

# Youth Outreach

SANTA MARGARITA  
Groundwater Agency

Kelly Krotcov  
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# Overview

- ▶ Why young people
- ▶ Audience matrix
- ▶ Ideas considered
- ▶ Groundwater Steward Program



# Why Youth?

- ▶ Expand age diversity
- ▶ Provide alternative ways to engage
- ▶ Foster future engagement



# Audience Matrix

## ► Categorized by life stage

- Goals
- Benefits
- Alliances
- Motivations
- Challenges

- <6 years old
- Elementary
- Middle School
- High School
- Jr. College / University (18-26)
- Young Professionals (<40)
- Young Parents (<40)
- Young Business Owners (<40)

## Youth Outreach Goals

### General Knowledge

*Basic Understanding, Broad audience, Raise Awareness of GSP Development, Potentially Increase Participation*

#### Socially Distanced

Present Basic Knowledge through Social Media



Giveaways / Prizes



Survey: what do they know now



Virtual Basin Tour



Online Art Contest



Gaming



#### In-person

Pop-up museum



Leadership Programs



Academic/Educational opportunities through schools &/or homeschools



Outreach at Existing Locations: info display, activity, game, video or table at Henry Cowell Nature Center, library, or Marine Sanctuary



Art/bookmark contest



Video series specially made for SMGB



Mentorships



Water Awareness Sign



Guided Hikes



Jr. Water Steward Program



### Input for GSP

*In-depth Understanding, Focused audience*

#### Socially Distanced

What: Groundwater Steward Program

How Many: 5-10 individuals

Why: To educate & engage a younger, more diverse public & to encourage them to critically think about balancing the needs of the agency in a way that can inform the current GSP (i.e. Margaritaville game)

When: Summer 2020+

How: Majority of program online & self-paced education/discussion with 1-2 in person (or video based) meetings, mediated by SMGWA



#### Potential Targeted Age Range

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# General Knowledge: Socially Distanced

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through Social Media



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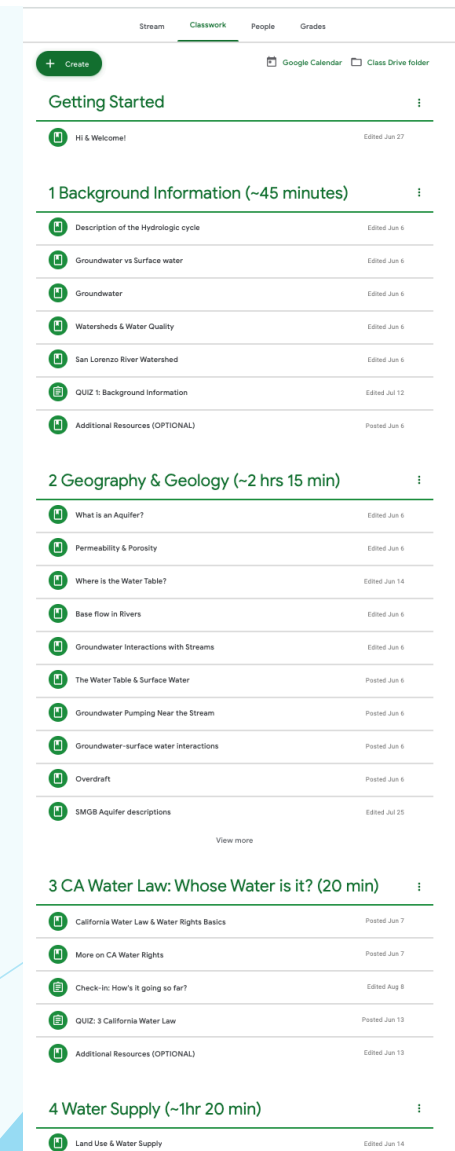


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# Groundwater Steward Program

- ▶ Self-paced educational online classroom
  - ▶ Videos, articles, Interactive quizzes, discussions, & live game-play (Margaritaville)
- ▶ Goals:
  1. Encourage critical thinking about balancing the needs of the agency to help inform the current GSP
  2. Engage younger audience & expand understanding





# Topics

- ▶ Background
- ▶ Geography & geology
- ▶ CA water law
- ▶ Water supply: Growth, climate change, water quality, & costs
- ▶ Why does this all matter?
- ▶ Current water legislation
- ▶ Moving forward, what can we do?
- ▶ Margaritaville

Stream	Classwork	People	Grades
+ Create			
Google Calendar			
Class Drive folder			
Getting Started			
Hi & Welcome!			
1 Background Information (~45 minutes)			
Description of the Hydrologic cycle			
Groundwater vs Surface water			
Groundwater			
Watersheds & Water Quality			
San Lorenzo River Watershed			
QUIZ 1: Background Information			
Additional Resources (OPTIONAL)			
2 Geography & Geology (~2 hrs 15 min)			
What is an Aquifer?			
Permeability & Porosity			
Where is the Water Table?			
Base flow in Rivers			
Groundwater Interactions with Streams			
The Water Table & Surface Water			
Groundwater Pumping Near the Stream			
Groundwater-surface water interactions			
Overdraft			
SMGB Aquifer descriptions			
View more			
3 CA Water Law: Whose Water is it? (20 min)			
California Water Law & Water Rights Basics			
More on CA Water Rights			
Check-in: How's it going so far?			
QUIZ: 3 California Water Law			
Additional Resources (OPTIONAL)			
4 Water Supply (~1hr 20 min)			
Land Use & Water Supply			

# Outreach Efforts

- ▶ Sentinel, My Scotts Valley, Growing Up In Santa Cruz, SLV Post, KBCZ, Santa Cruz Mountain Bulletin & Scotts Valley Times today, Good Times, Scotts Valley Times
- ▶ SVWD/SMGWA newsletters, Facebook, & Instagram
- ▶ SLVWD Facebook, Twitter, Instagram, & Nextdoor
- ▶ SVHS
  - ▶ Community Service Coordinator, May
  - ▶ Science teacher, September
- ▶ SLVHS
  - ▶ College & Career Specialist, July
  - ▶ Science teacher, September
- ▶ SLV Charter
  - ▶ SLVUSD Charter School Administrator
- ▶ SC County Office of Education
  - ▶ Student Leadership & Engagement Coordinator, September
- ▶ SVWD youth interns

# Pilot

- ▶ Summer 2020
- ▶ Participation demographics
  - ▶ Age: 1 high school, 1 college, & 1½ post college
  - ▶ Location: 1 SLVWD, 1 SVWD, 2 outside of basin
- ▶ All participants:
  - ▶ Believe they have the opportunity to be included in the GSP process
  - ▶ Motivated to participate over concerns of environmental sustainability

# Program Participant Feedback

## ▶ Pros:

- ▶ Layout of the program
- ▶ Ease of use with google classroom
- ▶ Quizzes useful at the end of every section
- ▶ Felt time spent was reasonable
- ▶ Agency involving people at young age

## ▶ Cons

- ▶ Longer videos were challenging
- ▶ Would like more interactive elements
- ▶ Areas of redundancy if had prior knowledge

*“...this course is an excellent  
example of nurturing water  
stewards at a young age”  
~participant*

# Takeaways

- ▶ Positive takeaways
  - ▶ Well written & engaged
  - ▶ Felt their understanding was improved
  - ▶ Highlighted complex nature
- ▶ Challenges
  - ▶ Participation



# Moving Forward

- ▶ Now Accepting Participants:
  - ▶ High school - young adult
- ▶ [kelly.groundwater@gmail.com](mailto:kelly.groundwater@gmail.com)
- ▶ (831) 600-1901
- ▶ *Thanks!*

