



Tuesday, March 21, 2023 at 1:00 PM
Valley Sanitary District Board Room
45500 Van Buren St., Indio, CA 92201

**COMMUNITY ENGAGEMENT
COMMITTEE MEETING
AGENDA**

Valley Sanitary District is open to the public and board meetings will be conducted in person. In addition to attending in person, members of the public may view and participate in meeting via the following:

Zoom link: <https://us06web.zoom.us/j/86840504648>

Meeting ID: 868 4050 4648

To address the Board of Directors during the virtual live session via zoom, please email the Clerk of the Board at hgould@valley-sanitary.org or, alternatively, during the specific agenda item or general comment period (i.e. non-agenda items), please use the "raise your hand" function in zoom in order to be recognized by the Clerk of the Board in order to provide comments in real time.

The Clerk of the Board will facilitate to the extent possible any email requests to provide oral testimony that are sent during the live meeting. Members of the public may provide Oral testimony in person or during the virtual live session and are limited to three minutes each. To address the Board in person please complete speaker request card located at in the Board Room and give it to the Clerk of the Board.

If you are unable to provide comments during the meeting, written public comments on agenda or non-agenda items may be submitted by email to the Clerk of the Board at hgould@valley-sanitary.org. Written comments must be received by the Clerk of the Board no later than 11:00 a.m. on the day of the meeting.

1. CALL TO ORDER
2. ROLL CALL
3. PLEDGE OF ALLEGIANCE
4. PUBLIC COMMENT
5. DISCUSSION / ACTION ITEMS
 - 5.1 [Approve Minutes for the January 17, 2023, Community Engagement Committee](#)

Recommendation: Approve

5.2 [Discuss Talking Points for Visit to Sacramento to Meet with State Legislators](#)

Recommendation: Discuss

5.3 [Discuss Proposition 218 Notice and Additional Opportunities to Educate Ratepayers of Proposed Rate Changes](#)

Recommendation: Discuss

5.4 [Presentation by Coachella Valley History Museum](#)

Recommendation: Discussion

5.5 [Presentation by Desert Recreation Foundation](#)

Recommendation: Discussion

6. COMMITTEE MEMBER ITEMS

7. ADJOURNMENT

*POSTED March 16, 2023
Holly Gould, Clerk of the Board
Valley Sanitary District*

PUBLIC NOTICE

In compliance with the Americans with Disabilities Act, access to the Board Room and Public Restrooms has been made. If you need special assistance to participate in this meeting, please contact Valley Sanitary District (760) 235-5400. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to this meeting (28 CFR 35.102-35.104 ADA TITLE II). All public records related to open session items contained on this Agenda are available upon request at the Administrative Office of Valley Sanitary District located at 45-500 Van Buren Street, Indio, CA 92201. Copies of public records are subject to fees and charges for reproduction.



Valley Sanitary District

DATE: March 21, 2023
TO: Community Engagement Committee
FROM: Beverli A. Marshall, General Manager
SUBJECT: Approve Minutes for the January 17, 2023, Community Engagement Committee

Suggested Action

Approve

Strategic Plan Compliance

GOAL 6: Improve Planning, Administration and Governance

Fiscal Impact

There is no fiscal impact from this item.

Environmental Review

This item does not qualify as a project for the purposes of CEQA.

Background

The minutes from the January 17, 2023, Community Engagement Committee meeting are presented for review and approval.

Recommendation

Approve the minutes from the January 17, 2023, Community Engagement Committee meeting.

Attachments

[17 Jan 2023 Meeting Minutes.pdf](#)

**VALLEY SANITARY DISTRICT
COMMUNITY ENGAGEMENT COMMITTEE
REGULAR MEETING MINUTES**

January 17, 2023

A meeting of the Valley Sanitary District (VSD) Community Engagement Committee was held at 45-500 Van Buren Street in Indio, California, on Tuesday, January 17, 2023.

1. CALL TO ORDER

Committee Member Scott Sear called the meeting to order at 1:02 p.m.

2. ROLL CALL

Directors Present:

Committee Member Mike Duran

Committee Member Scott Sear

Staff Present:

Beverli Marshall, General Manager, and Holly Gould, Clerk of the Board

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENT

This is the time set aside for public comment on any item not appearing on the agenda. Please notify the Secretary in advance of the meeting if you wish to speak on a non-hearing item.

None.

5. DISCUSSION / ACTION ITEMS

5.1 Select Committee Chairperson

Committee Member Mike Duran nominated Scott Sear as the Community Engagement Committee Chairperson for 2023.

5.2 Approve Minutes for the November 15, 2022, Community Engagement Committee

Committee member Duan motioned to approve the minutes of the Community Engagement Committee held on November 15, 2022. Chairperson Sear seconded the motion.

5.3 Identify Items for Future Meetings

The Committee discussed fine-tuning the purpose and goals of the Community Engagement Committee to include governance. The Committee would like to meet with Townsend and IFS before attending conferences when possible. The members also discussed being a point of contact during conferences. Staff will discuss expanding the Committee to include governance before the entire board. The Committee discussed ways of partnering with the Wild Bird Center for public outreach. Committee Member Duran requested that funds be put aside in the next

budget for this purpose. He also suggested becoming more active in Chamber of Commerce events. Beverli Marshall, General Manager, gave an update on the Coachella Valley History Museum project. She also informed the Committee that the table banners and easy-up have arrived and are on hand for any events. The Committee would like the next meeting in March to include talking points from Townsend before attending the Legislative Days Conference. Chairperson Sear requested new shirts for the Board of Directors.

6. ADJOURNMENT

There being no further business to discuss, the meeting adjourned at 1:49 p.m. The next regular committee meeting will be on March 21, 2023.

Respectfully submitted,
Holly Gould, Clerk of the Board
Valley Sanitary District



Valley Sanitary District

DATE: March 21, 2023
TO: Community Engagement Committee
FROM: Ron Buchwald, Interim General Manager/District Engineer
SUBJECT: Discuss Talking Points for Visit to Sacramento to Meet with State Legislators

Suggested Action

Discuss

Strategic Plan Compliance

GOAL 6: Improve Planning, Administration and Governance

Fiscal Impact

There is no fiscal impact.

Environmental Review

This item does not qualify as a project as defined by the California Environmental Quality Act (CEQA).

Background

President Canero, Secretary/Treasurer Sear and Dave Commons, Chief Operations Officer, will be meeting with representatives from Townsend Public Affairs and State legislators to discuss two main issues of concern (recycled water and biosolids conversion to fertilizer). Brochures on these items are attached to this report and will be used to hand out during meetings. This item is an opportunity for the Committee to discuss these and other proposed talking points. A draft itinerary will be shared with the committee as well.

Recommendation

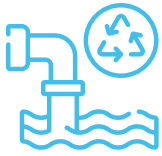
Staff recommends that the Committee members discuss proposed talking points for the visit to Sacramento to meet with State legislators.

Attachments

[Recycled Water Project 2023.pdf](#)

[VSD Recycled Water Project Phase II - One Pager.pdf](#)

[Biosolids Material Project 2023.pdf](#)



Recycled Water Project - Phase I

Developing a New and Reliable Water Source

Reusing water will allow the Coachella Valley to forge a more water-sustainable future. That's why Valley Sanitary District is working to recover highly treated wastewater that will produce a drought-proof supply and protect the local groundwater basin.

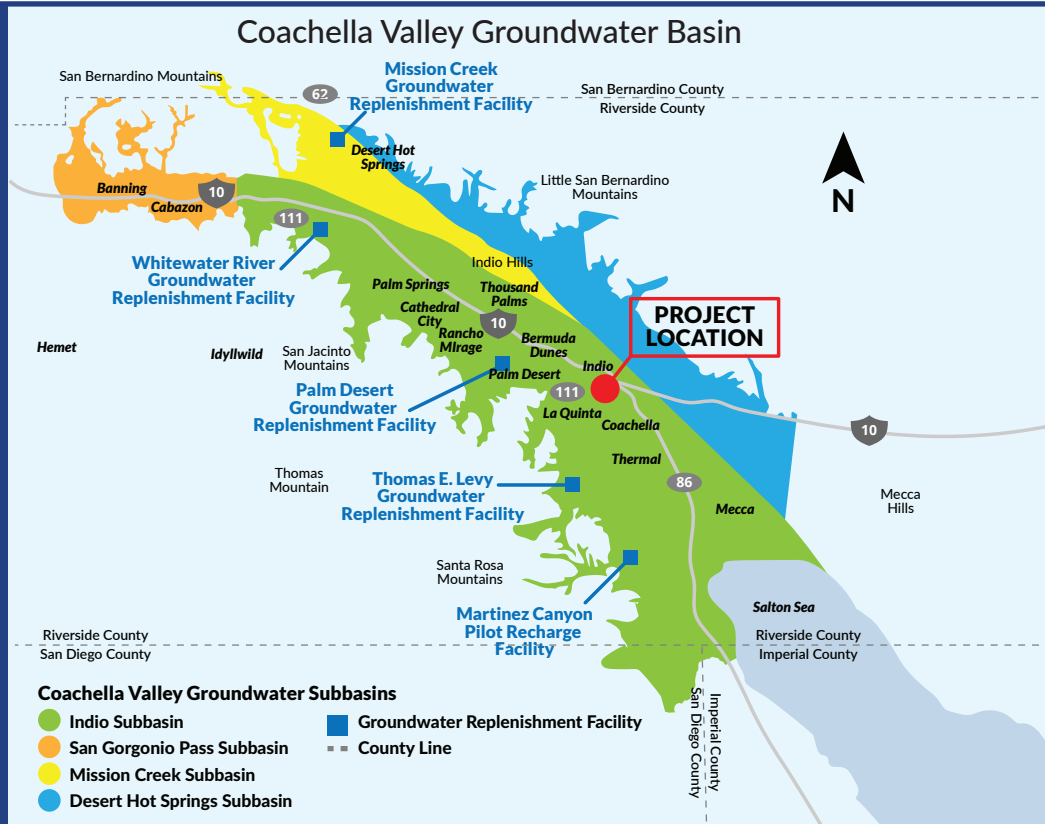


BACKGROUND

The District's Water Reclamation Facility serves more than **85,000** residential, commercial, and industrial customers in Indio, part of Coachella, La Quinta, and unincorporated areas of Riverside County. Built in the 1920s, the Water Reclamation Facility treats about **6 million gallons** of wastewater per day. The facility consists of more than **250 miles** of sanitary pipes and five pump stations. Most of the treated water is now released into the Whitewater Storm Channel.

Collaboration that benefits the region

The District and IWA formed the East Valley Reclamation Authority, a joint powers authority, to upgrade the Water Reclamation Facility. The improvements will allow advanced treatment of water that would then be injected into the Coachella Valley Groundwater Basin, a vital drinking water resource.



PHASE I

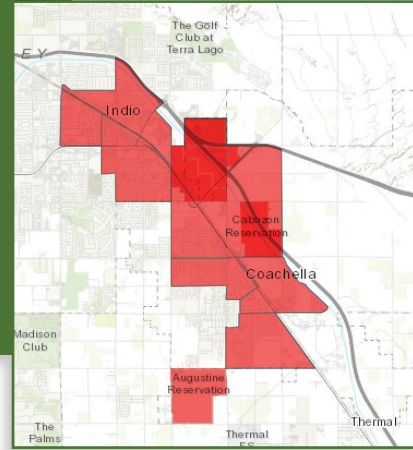
In Phase I, the Recycled Water Project will upgrade equipment at the Water Reclamation Facility. The completion of the project in Phase III will provide a needed boost to the Coachella Valley Groundwater Basin and reduce the region's dependence on imported water. In addition to the Phase I upgrades for redundancy and resiliency, the plant will increase its production of methane and to offset the need for costly natural gas and will work with the City of Indio to take fats, oils, and grease (FOG) and food waste from local restaurants to increase renewable energy production.



Benefits to Communities in Need

The Recycled Water Project is a creative water supply solution that will aid disadvantaged communities in the service area, particularly in the City of Indio. The City of Indio has three disadvantaged communities and one that overlaps with Coachella. **More than 17% of Indio's population lives in poverty.**

Data: www.census.gov/quickfacts/fact/table/indiocitycalifornia,riversidecountycalifornia



PHASE I MILESTONES



Phase I started in 2019

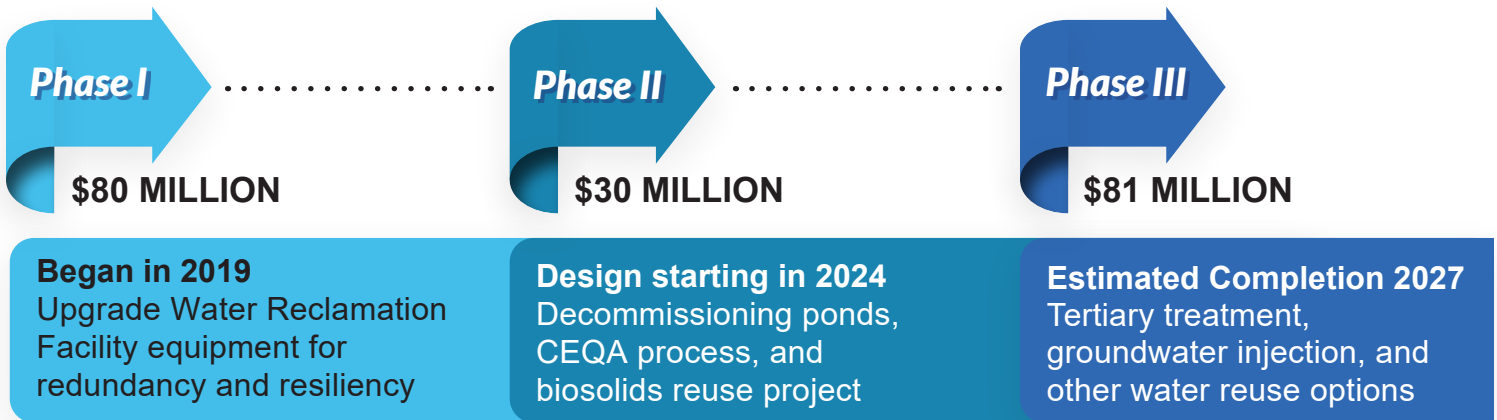


Design and financing completed in 2022



Construction to be completed in 2025

ESTIMATED PROJECT COSTS



FUNDING STATUS

Valley Sanitary District is pursuing public and private sector sources to cover construction costs. Without receiving dedicated funding from the county, state, and federal governments, Valley Sanitary District ratepayers will shoulder the burden of significant rate increases to complete these critical water system projects.

Valley Sanitary District requests legislative assistance with funding for this project.



For more information, contact Ron Buchwald, District Engineer, at rbuchwald@valley-sanitary.org or 760-238-5400, or visit us online at www.valley-sanitary.org/east-valley-reclamation-authority.



Giving Water Another Chance

Recycled Water Project Phase II

Valley Sanitary District

Project Background:

Valley Sanitary District's (District) Water Reclamation Facility serves more than 90,000 residential, commercial, and industrial customers in Indio, part of Coachella, some unincorporated areas and land owned by the Cabazon Band of Mission Indians. Built in the 1920s, the Water Reclamation Facility treats about 6 million gallons of wastewater per day. Most of the treated water is now released into the Whitewater Storm Channel. The Recycled Water Project will recover highly treated wastewater and produce a drought-proof water supply to protect the local groundwater basin. The Phase II project scope includes:

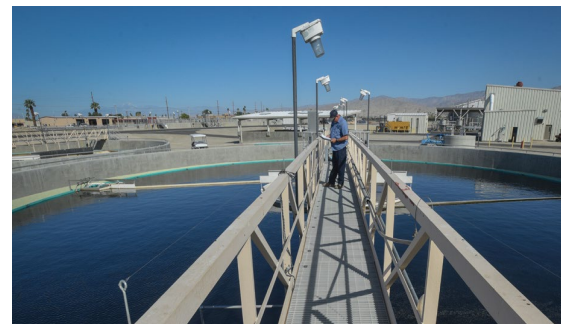
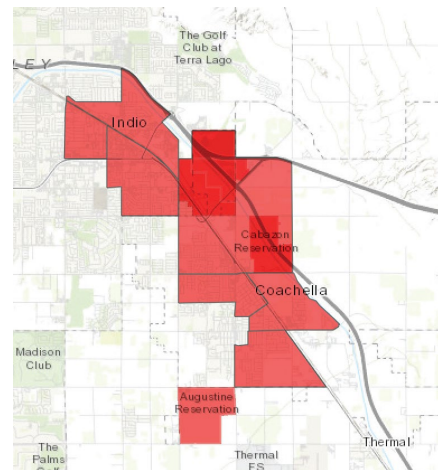
- A. **Preliminary Design** of water recycling facilities
- B. **Environmental Compliance and Analysis** of project

Phase I of the Recycled Water Project is currently underway, with studies confirming the feasibility and benefits of the project. At Phase III and full buildout, the project will include the construction of tertiary treatment processes, direct groundwater injection of recycled water, and other water reuse opportunities.

Total Estimated Cost of Phase II: \$2,000,000

Community Benefit:

1. **Disadvantaged Communities:** The project will create a water supply solution that will aid disadvantaged communities in the District's service area, particularly in the City of Indio. The District's service area is almost entirely composed of disadvantaged communities.
2. **Climate Change Resiliency:** The project will allow advanced treatment of water that would then be injected into the Coachella Valley Groundwater Basin, a vital drinking water resource for the entire region. The water produced will be drought-proof and a renewable source that can be stored and accessed year-round.
3. **Reduced Dependence on Imported Water:** Investments in the regional water recycling field in the Coachella Valley will produce new sources of drinking water and will decrease the pressure on our imported water supplies from the Sacramento - San Joaquin River Delta as well as the Colorado River.



Valley Sanitary District Sustainable Biosolids Management Project

\$2.6 Million Estimated Financing Need

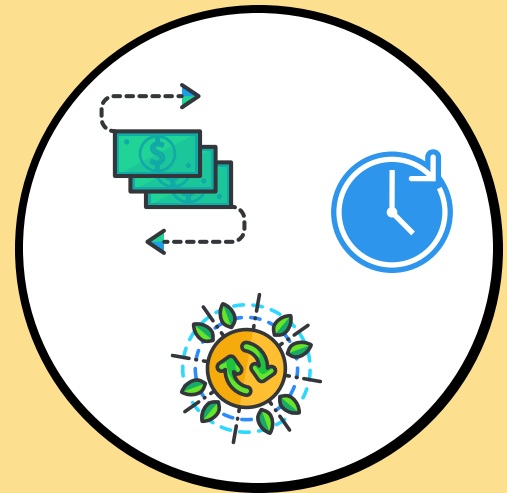


Challenges: Long-Term Solution

- Rising cost of hauling and permitting
- Diversion from landfill required
- Regulatory pressure to find beneficial uses
- Requires time and storage space
- No local or regional alternatives

Project: Organic Material Recovery

- High-quality crops and increased yields
- Enrich and condition soil
- Carbon reduces need for irrigation water
- Lower carbon footprint with local uses
- Low-cost compared to synthetic solutions



2022: Select Product & Partnership

- District selected Lystek International
- Liquid fertilizer for crop application
- Feasibility analysis in progress to identify site location and construction cost



Valley Sanitary District Sustainable Biosolids Management Project

\$2.6 Million Estimated Financing Need



2023: Project Design

- Identify site location
- Determine energy use and sources
- Design system for current and future needs
- Environmental and permit processes
- Community engagement

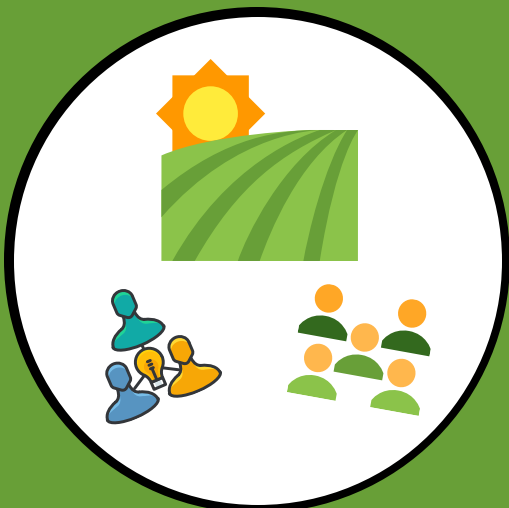
2024: Construction

- Continue current process during construction
- Engage local farmers and potential product users
- Run system in parallel with current process
- Dismantle outdated process after test phase completed



2025: Regional Expansion

- Approach local agencies for partnerships
- Develop regional partnerships through word-of-mouth and industry presentations
- Expand product availability outside of Coachella Valley





Valley Sanitary District

DATE: March 21, 2023
TO: Community Engagement Committee
FROM: Jeanette Juarez, Chief Administrative Officer
SUBJECT: Discuss Proposition 218 Notice and Additional Opportunities to Educate Ratepayers of Proposed Rate Changes

Suggested Action

Discuss

Strategic Plan Compliance

GOAL 4: Increase Community Understanding and Support

Fiscal Impact

There is no fiscal impact to this report.

Environmental Review

This item does not qualify as a project as defined by the California Environmental Quality Act (CEQA).

Background

On March 14, 2023, at the regular Board of Directors meeting, the Board of Directors approved the Notice of Public Hearing set for Tuesday, May 23, 2023. The Public Hearing will be held to consider the proposed rates described in the Proposition 218 notice mailed to property owners of record within the District's service area. Attached to this report is the sample Proposition 218 notice.

Staff requests guidance from the Community Engagement Committee regarding public outreach of the rate study, proposed rates, Proposition 218 notices, and upcoming public hearings. Staff would like direction and support in acquiring marketing services to facilitate communication of the forthcoming changes and the benefits the changes will provide the District's ratepayers. The Board of Directors is committed to transparency and regular communication with its constituents. Hiring a marketing firm that can increase awareness and provide communication through multiple mediums will assist in reaching as many customers as possible beyond Proposition 218 notice requirements. The marketing

consultant service can use email, webinars, blogs, demo videos, social media posts, and more to communicate the upcoming changes and benefits. The cost of doing business is increasing across many industries. Customers are typically more understanding when informed of the "why" behind changes and told in advance. The marketing consultant will tailor the communications to help customers understand why these changes are necessary and the short and long-term benefits to the community.

Recommendation

Staff recommends that the Committee members discuss the Proposition 218 Notice and additional opportunities to educate ratepayers of the proposed rate changes and provide direction.

Attachments

[Prop 218 Notice 2023.docx](#)



45-500 Van Buren Street
Indio, CA 92201

Notice of Public Hearing Proposed Sewer Rates

Date: May 23, 2023

Time: 1:00 p.m.

Location: Valley Sanitary District
45-500 Van Buren Street, Indio, CA 92201

All members of the public are welcome to participate in the public hearing. At the hearing, the Board will hear all comments from the public and consider written comments and protests. After the hearing, if the number of protests represents a majority of parcels, the Board will not impose the proposed rates. If the protests do not represent a majority of parcels, the Board may adopt the proposed rates.

If adopted, the new rates will become effective July 1, 2023, with increases each July 1 through and including July 1, 2027.

For more information, call 760-238-5400.

Aviso de Audiencia Pública Tarifas de alcantarillado propuestas

Fecha: May 23, 2023

Hora: 1:00 p.m.

Ubicación: Valley Sanitary District
45-500 Van Buren Street, Indio, CA 92201

Todos los miembros del público son bienvenidos a participar en la audiencia pública. En la audiencia, la Junta escuchará todos los comentarios del público y considerará los comentarios escritos y las protestas. Después de la audiencia, si el número de protestas representa la mayoría de las parcelas, la Junta no impondrá las tarifas propuestas. Si las protestas no representan la mayoría de las parcelas, la Junta puede adoptar las tarifas propuestas.

Si se adoptan, las nuevas tarifas entrarán en vigencia el 1 de julio de 2023, con aumentos cada 1 de julio hasta el 1 de julio de 2027.

Why is a rate increase needed?

At least once every five years, VSD reviews its costs and customer profile to identify what its operating, maintenance, and future costs are and how those costs need to be allocated fairly in proportion to each customer type. The rates are being updated to reflect the current cost of collecting, treating, reusing, and discharging wastewater and its byproducts as well as plan for infrastructure needed to meet future regulatory and permit requirements.

While VSD strives to control costs, plan for future needs, and provide a high level of service to its customers, increasing costs, replacement of aging infrastructure, and changing regulatory demands require increased funding.

As part of its commitment to transparency, responsibility, integrity, and diversity, the Board of Directors is providing this information, in both English and Spanish, to educate the community and seek input that can be used to make the best decision for VSD and its ratepayers.

A copy of the rate study is available at the District office and on the District's website at www.valley-sanitary.org.

Para obtener más información, llame al 760-238-5400.

¿Por Qué Es Necesario Un Aumento De Tarifas?

Al menos una vez cada cinco años, VSD revisa sus costos y el perfil del cliente para identificar cuáles son sus costos operativos, de mantenimiento y futuros y cómo esos costos deben asignarse de manera justa en proporción a cada tipo de cliente. Las tarifas se están actualizando para reflejar el costo actual de recolectar, tratar, reutilizar y descargar aguas residuales y sus subproductos, así como planificar la infraestructura necesaria para cumplir con los futuros requisitos reglamentarios y de permisos.

Mientras VSD se esfuerza por controlar los costos, planificar las necesidades futuras y proporcionar un alto nivel de servicio a sus clientes, el aumento de los costos, el reemplazo de la infraestructura obsoleta y las cambiantes demandas regulatorias requieren una mayor financiación.

Como parte de su compromiso con la transparencia, la responsabilidad, la integridad y la diversidad, la Junta Directiva proporciona esta información, tanto en inglés como en español, para educar a la comunidad y buscar información que pueda usarse para tomar la mejor decisión para VSD y sus contribuyentes.

Una copia del estudio está disponible en la oficina del Distrito y en el sitio web del Distrito www.valley-sanitary.org.

Critical Infrastructure Projects Proyectos de Infraestructura Crítica



Recycled Water – Phase I

Agua reciclada – Fase I



Collection System Rehab – Phase I

Rehabilitación del sistema de cobro – Fase I



Influent Pump Station Rehab

Rehabilitación de la estación de bombeo de afluentes

Proposed Annual Sewer Rate Schedule July 1, 2023 – June 30, 2028

Programa anual propuesto de tarifas de alcantarillado 1 de julio de 2023 - 30 de junio de 2028

Annual Sewer Rate Schedule	Current	FY 2023/24	FY 2024/25	FY 2025/26	FY 2026/27	FY 2027/28
Programa Anualde Tarifas de Alcantarillado	Ahora					
Fixed Service Charges (Cargo Por Servicio Fijo)						
Residential		Rates Per EDU or Account				
Single-Family Residential (Unifamiliar)	\$385.56	\$591.82	\$798.96	\$1,078.60	\$1,294.32	\$1,488.47
Multi-Family Residential (Multifamilia)	\$168.75	\$269.26	\$363.50	\$490.73	\$588.88	\$677.21
Mobile Home (Casas Moviles)	\$203.94	\$300.49	\$405.66	\$547.64	\$657.17	\$755.75
RV Park (Parque RV)	\$158.91	\$228.25	\$308.14	\$415.99	\$499.19	\$574.07
Non-Residential		Rates Per EDU				
Commercial - Low Strength (Baja Resistencia)	\$223.91	\$355.34	\$479.71	\$647.61	\$777.13	\$893.70
Commercial - High Strength (Alta Resistencia)	\$682.88	\$1,076.04	\$1,452.65	\$1,961.08	\$2,353.30	\$2,706.30
Volumetric Rate (Tasa Volumetrica)						
Residential		\$/HCF - Average Winter Water Consumption (\$ por hcf consumo medio de agua en invierno)				
Single-Family Residential (Unifamiliar)	\$1.10	\$1.69	\$2.29	\$3.09	\$3.71	\$4.27
Multi-Family Residential (Multifamilia)	\$1.10	\$1.69	\$2.29	\$3.09	\$3.71	\$4.27
Mobile Home (Casas Moviles)	\$1.10	\$1.69	\$2.29	\$3.09	\$3.71	\$4.27
Non-Residential		\$/HCF - Annual Water Consumption (\$/hcf del consume de agua anualizado)				
RV Park (Parque RV)	\$1.23	\$1.77	\$2.39	\$3.23	\$3.88	\$4.46
Commercial - Low Strength (Baja Resistencia)	\$0.99	\$1.57	\$2.12	\$2.86	\$3.43	\$3.94
Commercial - High Strength (Alta Resistencia)	\$2.25	\$3.55	\$4.79	\$6.47	\$7.76	\$8.92

How are the rates determined?

Wastewater rates include both fixed and volumetric charges. Approximately 70% of wastewater collection and treatment costs are fixed and include operation and maintenance of the collection system and treatment plant as well as the capital improvements needed to maintain these systems and meet permit requirements.

Single-Family, Multi-Family, and Timeshare units are charged based on equivalent dwelling units, while Mobile Home and RV Parks are charged based on the number of lots.

The revenue requirement for each customer class is determined by multiplying the total revenue requirements by allocation factors specific to each customer class, including the estimated effluent volume, effluent strength, and the total number of accounts.

Effluent strength is measured by two factors: biochemical oxygen demand and total suspended solids. While residential customers are assumed to have “normal” strength effluent, commercial customers are assigned to either low/medium-strength or high-strength categories. High-strength commercial customers, who have higher treatment plant costs, have correspondingly higher charges.

Volumetric charges for Single-Family, Multi-Family, and Mobile Home customers are calculated based on each customer's *average winter water consumption*. For RV parks and non-residential customers, the volumetric charge will be based on *annual water consumption*. That volume is then multiplied by the volumetric rate for each customer class.

Cómo se determinan las tarifas?

Las tarifas de aguas residuales incluyen cargos fijos y volumétricos. Aproximadamente el 70% de los costos de recolección y tratamiento de aguas residuales son fijos e incluyen la operación y mantenimiento del sistema de recolección y la planta de tratamiento, así como las mejoras de capital necesarias para mantener los sistemas y cumplir con los requisitos de el permiso.

Las unidades unifamiliares, multifamiliares y de tiempo compartido se cobran en función de las unidades de vivienda equivalentes, mientras que los parques de casas móviles y parques RV se cobran según la cantidad de lotes.

El requisito de ingresos para cada clase de cliente se determina multiplicando los requisitos de ingresos totales por factores de asignación específicos para cada clase de cliente, incluido el volumen de efluente estimado, la fuerza del efluente y el número total de cuentas.

La fuerza del efluente se mide por dos factores: la demanda bioquímica de oxígeno y el total de sólidos en suspensión. Se supone que los clientes residenciales tienen efluentes de intensidad “normal”, los clientes comerciales se asignan a categorías de intensidad baja / media o alta. Los clientes comerciales de gran fuerza, que tienen costos de planta de tratamiento más altos, tienen tarifas correspondientemente más altas.

Los cargos volumétricos para los clientes de casas unifamiliares, multifamiliares y casas móviles se calculan en función del consumo promedio de agua en invierno de cada cliente en función de uso de agua. Para los parques RV y los clientes no residenciales, el cargo volumétrico se basará en el consumo anual de agua. Luego, ese volumen se multiplica por la tasa volumétrica para cada clase de cliente.

How to voice your opinion:

The property owner of record or tenant may submit to the District a written protest on the proposed rate increase. It must be received at or before the time set for the public hearing.

Protests must contain the following information:

- ✓ a description of the property (parcel #);
- ✓ state if you are the property owner of record or tenant; and
- ✓ the parcel owner's or tenant's signature.

The Board will count only one written protest per parcel. If the protests represent a majority of parcels, the Board will not impose the increase. If there is no majority protest, the Board may vote to adopt the proposed rates.

Mail or deliver written protests to:

Board of Directors, Valley Sanitary District
45-500 Van Buren Street, Indio, CA 92201

Cómo expresar tu opinión:

El dueño de la propiedad registrado o el inquilino puede presentar al Distrito una protesta por escrito sobre el aumento de tarifa propuesta. Debe recibirse en o antes de la hora fijada para la audiencia pública. Las protestas deben contener la siguiente información:

- ✓ una descripción de la propiedad (número de parcela);
- ✓ si usted es el propietario registrado o el inquilino; y
- ✓ la firma del propietario o inquilino de la parcela.

La Junta presentará una protesta por escrito por parcela. Si las protestas representan la mayoría de las parcelas, la Junta no impondrá el aumento. Si no hay una protesta mayoritaria, la Junta puede votar para adoptar las tarifas propuestas. Envíe o entregue las protestas por escrito a:

Board of Directors, Valley Sanitary District,



Valley Sanitary District

DATE: March 21, 2023
TO: Board of Directors
FROM: Ron Buchwald, District Engineer
SUBJECT: Presentation by Coachella Valley History Museum

Suggested Action

Discussion

Strategic Plan Compliance

GOAL 4: Increase Community Understanding and Support

Fiscal Impact

There is no fiscal impact.

Environmental Review

This item does not qualify as a project as defined by the California Environmental Quality Act (CEQA).

Background

As part of the Strategic Plan process, the Board identified Goal 4: Increase Community Understanding and Support. Staff has taken numerous steps to further this goal: Facebook page, annual newsletter, comprehensive bi-lingual Prop 218 notification, rebranding, community engagement committee, and contract with CV Strategies to develop and implement a community outreach and education plan.

The Coachella Valley History Museum, located in Indio, has approximately 5,000 in-person visitors each year and another 2,800 attendees at private events. More than half of the in-person visitors are through the 3rd Grade education program from local schools. In addition to the in-person visitors and private event attendees, the Museum has approximately 70,000 interactions with the public through its social media platforms (Facebook, Instagram, Google).

At the VSD Board retreat, there was a discussion about partnering with the Coachella Valley History Museum, specifically around the “outhouse” to reach the community about the history of water and water quality in Indio and the greater Coachella Valley. In response to this discussion, President Sear set up a meeting with the Museum to see if they would be interested in a partnership opportunity. As part of the discussion, staff requested that the Museum prepare a proposal on what it would need to: 1) include wastewater education to their existing programs, 2) establish an exhibit around the “outhouse”, and 3) allow VSD to host its Platinum Jubilee (Centennial) anniversary event at the Museum.

At the February 8, 2022, meeting, the Board of Directors authorized a three-year contract with the Museum effective March 1, 2022. Today's presentation is to discuss the first year of the program.

Recommendation

Staff recommends that the Board of Directors receive and file the presentation by the Coachella Valley History Museum as information.



Valley Sanitary District

DATE: March 21, 2023
TO: Board of Directors
FROM: Ron Buchwald, District Engineer
SUBJECT: Presentation by Desert Recreation Foundation

Suggested Action

Discussion

Strategic Plan Compliance

GOAL 4: Increase Community Understanding and Support

Fiscal Impact

There is no fiscal impact to this report.

Environmental Review

This item does not qualify as a project as defined by the California Environmental Quality Act (CEQA).

Background

On February 14, 2023, Marcos and Andres Coronel from the Desert Recreation Foundation presented a sponsorship opportunity to support the Desert Recreation Foundation's Bowling Tournament Fundraiser. The Desert Recreation Foundation raises funds to ensure that all Coachella Valley residents have access to quality recreational resources, facilities, parks, and programs. The Board of Directors approved support for the Bowling Tournament Fundraiser as a Pin Head Sponsor for \$2,500. Funding for the sponsorship will be paid through property tax assessment revenue.

Andres Coronel from the Desert Recreation Foundation will provide a brief update on the bowling partnership and future events to the Community Engagement Committee.

Recommendation

Staff recommends that the Board of Directors receive and file the presentation by the Desert Recreation Foundation as information.

Attachments

[DFR_Bowling_Tournament_Fundraiser_2023_FNL.pdf](#)

DESERT RECREATION FOUNDATION



Bowling Tournament Fundraiser

Proceeds Benefit Parks & Recreation Access to All!

► **Wednesday, March 29, 2023** ◀
Fantasy Lanes, Indio

Check-in opens at 5:30 p.m. • Bowling begins at 6 p.m.
\$500 per lane/team of up to 5 bowlers
(includes shoe rental, food and soft drinks)

Raffle • Prizes • 50/50 Drawing

**Register online at DesertRecreationFoundation.org
or call Desert Recreation Foundation at (760) 347-3484**

Desert Recreation Foundation believes parks, recreation opportunities, and learning programs should be available to everyone in our community, no matter their income level or ability.



Desert Recreation Foundation is
a 501(c)3 organization. Tax ID# 91-2143285



HEAD PIN SPONSOR: \$2,500

- Name or logo on signage night of the event
- Recognition at event
- Winners podium presentation participation and photo opportunity which will be featured on social media
- Opportunity to provide promotional materials to participants at event
- Prominent name or logo featured on banners, email blasts, promotional flyer & signage, and webpage prior to event
- Team of five

STRIKE SPONSOR: \$1,000

- Name or logo on signage night of the event
- Recognition at event
- Logo featured on banners, email blasts, promotional flyer & signage, and webpage prior to event
- Social media call out with photo of your team night of event
- Team of five

LANE SPONSOR: \$500

- Name or logo on signage night of the event
- Recognition at the event
- Opportunity for two representatives from your organization to attend the event and cheer your lane on!
- We will place bowlers in your sponsored lane to compete in your name

TEAM SPONSOR: \$500

- Name or logo on signage night of the event
- Team of five

FRIEND OF THE FOUNDATION (ANY CASH DONATION)

- Name listed as a Friend of the Tournament contributor on signage at the event

Sponsorship Level Team Name

Business Name

_____ _____
Main Contact Contact Title

_____ _____ _____ _____
Business Address City State ZIP

_____ _____ _____
Phone Number Email Web Address

Please make Payable to Desert Recreation Foundation
45-305 Oasis St, Indio, CA 92201
Fax: (760) 347-4660 | Call: (760) 347-3484
Email completed form to: Info@drfcv.org

Desert Recreation Foundation is a 501(c)3 non-profit organization Tax ID# 91-2143285 supporting the programs and services of the Desert Recreation District.



TEAM LANE: \$500

- Team of five

Team Name _____

Main Contact _____

Contact Title _____

Address _____

City _____

State _____

ZIP _____

Phone Number _____

Email _____

Player 1 Name _____

Player 2 Name _____

Player 3 Name _____

Player 4 Name _____

Player 5 Name _____

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