

	Start	End	2025												2026					Hours
			Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
Key Parallel Milestones																				
Feasibility Study	10/01/23	09/30/31	[Purple bar]																0	
Scoping	10/01/24	06/30/25	[Purple bar]																0	
Future Conditions	07/01/25	12/31/25	[Purple bar]																0	
Final Array Check Point	01/01/26	01/30/26	[Purple bar]																0	
Alternatives Analysis	05/01/26	09/30/26	[Purple bar]																0	
Conservancy	01/01/25	12/31/27	[Purple bar]																0	
Plan for Implementing	03/03/25	05/30/25	[Purple bar]																0	
Salton Sea Management Program	01/01/25	12/31/28	[Purple bar]																0	
North Lake Demonstration Project	01/01/25	12/31/25	[Purple bar]																0	
Foundational Elements																				
Photography Assets	03/06/25	03/06/25	[Blue bar]																8	
Key Messages	03/20/25	03/20/25	[Blue bar]																20	
Message Deck	03/20/25	03/20/25	[Blue bar]																10	
Media Kit	03/21/25	03/21/25	[Blue bar]																15	
Website Update	03/21/25	04/19/25	[Blue bar]																40	
Video Assets (Drone & General Footage)	04/02/25	04/02/25	[Blue bar]																16	
Tour Script Options	04/09/25	04/09/25	[Blue bar]																8	
Spokesperson Training	07/01/25	07/31/25	[Blue bar]																20	
Organizational Visibility																				
Proposed Sponsorships	08/01/25	06/30/26	[Red bar]																10	
Community Event Attendance	09/01/25	07/01/26	[Red bar]																60	
Produce Video Series	10/13/25	12/10/25	[Red bar]																150	
About the Salton Sea Authority	10/13/25	12/10/25	[Red bar]																50	
Understanding the Feasibility Study	10/13/25	01/14/26	[Red bar]																50	
Salton Sea History	10/13/25	02/17/26	[Red bar]																50	
Salton Sea Projects Overview	10/13/25	03/17/26	[Red bar]																50	
Salton Sea Conservancy	10/13/25	04/08/26	[Red bar]																50	
Public Health & Safety	10/13/25	05/12/26	[Red bar]																50	
Local Media Investment	01/01/26	06/30/26	[Red bar]																40	
KESQ Weather Sponsorship	12/01/25	05/29/26	[Red bar]																5	
NBC Salton Sea Spotlight	07/01/25	07/31/26	[Red bar]																60	
Imperial Valley Press Quarterly Column	07/01/25	07/01/26	[Red bar]																96	
Pocial Geo-targeted Digital Campaign	07/01/25	06/30/26	[Red bar]																80	
Billboard Series - Along I-10, I-8 & HWY 86	01/01/26	07/01/26	[Red bar]																30	
Enhanced Social Media Presence	01/01/26	06/30/26	[Red bar]																100	
Direct Community Outreach																				
Semi-Annual Council Meeting Updates for each city in the Region	06/01/25	07/01/26	[Orange bar]																10	
Board Meeting Awareness Micro-Campaign	07/01/25	06/30/26	[Orange bar]																25	
Community-led Rebrand Effort	07/01/25	11/15/25	[Orange bar]																60	
Quarterly E-Newsletter	07/01/25	07/01/26	[Orange bar]																40	
Open Houses in Locations across the Region	07/01/25	10/24/25	[Orange bar]																40	
Leadership Coachella Valley Partnership	07/01/25	02/28/26	[Orange bar]																10	
Imperial Valley College Student Engagement	08/11/25	07/01/26	[Orange bar]																10	
Host Family-friendly Community Events	02/28/26	05/29/26	[Orange bar]																60	
Sponsorships Secured	02/28/26	05/29/26	[Orange bar]																10	
Key Community-centric Locations Identified	02/28/26	05/29/26	[Orange bar]																5	
Media Engagement																				
Press Release - At least one per month	04/01/25	07/31/26	[Yellow bar]																120	
Media Tour	11/10/25	11/28/25	[Yellow bar]																10	
Editorial Board Meeting	01/01/26	01/30/26	[Yellow bar]																5	
Local, Environmental & Social Justice Partner Building																				
Identify List of Critical Partners	03/31/25	03/31/25	[Green bar]																5	
Establish regular one-on-ones	04/01/25	04/30/25	[Green bar]																40	
Offer Tour Training	05/01/25	05/30/25	[Green bar]																24	
Create Salton Sea Authority Leadership Certificate Program	01/01/26	01/30/26	[Green bar]																20	
Develop Authority Leadership Alumni Annual Gatherings	01/01/27	01/29/27	[Green bar]																10	
Legislative Resources																				
Legislative Handout	02/28/25	03/06/25	[Light Blue bar]																24	
Legislative Tours	03/08/25	06/30/26	[Light Blue bar]																50	
Legislative One-on-Ones	03/08/25	05/30/25	[Light Blue bar]																25	
Estimated Costs																				

timeline - Salton Sea Authority Work Plan