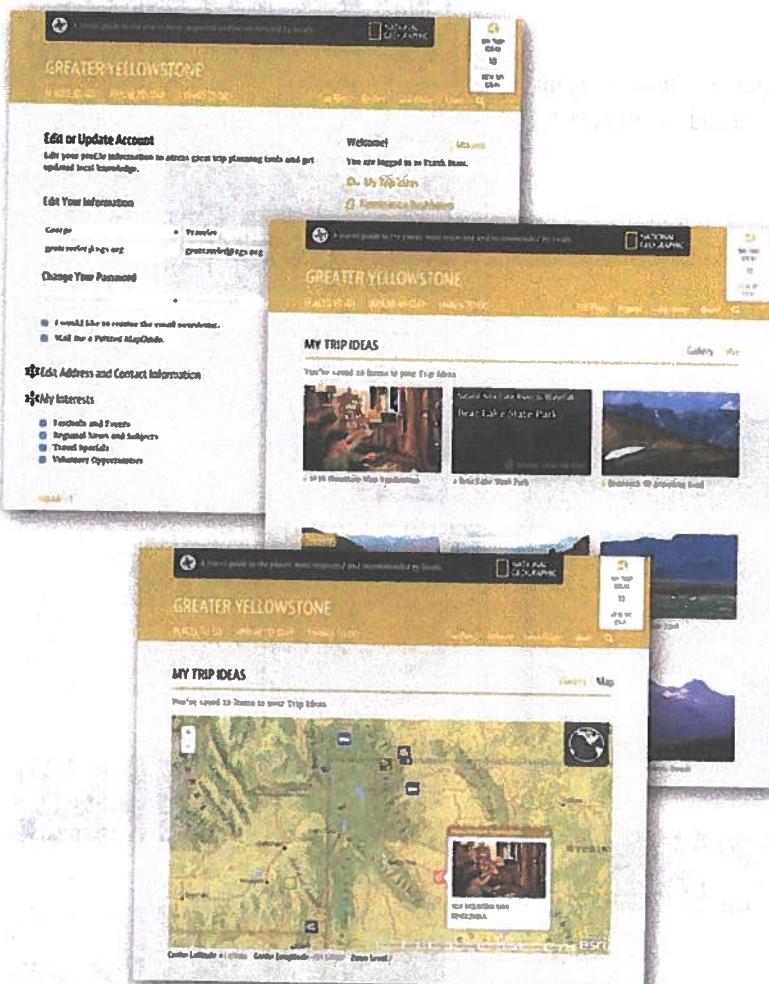
Website Features

Trip Ideas and Trip Plans

- Visitors can save POIs as a collection of Trip Ideas (without logging in)
- View Trip Ideas in Gallery or Map view
- Combine Trip Ideas into Trip Plans/Itineraries with Trip Plan Builder
- Trip Plans can be created and shared by users and editors

User Accounts

- Registered users can save Trip Ideas and create and share Trip Plans
- Subscribe to mailing list
- Order printed MapGuides (or other merchandise)
- Nominate POIs for MapGuide and track page views




Website Features

Optional Modules

In addition to the core content describing places of interest and general program information, the web platform includes optional content modules to further describe and tell the story of the destination and organize POIs.

Local Voices / Themes / Perspectives

- A set of pages describing the major themes that characterize the region
- Stories or quotes from local people or descriptive summaries of each theme
- Include images, videos, sound files, and downloadable PDFs

Regions

- Overview of major subregions or areas within the larger destination region
- Detail pages include images, text, and interactive map and gallery of POIs



Local Voices Overview

- Local Living
- Magnificent Wildlife
- Native Peoples

Local Voices

Theme of us lucky enough to live in the Yellowstone region rather very lucky and proud at its diversity, beauty, and unique qualities.

Despite the perceived sense about Yellowstone (and other national parks) being "bored to death," only two percent of the park is developed. Beyond the established figure-eight road system, you'll find the park unchartered, rugged, and unspoiled. At 3.5M+ square miles are amazingly unpopulated.

We set out with park rangers, representatives, and even developers, whether for natural gas, oil, and/or wind. A number of issues concerning the current guidelines of developers are threatening the landscape. Parks to sites as proposed in Wyoming, Montana, or Idaho? As shown and reproduced, great bear management, fire policy, or grazing rights.

What about the rapid expansion of coal-fired timberline wells? In a region where everyone is attached to the environment, citizens show no compunctions to sit back and deep on the atmosphere the coal industry is polluting itself. And like that charcoal is truly, there are regional concerns.

• Local Living, Wyoming

Fishing the Yellowstone River
• Madison River

• Salmon River Grand Canyon - Idaho Idaho Wt USA



REGIONS

Yellowstone National Park & Environs The core of the Greater Yellowstone Ecosystem (GYE). At 24,000 square miles, it is one of the largest and most complete ecosystems on Earth. Greater Yellowstone's diversity and unique qualities are reflected in its people, its culture, the federal, state, and local agencies of the Yellowstone region, and the practical tasks of Yellowstone National Park. Three states and the federal government share management responsibility for the ecosystem, in partnership with local communities and organizations throughout.

Local voice video for Greater Yellowstone Overview >>

Local voice video for Greater Yellowstone Overview >>

Local voice video for Greater Yellowstone Overview >>

• Local Living
• Magnificent Wildlife
• Native Peoples



Northwestern Wyoming

Region Overview

- Local Living
- Northwestern Wyoming
- Magnificent Wildlife
- All Regions

The landscape of increasing elevation in Northwestern Wyoming (Shoshone, Teton, and Eastern Bridger-Teton National Forests, Jackson Hole, Cody, the Big Horn Canyon National Recreation Area, Wind River Canyon, the Wind River Indian Reservation, and others) make this region the gateway to Wyoming. A Greater Yellowstone visitor from throughout the country and from across the globe了解到是她的第一個國家公園和她的第二個國家公園。帶她去黃石公園。

• Local Living

• Magnificent Wildlife

• Native Peoples

• All Regions

• Local Living

• Magnificent Wildlife

• Native Peoples

• All Regions

• Local Living

• Magnificent Wildlife

• Native Peoples

• All Regions



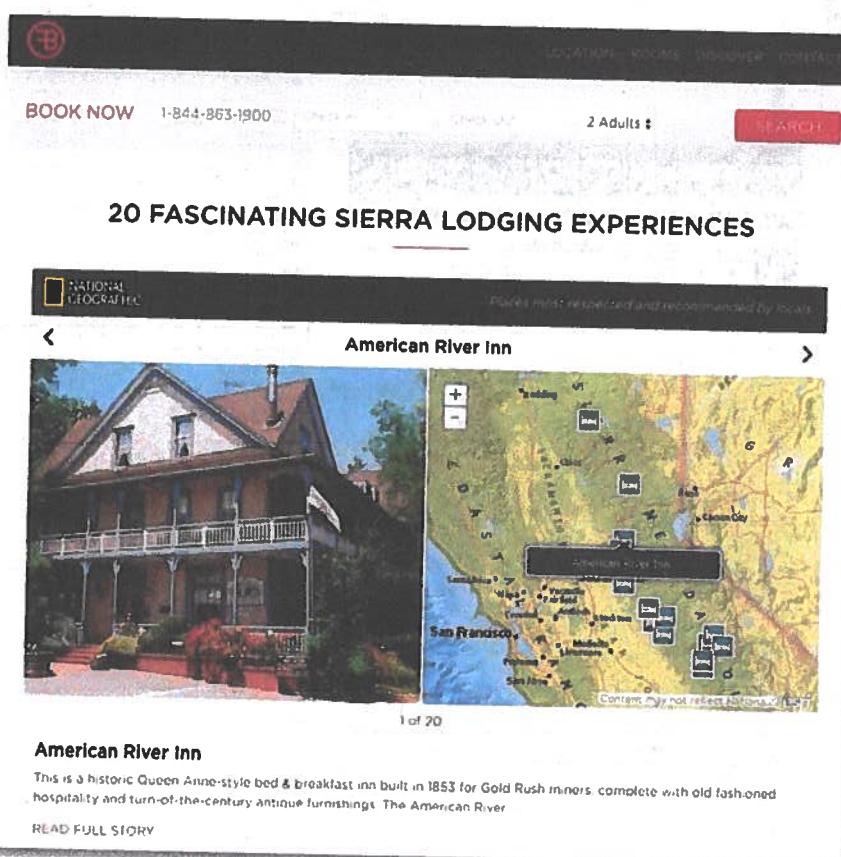
Website Features

Embeddable Widgets

Built into the MapGuide web platform is the ability to produce interactive "widgets" that can be embedded in partner and sponsor websites to feature selected content from the MapGuide on their sites. The first widget available is a multimedia gallery with an interactive map showing a collection of featured points of interest in a slideshow format. Other widgets are being developed to feature itineraries and events, as well as a more robust map viewer.

The widgets are responsive and will fit into any size space available on the external web pages. They inherit the font styles of the external site, allowing them to blend seamlessly into the host site.

Different embeds can be created to feature specific categories of content, such as hotels, restaurants, parks, or historic sites, or to only feature places within a specific city or subregion. Clicking READ FULL STORY links back to the profile page for that place on the full MapGuide website.



Website Features

Content Management System

The website is powered by a robust yet intuitive back-end content management system (CMS) for editing and managing site content and user information.

Content Management

- Graphical dashboard gives summary of users, content, and traffic
- Sort, filter, and search for content based on various attributes and categories
- Editorial review, QA, and collaboration tools
- Built-in mapping tools with GIS capability

User and Subscriber Management

- Robust user and subscriber management and reporting tools
- Integrated e-newsletter production and publishing

The image is a collage of screenshots from the Greater Yellowstone website, illustrating its various features and data visualization tools. The screenshots are arranged in a grid-like structure, showing different parts of the platform.

- Top Left:** Home page showing a banner for "Greater Yellowstone" and a sidebar with "Your Profile" and "Your People".
- Top Middle:** A screenshot of a user profile page for "Greater Yellowstone".
- Top Right:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
- Second Row:**
 - Left:** A screenshot of a user profile page for "Greater Yellowstone".
 - Middle:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
 - Right:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
- Third Row:**
 - Left:** A screenshot of a user profile page for "Greater Yellowstone".
 - Middle:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
 - Right:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
- Fourth Row:**
 - Left:** A screenshot of a user profile page for "Greater Yellowstone".
 - Middle:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
 - Right:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
- Fifth Row:**
 - Left:** A screenshot of a user profile page for "Greater Yellowstone".
 - Middle:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
 - Right:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
- Sixth Row:**
 - Left:** A screenshot of a user profile page for "Greater Yellowstone".
 - Middle:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
 - Right:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
- Bottom Row:**
 - Left:** A screenshot of a user profile page for "Greater Yellowstone".
 - Middle:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".
 - Right:** A screenshot of a reporting tool showing a table of data with columns for "Category", "Title", "Status", and "Last Update".

Website Maintenance

Platform Management and Support

The MapGuide Web Platform is hosted and maintained by National Geographic, and the content is reviewed and curated collaboratively with local editors. The Stewardship Council (SC) will identify one or more **Local Editors** to assist in the review, editing, and approval of all POI nominations. These local editors, who are typically members of the Council, will receive training and support and work closely with National Geographic producers to ensure that the user-generated POI content is of good quality, while still retaining the flavor and voice of the local people who nominate it.

After the rollout of the final version of the website, the portal will be handed over to the SC for ongoing content management and promotion. The platform itself will continue to be hosted, maintained, and supported by National Geographic under a maintenance and support agreement with the SC. As part of this agreement, National Geographic will provide annual reports summarizing web traffic and content status. The SC will assign an individual to serve as the primary editor and portal manager for the website and the point of contact for the maintenance and support agreement.

National Geographic will make regular feature enhancements, upgrades, and bug fixes to the MapGuide Web Platform based on feedback from local SCs and alignment with the overall strategy and goals of the broader program. These enhancement and upgrades will be automatically applied to all MapGuide websites that are under a current maintenance agreement.

Content Ownership and Distribution

Individuals and organizations that submit content to the website retain ownership of the content they submit. National Geographic holds a royalty-free, non-exclusive license to use and republish the content for as long as it is published on the website. Under this license, National Geographic may publish some of the content via embeddable widgets and other API feeds to surface the content on National Geographic and third party websites and apps (including those of the SC) in order to extend the reach and assist in the promotion of the MapGuide program and the places of interest featured on the website.

After the Rollout

- NG hosts and maintains website under a support agreement
- SC takes over content maintenance and promotion
- SC receives annual traffic and content report
- SC assigns primary Portal Manager/Editor/Point of Contact
- Website receives automatic upgrades and enhancements
- Content is owned by local contributors and authors
- NG may republish the content to extend its reach and draw traffic
- SC Supporters may be able to embed the content in their sites

Methodology

1. Initiate key stakeholder outreach and establish Stewardship Council

Program partners engage diverse community stakeholders (conservation, community, business, cultural, and ethnic) to define the MapGuide development strategy and identify and establish a broadly representative Stewardship Council.

2. Develop process for gathering nominations and other content for the website

With program partners, define the geographic scope of the project and develop a plan for gathering content about places of interest (POIs). Identify possible content sources and organizations and individuals who can ensure that community members, tourism business owners, industry members, and others are included in the process.

3. Develop nomination website and communication calendar

Build preliminary website to gather POI nominations and establish online presence for the program. Establish a content and communications calendar to acquire content for POIs, About pages, and Local Voices and Regions (if applicable) and to engage local partners and media outlets to publish and broadcast stories about the program and the call for nominations. Initial text and photography for the Home and About pages is acquired and the website header color is selected.

4. MapGuide launch events

One regional high profile launch event will be held with key stakeholders with the support of the Stewardship Council. Project leaders and other partners launch the public nomination process and engage regional tourism businesses, NGOs, and residents to add their places and events to the map.

Potential local participants and contributors include:

- Travel-related organizations and businesses
- Local craft cooperatives, music groups, or other heritage groups
- Local authors and photographers (professional and amateur)
- Church groups, school associations, universities, and volunteer/charity organizations
- Historic preservation, agricultural, and conservation groups
- Community leaders or individuals with special knowledge of the area's heritage, especially older individuals and including historians, naturalists, librarians, etc.
- Local minority heritage groups and leaders
- Experts in locally traditional food and drink

Methodology

5. Hold local workshops, meetings, and trainings to assist with nominations

The Stewardship Council will organize workshops and meetings with key organizations and individuals to introduce the program and the nomination website, process, and guidelines. Local residents and organizations discuss the nature of sustainable destinations and the nomination of appropriate places, attractions, businesses, and events. Local editors are trained in the nomination and editorial process and tools.

6. Review and approve POI nominations

Local editors and National Geographic review all nominations to ensure accuracy and consistency of names, images, locations, contact info, websites, and other information. Ensure that nominations describe specifically and clearly the unique and authentic aspects of the place. This may require numerous requests for additional information and higher quality content. Work with local participants to collect any missing content. Seek feedback from the Stewardship Council on questionable submissions.

7. Produce general text and imagery about the destination

National Geographic works with the Stewardship Council and local writers, photographers, and storytellers to acquire and produce content describing the region and what makes it special. This includes text, imagery, and videos for the About pages and the Local Voices and Regions pages. If a storytelling extension is included, kick off the competition through local outreach. National Geographic has oversight and responsibility for all editorial content.

8. Print map design, research and edit (if applicable)

If a printed map or brochure is included, National Geographic will develop a base map and acquire the necessary data and content. Places of interest, photos, and text gathered for the website will be used as source material, and will be edited and supplemented with additional content as needed for the print map. Draft designs and proofs, and POI selections will be reviewed and approved by the Stewardship Council before printing.

9. Verify and quality control content

National Geographic will monitor the content as nominations are entered, providing editorial feedback on content and problem areas, and working with the Stewardship Council to select POIs for the website. NG reserves the right to reject unsuitable submissions and to make minor edits to improve content quality. NG will also consult the Council on information gaps and geographic areas where nominations may be lacking, and target these areas for further content collection.

Methodology

10. Develop Sustainability Strategy

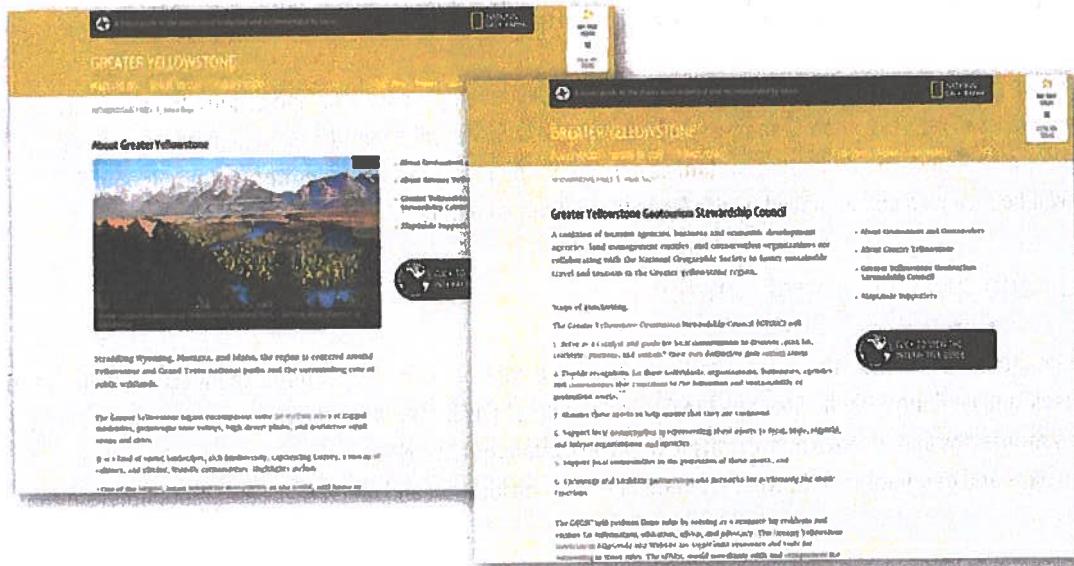
While the content is being refined and edited, NG will work with the Stewardship Council to define their long-term vision and goals and create a strategy and operational model for the future of the program. This may include the identification of additional resources and partnerships needed to sustain and enhance the program.

11. Rollout final MapGuide products

Plan and execute the rollout of the MapGuide website and other products. This includes communication with content contributors and stakeholder and media organizations that helped to launch the nomination process. National Geographic, the Stewardship Council, and other partners then organize and hold a rollout event to launch the MapGuide. Marketing and promotional campaigns begin at this time.

12. Hand-off website to local editor(s)

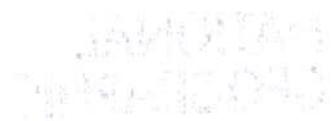
After the website is rolled out, National Geographic will train and "hand over the keys" to the content management system to the primary local editor(s). From that point forward, the Stewardship Council is responsible for maintaining, updating, and promoting the content and the program. National Geographic will be available for support and guidance and pursue various efforts to promote and extend the reach of the website and program. Extended marketing and media campaigns may be implemented based on local marketing capacity and budgets.



Sample Timeline

Below is a sample timeline outlining the core components of a typical MapGuide program. The timeline can be reduced to 6-10 months if necessary, with a concentrated effort by the Stewardship Council and local editors.

Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Initiate key stakeholder outreach														
Establish Stewardship Council (SC)														
Planning and orientation workshop for Council														
Define process for gathering nominations and other content														
Develop nomination website and communication calendar														
Launch event, hold workshops, and gather POI nominations														
Review and approve nominations														
Produce general text and imagery about destination														
Site selection mid-term meeting														
Develop sustainability strategy														
Print map design, research and edit (if applicable)														
Verify and quality assure content														
Rollout final MapGuide products														
Hand-off website to local editor(s)														



For more information

Program Website

<http://nationalgeographic.com/geotourism/>

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Bring Water and Land Use Together – Report Highlights

[Home](#) > [Fact Sheet](#) >



[DOWNLOAD REPORT HIGHLIGHTS AS PDF](#)

“ California is moving toward a more holistic approach to managing our water and land resources as the 21st century unfolds.

In 2005, the California Legislature passed new laws that enable communities to join together to adopt Integrated Regional Water Management (IRWM) policies and practices. This comprehensive planning approach considers water resources in the context of an interconnected watershed with a network of regional governance, rather than as a combination of fragmented parts. Unfortunately, the IRWM program is dominated by the water sector and in most regions has not pursued alignment with land use.

Similarly, the Sustainable Communities Strategies (SCS) mandated through SB 375 establish a framework for aligning land use practices (predominantly housing and transportation) across jurisdictions within a larger geographic region. Yet very few SCSs have taken water resources into account.

While water management and land-use planning remain highly fragmented across the state, we are making progress toward a more integrated approach, especially when setting new state-level policies, regulations and guidance. The 2014 Sustainable Groundwater Management Act (SGMA) is a leap forward in this direction. For the first time, local land use agencies have an opportunity to be full partners with water agencies in shaping groundwater governance. It is too soon to determine how well these two sectors are integrating under SGMA, but early results are promising.

Defining Challenges, Identifying Opportunities

Our current system is failing us. The disconnect between how our communities are organized and how our natural resources are managed is not only inefficient, but harmful to people and nature. Reconnecting water and land use will ensure vibrant, resilient communities for all. Unfortunately, the disconnect is far more common across the country than the integrated approach we so desperately need.

The obstacles to better alignment are varied. Population growth and economic development drive political boundaries, institutions and policy. Water supply is critical for economic development, but water management tends to run on shorter cycles and in response to – not in collaboration with – economic and land-use planning. Strong Final Report to the Community Foundations Water Initiative on the Equitable Integration of Water and Land Use **BRINGING WATER AND LAND USE TOGETHER** political forces behind housing, production and energy industries often conflict with ecological water supply and water quality needs. Those political boundaries and institutions are often at odds with interdependent hydrologic and ecologic functions. Despite the importance of integrated water management and land-use planning, these factors illustrate the difficulty in accomplishing this goal.

Policies that favor sprawl development, along with a lack of attention to the natural functions and limits of our environment, often lead to degraded ecosystems, unsustainable communities and exacerbated, disproportionate impacts on communities already experiencing disadvantages. Disregard for interconnected systems has led to segregation of land-use planning agencies and water management agencies statewide. Yet, there is a growing awareness and interest in alternative approaches, such as smart growth, integrated regional water management, green infrastructure and "multisolving."

Inequities in Water & Land Use

The negative impacts of segregated and misaligned planning are not distributed evenly across California's communities. Integrating water management and land-use planning is critically important to the resilience of our state, but must be achieved through actions that enhance equity.

Inequities arise in the context of all public services – here, they include toxic pollution that hovers over some neighborhoods because zoning codes allowed residential development next door to industrial facilities; residential water and wastewater pipes skirt a community because the city that provides the water and wastewater services chose not to annex the neighboring community; new towns sprout up where existing communities lack basic infrastructure.

Proper inclusionary planning and management gives a voice to all community members, and ensures equity across investments, benefits, and risks. Communities thrive when their needs are met, and when community members have a role in the decision-making processes that shape their neighborhoods.

Statewide Challenges

Leadership For Integrated Solutions

Overlapping jurisdictional boundaries and authority creates tension between sectors and limits the implementation of integrated solutions. Public and private entities compete with one another, instead of coordinating efforts to maximize overall and shared benefits. Developing a coalition of leaders for integration, both within and across each of California's major regions, will help realign priorities, shift behavior, and change the existing segregated approach to planning.

Limited Natural Resources

California's economy and population continue to grow at alarming rates. Some would argue that natural resource availability is keeping up with current demand, thanks to human ingenuity and advances in technology. Yet when communities in our state lack access to safe, reliable drinking water we clearly are not keeping up with demand. These resources are finite; we must correct our past failings and carefully manage them for future needs.

Water is a limited resource. California's complex hydrology coupled with its incredibly fragmented water governance system limits how much water is available to each community at any given point in time. Conservation, efficiency and reuse enable regions to grow without increasing water demand and still provide a reliable supply to most of the state's residents. Yet many underserved California communities face regular water shortages or water quality disruptions. If current water infrastructure is not adequately meeting the needs of all Californians, this begs the question of how the state will meet future demand.

Land is also a limited resource. Much of the state's developable acreage is in high demand for future growth, which threatens the protection of agriculture, open space and natural ecosystems. Conversely, smart-growth practices and infill development that are designed with water wise practices in mind provide significant long-term benefits for community resilience and vibrancy.

Reaching A Shared Perspective

A critical component for effective coordination is establishing a set of shared principles, knowledge and thinking about problems and opportunities. Technical terminology can stand in the way of meaningful conversations, as shared language is essential to more informed decision-making. Although water and land use are intrinsically connected, they are often distinctly separate sectors among government agencies

and officials who each have their own vocabulary, perspectives and beliefs. Traditional sector-based approaches threaten equitable, efficient water and land-use planning. This mindset is passed down through institutions, continuously impeding integrated planning efforts.

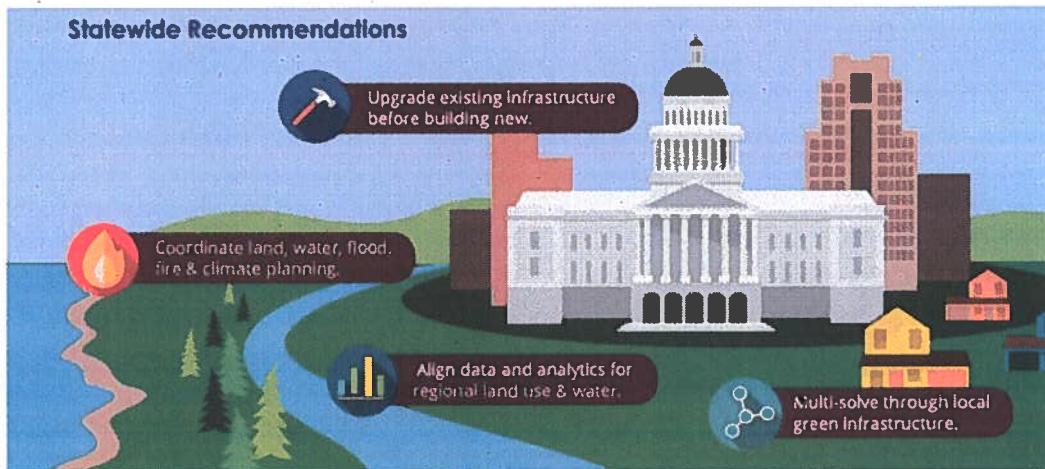
Regional Diversity

Efforts to integrate water and land use must be tailored to the specific needs and priorities of each region. No single, one-size-fits-all approach will succeed in every region. Important distinctions exist between regions that will affect the guiding principles and best practices of local water and land-use integration. The greatest variations between regions that impact water and land use integration include the following:

- Population density and related development patterns;
- overall cost of living;
- local water quality and supply factors; and
- current status of coordinated planning.

Each of these components are expanded on in the full report; these factors must be considered when determining the best opportunity for integration or specific recommendations to pursue.

Statewide Recommendations



This report is based on a review of existing literature, analysis of various policies, conversations with countless water and land-use experts, and an evaluation of the principles and opportunities outlined above. Four general recommendations emerged to provide opportunities that can significantly affect the potential success of integrating water management and land-use planning, while also being politically feasible in a number of situations.

Specific action at multiple scales is necessary to achieve progress on these recommendations. More context and activities for each recommendation are outlined further in the full report.

Regional Recommendations

Some actions are more effective when applied at the local or regional scale. To the left are four recommendations for community foundations, local agencies, and other interested parties to implement at the local level to achieve better integration of water and land use. As you can see from the graphic, these build on one another to achieve a common goal.

Signs of Hope



Despite the many challenges and barriers to integration, opportunities abound in the Golden State.

Policymakers and practitioners are beginning to acknowledge that something needs to change about our state's water management and land-use planning.

California is at a critical juncture. Intense pressure for further development, shifting hydrologic and ecological conditions, and a new administration present both significant risk and opportunity. We as a state and within each region can either "get it right" by equitably integrating water and land use, leading to a more resilient and vibrant future for all, or "get it wrong" by maintaining the status quo, and perpetuating historic inequities and exacerbating the negative impacts of both climate change and sprawl development.

For more details on these recommendations, please see the full report at
lgc.org/water-and-land-use.

This work was made possible through funding from the S.D. Bechtel, Jr. Foundation and facilitation by the Funder's Network for Smart Growth and Livable Communities.



UPDATE

Borrego Valley Stewardship Council

Integrated Watershed Management Planning

(Bringing Sustainable Water Management, Land-Use, and Economic Development Together)

Activities Current & Proposed:

Integrated Watershed Management Planning

Bringing Sustainable Watershed
Management, Land-use Planning, and
Economic Development Together

Rethinking Groves and Golf In the Era of SGMA

Summer

The Borrego Valley
Stewardship Council
Presents

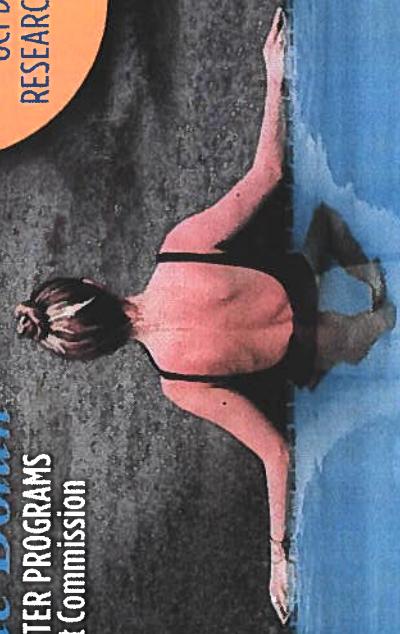
Resort Town Reimagined

A HANDS-ON INTRODUCTION TO
INTEGRATED MASTER PLANNING
FEATURING

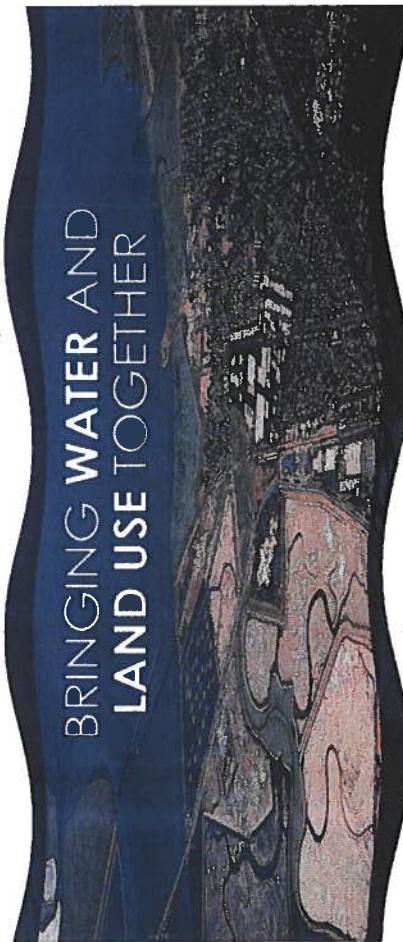
Danielle Dolan

DIRECTOR OF WATER PROGRAMS
Imperial County Government Commission

INVITATION ONLY
MONDAY
APRIL 8, 2019
8am - 12noon
UCI DESERT
RESEARCH CENTER



Local Government Commission, leading experts on bringing water and land use together, is spearheading current planning effort in BS



Final Report to the
Community Foundation Water Initiative
on the
Equitable Integration of Water and Land Use

Prepared by
The Local Government Commission

January 2019



April 8 – “Resort Town Reimagined” Workshop Breakout

Groups carried over to project proposal working groups



Working Committees

Planning within a Water Budget

Sustainable Destination Management / Hospitality

Sustainable Community Development Needs Assessment

Economic Innovation & Economic Transition Zones

GSP Compliance & Community Plan

Cultural Landscape Survey

Integrated Watershed Management
Planning Working Group

STAKEHOLDER PARTICIPANTS

Chair

Brianna Fordem, Anza-Borrego Foundation

Mark Stevens, Superintendent Borrego Unified School District
Betsy Knaak, Anza-Borrego Desert Natural History Association
Diane Johnson, Borrego Arts Institute
Mike Seley, Seley Ranches
Bill Berkley, Rams Hill Golf Resort
Dave Duncan, Borrego Springs Homeowners Association
Esmeralda Garcia, Working Families Representative
Lori Seagrim, Borrego Valley Endowment Fund
Susan Gilliland, Borrego Valley Endowment Fund
Ramien Shalizi, DeAnza Country Club
Dick Troy, Former Deputy Director California State Park
Kathy Dice, Borrego Water District

Integrated Watershed Management
Planning Working Group

SUBJECT EXPERTS

Danielle Dolan, Local Government Commission

Jim Dion, Executive Director Borrego Village Association

Rachel Ralston, LeSar Development Consultants

Kirby Brady, SD Regional EDC

Rebecca Falk, BS Sponsor Group

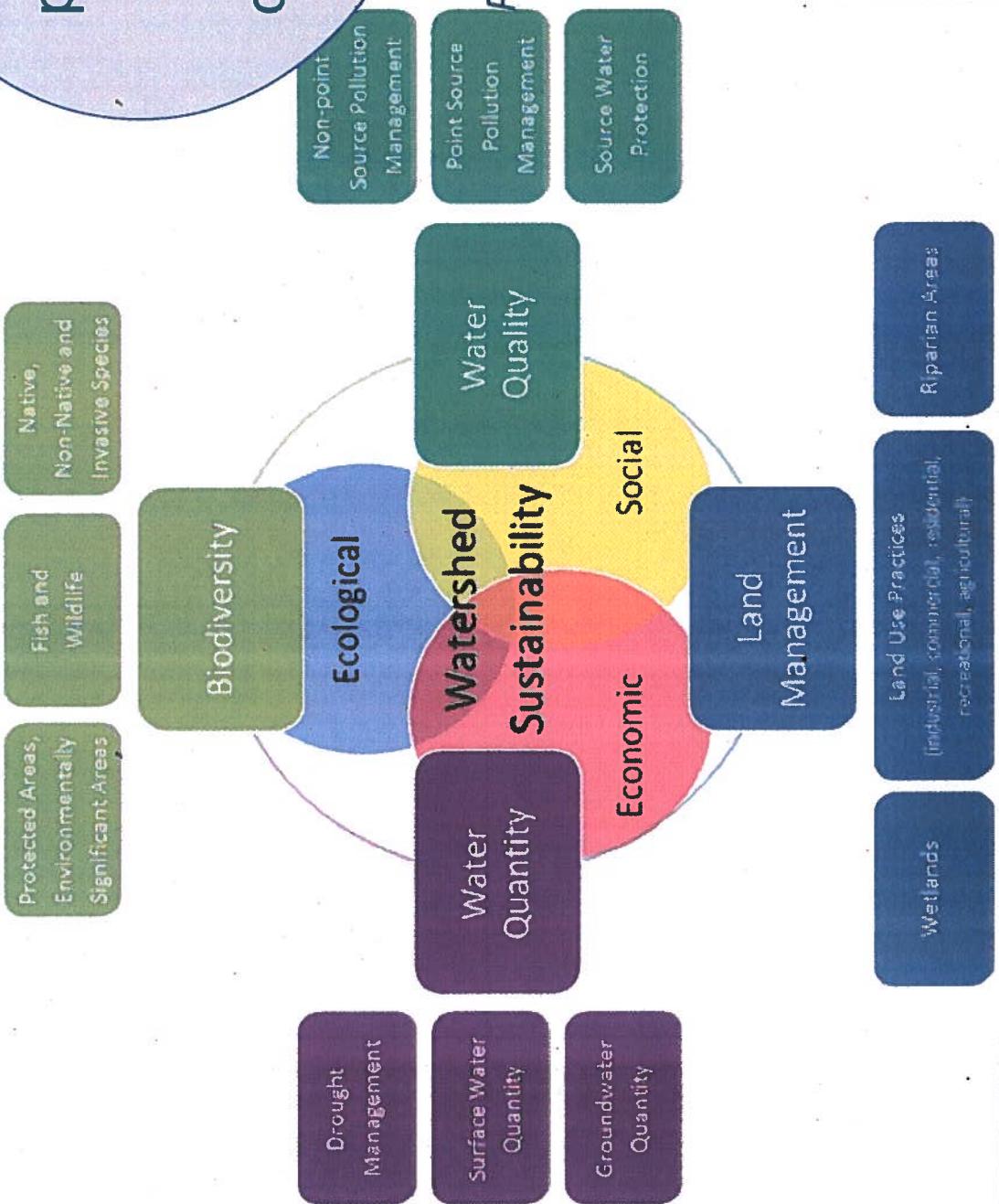
Vonn-Marie May, Cultural Landscape Survey

Integrated Watershed Management
Planning Working Group

What is integrated watershed-scale master planning?

“Putting down on paper the hopes, dreams, and aspirations a community holds for itself.”

- Michael Chandler,
Planning Commissioners Journal



How long does integrated watershed-scale master planning take?

PRE-PLANNING

“Rough Concept
Proposal”
→ “Detailed Grant
Application”
→ “Integrated
Comprehensive /
Master Plan”

Due Dec 31, 2019

Early to Mid 2020

Late 2020 through 2024

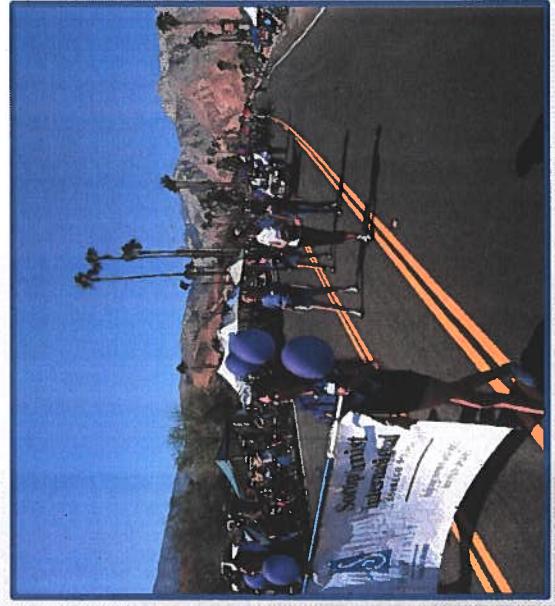
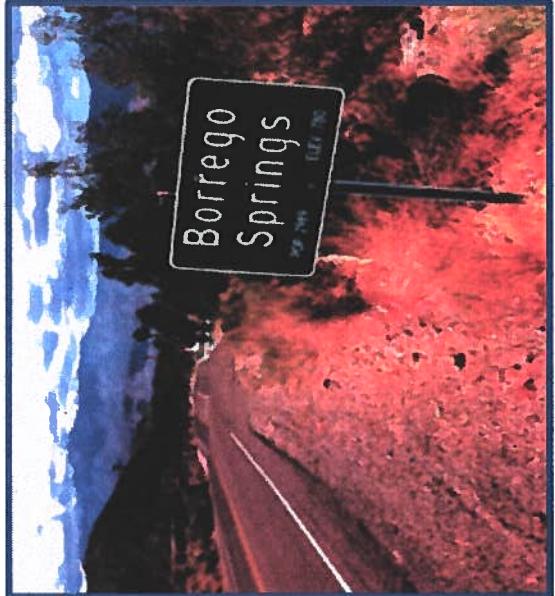
PLANNING

1. Build Partnership
2021-22
2. Characterize the watershed & identify needs.
3. Set goals and identify solutions
2022-24
4. Design an implementation program
2023-26
5. Implement the plan
2025-3
6. Measure progress and make adjustments

• • •

What is the outcome of integrated watershed-scale master planning?

- Shared Community Vision
- Roadmap to Achieve Community Vision
- Opportunity for Investment
- A *vibrant, thriving, sustainable & resilient community (and place) for all community members.*



GROWING WATER SMART

THE WATER-LAND USE NEXUS

ENSURING A PROSPEROUS FUTURE AND HEALTHY
WATERSHEDS THROUGH THE INTEGRATION OF
WATER RESOURCES AND LAND USE PLANNING.



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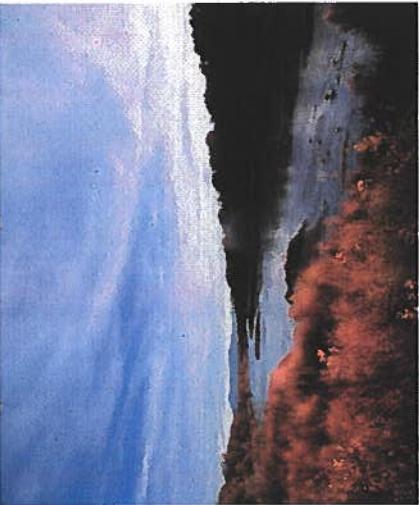
BABBITT CENTER
FOR LAND AND WATER POLICY
A Non-Profit Institute for Land and Water Policy

RECLAMATION

Managing Water in the West

Funding Opportunity Announcement No. BOR-DO-19-F-010

WaterSMART Cooperative Watershed Management Program Phase I Grants



U.S. Department of the Interior
Bureau of Reclamation
Policy and Administration
Denver, Colorado

September 2019

BUREAU OF RECLAMATION

WaterSMART Cooperative Watershed

Management Program Phase I Grants

BASICS:

- * Purpose is to create and support Watershed Orgs
- Due November 13, 2020
- \$100,000 / Over Two Years
- .Org Governance - By-Laws, Vision, Mission, Goals
- First Stage in multi-dimensional grant program

BUREAU OF RECLAMATION

definition of a Watershed Organization

- A “watershed group,” as defined in Section 6001(5) (see Section A.3. Statutory Authority for full citation) of the Cooperative Watershed Management Act (Act) is a grassroots, non-regulatory entity that addresses water availability and quality issues within the relevant watershed, is capable of promoting the sustainable use of water resources in the watershed, makes decisions on a consensus basis, and represents a diverse group of stakeholders, including hydroelectric producers, livestock grazing, timber production, land development, recreation or tourism, irrigated agriculture, the environment, municipal water supplies, private property owners, Federal, state and local governments, and tribes. (See Section 6001(5) of the Act for the statutory definition of a “watershed group”).

BUREAU OF RECLAMATION

Project Proposal

- Codify the Transition of the Borrego Valley Stewardship Council to the Anza-Borrego Desert Watershed Alliance
- Establish Vulnerabilities under GSP to help shape mission of the Alliance & roadmap for EcoDev Strategy
- Forge a course for merging land-use, sustainable groundwater management, and getourism inspired redevelopment goals / economic development strategy via a **VISION 2040 Planning Process**

BUREAU OF RECLAMATION

Project Proposal outcomes

- Local Government Commission to lead workshops to transition of the Stewardship Council into the Anza-Borrego Desert Watershed Alliance
- “On Board” Howard Blackson to initiate and lead the “Vision 2040” Integrated Land-Use Master Plan
- LDC & SD Regional EDC to initiate and lead vulnerability assessment and proposed EIFD / OZ EconDev Strategy

ANZA-BORREGO DESERT WATERSHED ALLIANCE

Consulting team: Danielle Dolan/LGC, Howard Blackson/CNU, Kirby Brady/EDC, Rachel Ralston/LDC, VMM/Cultural Landscape Specialist

Economic Development ← Bri Fordem, Chair IWM Working Group → GSP
Current Integrated Watershed Master Plan Working Group



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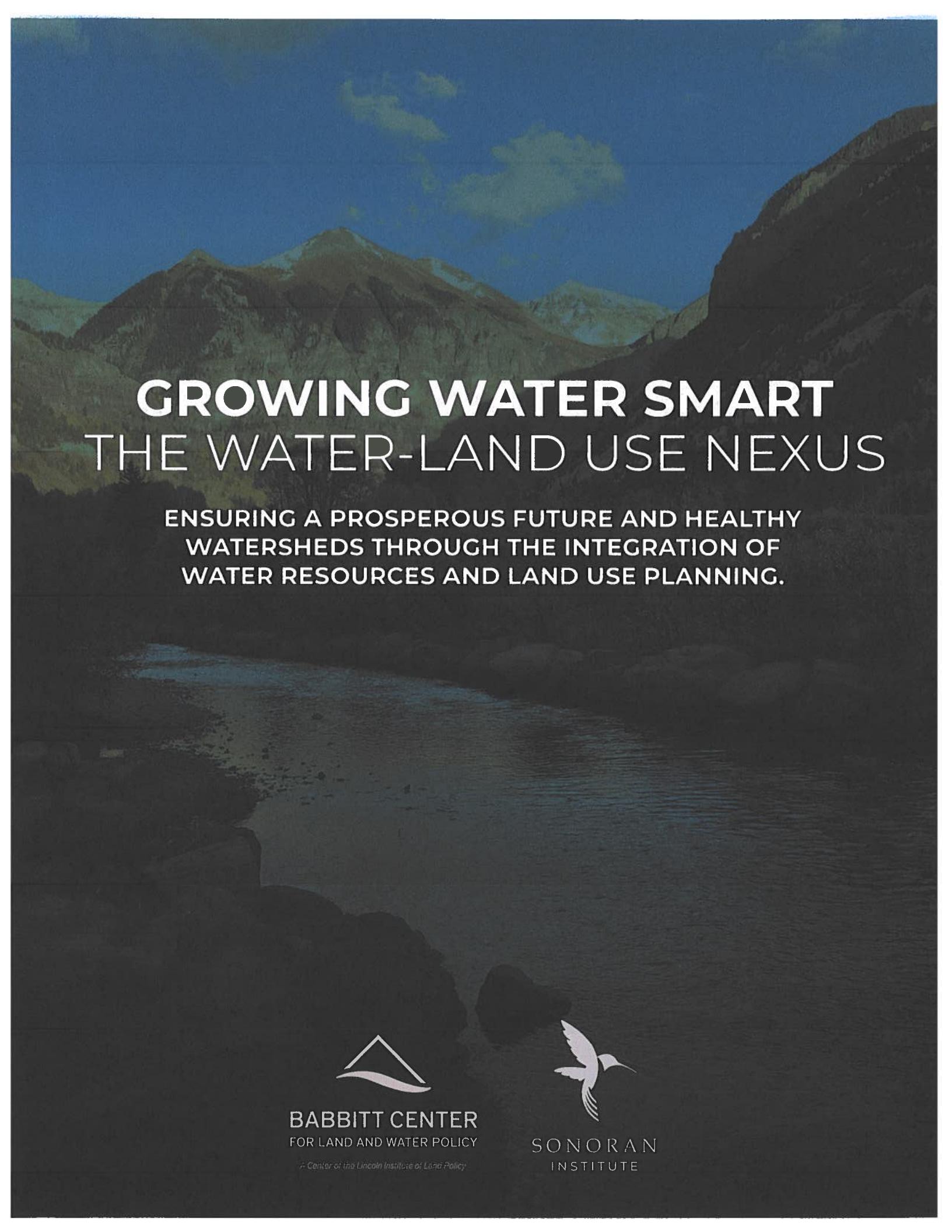
VULNERABILITY
ASSESSMENT
UNDERREPRESENTED
COMMUNITIES?
FUTURE OF GOLF?
IDENTIFYING ISSUES AT
THE INTERSECTION OF
WATER, LAND-USE,
ECONOMIC
DEVELOPMENT

GOVERNMENT
AGENCY ALLIES
& PARTNERS
FEDERAL
STATE
REGIONAL
COUNTY
TOWN
VISION 2040
PLANNING
PROCESS
GEOTOURISM?
NATURAL HISTORY
MUSEUM?
INTERNATIONAL
RESOURCE
MANAGEMENT
INSTITUTE?
SCIENCE CENTER?
DESTINATION GOLF?

ISSUE IDENTIFICATION

POTENTIAL PROJECTS

VISION 2040
PLANNING
PROCESS
GEOTOURISM?
NATURAL HISTORY
MUSEUM?
INTERNATIONAL
RESOURCE
MANAGEMENT
INSTITUTE?
SCIENCE CENTER?
DESTINATION GOLF?
ECON DEV
STRATEGY
IRWM
PLAN
VISION
2040 PLAN



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GROWING WATER SMART **THE WATER-LAND USE NEXUS**

**ENSURING A PROSPEROUS FUTURE AND
HEALTHY WATERSHEDS THROUGH
THE INTEGRATION OF WATER RESOURCES
AND LAND USE PLANNING.**

LED BY

SONORAN INSTITUTE

(JEREMY STAPLETON, HAROLD THOMAS, BRANDON RUIZ, CARA NASSAR)

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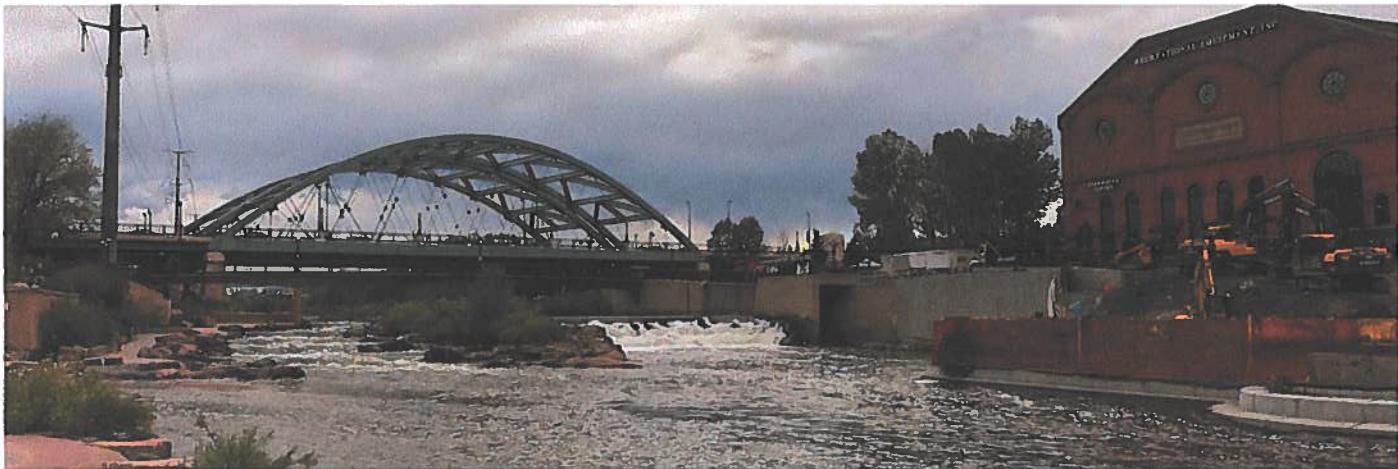
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ABOUT GROWING WATER SMART

The Sonoran Institute and Babbitt Center for Land and Water Policy's Growing Water Smart program introduces communities to the full range of communications, public engagement, planning, and policy implementation tools to realize their watershed health and community resiliency goals. Through Growing Water Smart, Colorado communities can learn how they can integrate land use and water planning.

ABOUT SONORAN INSTITUTE

The Sonoran Institute's mission is to connect people and communities with the natural resources that nourish and sustain them. We work at the nexus of commerce, community, and conservation to help people in the North American West build the communities they want to live in while preserving the values which brought them here. We envision a West where civil dialogue and collaboration are hallmarks of decision making, where people and wildlife live in harmony, and where clean water, air, and energy are assured.

ABOUT BABBITT CENTER

Water is the lifeblood of the American West. Land use decisions are made every day that shape our water future. Coordination of land and water use decisions is critical if we are to meet the current and future water needs of our people, economy, and environment. Given the important connection between land and water issues, the Lincoln Institute of Land Policy established the Babbitt Center for Land and Water Policy in 2017. The Babbitt Center will focus initially on the region dependent on one of the most heavily used and over allocated rivers in the world: the Colorado River. Our work begins in Arizona and Colorado, and will extend throughout the Colorado River Basin.

SHIFTING OUR FOCUS: FROM SUPPLY TO DEMAND SIDE MANAGEMENT

By 2050, Colorado's population is predicted to almost double in size putting pressure on our State's already limited water resources. A growing population can escalate the costs of operating local utilities, the need for enhanced and expanded infrastructure, and, if the water supply is constrained, the cost of acquiring new sources. In the past, water resource managers and water providers have turned to *supply side management* to meet growing demand by investing in water acquisition, treatment, and storage and distribution projects. However, these options come with a significant price tag and can be more resource intensive.

An alternative to these costly investments is more efficient use of existing supplies. Increasingly, communities are turning to *demand side management* - an approach that seeks to reduce the demand for water. A demand side approach generally includes:

- **WATER CONSERVATION:** Encouraging water users to reduce how much water they use by modifying behaviors
- **WATER EFFICIENCY:** Encouraging or requiring the use of technology, building or site designs that uses less water.
- **WATER REUSE:** Treating or converting grey and black water to replace or augment water supply.

One of the more promising strategies in water demand management is integrating land use planning with water conservation and efficiency. Communities throughout the West have found that by increasing development density, utilizing technological efficiencies, and aggressive conservation programs, they have been able to continue to grow without acquiring new supplies. Water smart land use planning can reduce the negative financial impacts of increased water demand through efficiency and conservation measures implemented prior to, during, and after construction. This approach increases the cost to benefit ratio of capital investments by using the same amount of water and infrastructure to serve more people per dollar spent. This approach not only benefits the environment and ensures a more sustainable future, it's also good for the triple bottom line.

COMMUNITY OPPORTUNITIES FOR INTEGRATING WATER AND LAND USE

The planning and regulatory mechanisms that guide how and where a community develops each provide an opportunity to strengthen the nexus between water and land use. Determining where to intervene will depend upon a community's political readiness and capacity, what water demand management initiatives have been initiated to date, and the level of aggressiveness desired in achieving water saving goals. The intervention opportunities include:

INTERVENTION POINT	MECHANISMS	PURPOSE
1. Planning & Policy Making	Water Plans Comprehensive Plans Capital Improvement Plans	Establishes goals and objectives for managing the intersection of natural resources and the built environment.
2. Pre-Development	Water Adequacy Requirements	Links new development to water supply planning.
3. At Development Review	Zoning and Subdivision Regulations Annexation Policies Planned Development Policies Development Agreements	Determines what water resource management, conservation and efficiency requirements are applied to development.
4. At Building & Construction	Building, Plumbing and Landscaping Codes	
5. Post-Occupancy Education	Conservation & Efficiency Incentives Outdoor Watering Restrictions Water Budgets & Auditing	Empowers and incentivizes homeowners and renters to reduce water consumption.

THE WATER-LAND USE NEXUS RESOURCE GUIDE

This resource guide is intended to help your community identify the most appropriate intervention points related directly to land use that will help you achieve your community's water resource management goals. It is divided into five sections.

SECTION 1 Planning & Policy Making

Summarizes the opportunities provided by integrating water and land use during planning processes.

SECTION 2 Adequate & Sustainable Water Supply Requirement

Provides a review of the State of Colorado's requirement for new developments to have an adequate and sustainable water supply.

SECTION 3 Water Smart Land Use Policy

Introduces planning principles that can make a community's development pattern water smart.

SECTION 4 Healthy & Resilient Watersheds

Provides guidance on how to protect your water supply to support community resilience and ecological systems.

SECTION 5 Conservation Rate Structuring

Summarizes how a utility can manage water demanded of households through market-based incentives and pricing mechanisms.

Each section includes:

1. A rationale for why a particular approach should be considered.
2. A case statement that provides justification for each approach and what water saving impacts can be expected.
3. A tool box of the particular policy or management actions a community can take to achieve water conservation and efficiency outcomes for this approach.

A resource list of where to find more information including community case studies and policy examples is included in the **Growing Water Smart Resource Appendix**.

SECTION 1: PLANNING & POLICY MAKING

The sustainability of a community is dependent upon the availability of water; consideration of future water needs must be integral to decision making.

CASE STATEMENT

The State of Colorado provides limited guidance for drafting policy to link land use and water in required plans. However comprehensive planning, water planning, and capital improvement planning are all interrelated. Integration of these planning processes will require breaking down the traditional planning and operational silos of different departments and agencies. Land use planners have focused on how much and what type of growth may take place in their communities while water resource managers have focused on ensuring adequate water availability. An integrated water resource and land use management approach can ensure:

- A community's vision for the future considers water and growth together.
- A water resource management plan and a capital improvement plan consistent with the vision for future land use and the community's sustainability and resilience goals.
- Development occurs in a way that protects the watershed including ecological functions and the quality and quantity of water supplies.

TOOLBOX: PLANNING

1. COMPREHENSIVE PLANNING

Comprehensive plans guide how a community will manage future land use and its implications for a wide variety of functions including: transportation networks, parks and open space, natural resources, housing, economic development, and future infrastructure needs. One of the greatest values of a comprehensive planning process is that it provides one of the few opportunities for a communitywide dialogue about the future.

By state statute, every municipality or county in Colorado is required to create a comprehensive or master plan. In Colorado, the State's comprehensive planning requirements for municipalities and counties allow for, but do not require a water element.¹ Integrating all water related goals into one plan or plan element ensures the complex interrelationships between water systems, human systems, and ecological processes are considered together. Comprehensive plans also offer an excellent educational opportunity in helping the community understand the:

- Projections for future population and drivers of growth.
- The type of development occurring in the community and where.
- The source, capacity, and conditions of a community's water supply, distribution systems, and water related infrastructure.
- Adequacy, sustainability, and vulnerability of the water supply.
- Health conditions of the watershed.
- Current programs and projects.
- The tradeoffs required to best achieve the community's goals.

A comprehensive plan can help a community identify opportunities to integrate water into traditionally land use focused comprehensive plans by including goals for:

- Water supply and demand management
- Wastewater treatment and disposal
- Watershed processes and health
- Floodplain and stormwater management
- Interagency coordination and collaboration

¹ California, Arizona, and New Mexico provide more guidance on integrating water into land use. To review content of the Arizona requirement visit <https://www.flagstaff.az.gov/1469/The-Plan>. To review content of the California optional element visit http://opr.ca.gov/docs/General_Plan_Guidelines_2003.pdf.

OFFICIAL RECORD
Clerk of the Board of Supervisors
County of San Diego

Exhibit No. B

Meeting Date: 10/10/19 Agenda No. 1D

Presented by: Rebecca Falk

BOS Meeting 10-16-19 on GSA Withdrawal

Rebecca Falk statement

3260 FLYING H RD, BORREGO SPRINGS

If you find the Borrego Valley efforts to comply with SGMA confusing, we do as well. I Chair The BSCSG, although I found out about this action on the BOS agenda only after the last SG meeting, so it did not come up for discussion by that body. I also was a member of the GSP Advisory Committee until its last meeting on 10/4/19, and attended all sessions in the last 2.5 years. I offer these thoughts from my perspective, having watched Borrego's response to SGMA as closely as I could. *R.F. The*

1. Stipulated Agreement Path to a Sustainable Water Plan: Even the ~~private~~ reason BWD is negotiating a ~~Stipulated Agreement~~ is in dispute. The County says BWD wanted it and that's why the County backed away from the public process, BWD says they were backed into working on a SA because the County wanted out of liability issues that came with a continued involvement in a GSA and a sustainable water plan for Borrego. **Bottom Line:**
2. The **Public Process is being bypassed** and a public resource, the sole source Borrego Valley aquifer, will likely be managed according to a privately negotiated agreement with the major pumpers, bypassing public participation that might have ensured more equitable water reduction, protections for municipal water use, true anti-hoarding measures and more, ~~matters that go well beyond setting the thorny matter of water rights~~.
3. I was there for every GSP AC meeting, representing the Sponsor Group, and I saw the County hydrogeologists attempt to be reasonable yet firm with farmers who didn't want to give needed basic information about how much water they pump. These are the same farmers who are currently overpumping our aquifer by about 2.5 times our sustainable water use and without whom there would be virtually no overdrafting at all. Without County involvement we wouldn't have finished even the basic basin setting and water monitoring program that is in the draft final GSP. **It was the farmers' refusal to cooperate that sent the public process into the private/secret negotiations for a Stipulated Agreement, and even at the final GSP AC meeting on 10/4,**

*under the idea
that water rights
had to be negotiated
in private;*

the farmers refused to endorse the draft final GSP, because they wanted to hold out for more concessions. Their negation of the public process has been and remains a winning strategy for them, and that will only be compounded by the County withdrawing from the GSA.

4. **The County hydrogeologists have provided unbiased expertise, gravitas, and an inclination toward public process that was important in the last 2.5 years of advisory committee meetings on the Groundwater Sustainability Plan.** County participation is sorely needed going forward. My preference would be for the public process to continue that was envisioned in SGMA and further elaborated and supported in the guidelines for SGMA related grants laid out by DWR. I want the County and BWD to continue as partners, fulfilling SGMA's intent and both the county's and BWD's responsibilities for the entwined paths of water use and land use. Whoever controls water, controls land use in the world we now live in, in which water is a precious resource, to be protected since life depends on it.
5. There is no need to clear the path for a stipulated agreement by withdrawing from the MOU that establishes the GSA with BWD. In fact, no path should be cleared! **If the Stipulated Agreement ends up violating County regulations or responsibilities, the County should be involved to make that case.** There can be no separation by the County from what happens with water in Borrego. To separate from the GSA only appears to protect the County's liability. Again, **whoever controls water, controls land use in the world in which we now live. There will be winners and losers in Borrego in terms of land use projects, so the Stipulated Agreement is critical to land use as it will determine who controls water.**
6. **Already those who sit at the table for the Stipulated Agreement discussions are planning their next moves, way before the public even knows what is being agreed to.**
7. **The County backing out of the GSA, backing out of its land use responsibility that is so entwined with water use, throws**

Borrego to the wolves—to those who have the money and are best situated to take advantage of the new limited water availability. These few will own Borrego and its future.

- 8. We need to think of protecting the only source of water for ~~the public, Borrego~~, so that the town is still there for the children of our children, and their children too, not just for the next twenty years.**
- 9. Please stay in the GSA and keep County staff involved in Borrego with how our water is managed. The County has not even had a chance to update our General Plan and Community Plan with protections required under SGMA. Borrego is vulnerable at this time and local resources are not enough to address all the issues on our own, nor do we have the jurisdiction to do so, for instance with the drilling of new wells.**
- 10. This is not a time to be careful with liability at the expense of protecting and planning the use of a precious resource that if squandered or mismanaged, will be a disaster for this important and well-loved part of San Diego County.]**