



Lithium Valley Outreach Report

June 2023
to
December 2023



Summary

Objective:

Our objective was to conduct outreach activities aimed at informing communities about lithium extraction and promoting awareness of LithiumValleyinfo.org. Additionally, we aimed to disseminate information shared by other grantees to enhance community engagement and knowledge.



Activities Conducted:

Canvassing in Communities: We conducted extensive outreach by canvassing communities such as Holtville and El Centro. This involved engaging with residents directly to discuss the importance and implications of lithium extraction.

Information Dissemination: We disseminated information on lithium extraction processes, highlighting both its benefits and potential environmental impacts. Through informative materials and discussions, we aimed to provide communities with a comprehensive understanding of the topic.

Promotion of LithiumValleyinfo.org & ValleDeLitio.org: As part of our outreach efforts, we actively promoted LithiumValleyinfo.org as a centralized resource for in-depth information on lithium extraction, its associated industries, and related developments. We encouraged community members to explore the website for reliable and up-to-date information.

Sharing Information from Other Grantees: We facilitated the sharing of information provided by other grantees involved in similar initiatives. By integrating insights and resources from various sources, we aimed to enrich community discussions and foster collaboration among stakeholders.

Websites

Raizes' Lithium Valley community engagement website, [LithiumValleyInfo.org - Community Information & Engagement](https://LithiumValleyInfo.org), was performing well.

However, we encountered some issues with certain participants' cybersecurity departments blocking our domain due to its name. In a proactive move, we launched our secondary community engagement survey site, LithiumValleySurvey.com, to ensure uninterrupted communication.

Additionally, we launched our Spanish version of the community engagement website, ValleDeLitio.org, and began to publish articles.



Social Media

Between June 2023 and December 2023, we successfully shared 15 pieces of content related to Lithium Valley on various social media platforms including Instagram, Facebook, and LinkedIn. Our social media outreach was targeted based on geographic location, and we were able to reach thousands of unique accounts and impressions. Our Instagram account had the most activity, growing from 0 to 1040 followers during this period. This is a positive indication of our effective social media strategy, and we hope to continue achieving even better results in the future.

In September and December, Raizes promoted Lithium Valley content provided by the County, reaching 10,798 people. The County also promoted workshops in June and July, reaching 2,879 impressions in total. Additionally, CBO workshop promotions in September and December reached 525 impressions.



BENEFITS OF LITHIUM EXTRACTION

Cleaner Process: This new technology mitigates the environmental impact associated with traditional mining practices, as it eliminates the need for open-pit mines and large evaporation ponds. Amid an era prioritizing ecological sustainability, it's a step in the right direction.

Less Water Usage: Given that the process recycles the water back into the ground, there is minimal impact on local water resources – a stark contrast to the arid landscapes left behind by evaporation ponds.

Lower Environmental Damage: Lithium extraction reduces the ecological footprint through a less disruptive process, preserving the environment and wildlife habitats.

OUR TEAM WILL ASSIST IN FACILITATING

- Site Selection
- Entitlement Processing
- Permitting
- Utility Acquisition
- Labor Force Identification/Recruitment
- Higher Education Training
- Access to Markets
- Local/State/Federal Financial Incentives

LEARN MORE



DEMOGRAPHICS & LABOR FORCE

Population:	169,218
Percentage in Labor Force (16+):	51.2%
Median Age:	32.7
Median Household Income:	\$54,442
Adults (25+) High School Education:	71.28%
Adults (25+) College Education:	17.24%

CAREER/OCCUPATION EXPERIENCE IN LABOR FORCE

1. Office/Administrative Support	6,891
2. Construction/Extraction/Building/Maintenance	6,609
3. Transportation/Material Moving	4,709
4. Education/Training/Library	3,954
5. Management	3,686
6. Production	2,486
7. Installation/Maintenance/Repair	1,752
8. Business/Financial Operations	1,559
9. Computer/Math/Sciences	1,245
10. Community/Social Services	1,302

INCENTIVES

Capital Improvement Investment Program (CIIP):
The CIIP provides the opportunity for the abatement of 75% of property taxes above \$150 million assessed valuation for a period of up to ten (10) years. On a \$1 billion investment, this is a savings of over \$90 million.

Lithium Users Tax Rebate:
Companies locating in Imperial County will receive a cash tax rebate in the amount of \$50 for every ton of lithium they purchase from sources within Imperial County and use in manufacturing assembly operations in Imperial County. For a company using 5,000 tons per year, this is worth \$250,000 annually.

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Outreach Summary

Raizes successfully reached out to its target audience by participating in various events from June 2023 to December 2023. We ensured effective coverage by having 3-4 employees present at each event to engage with attendees from all walks of life. The list are just a few examples;

December

- Westmorland Lithium Community Event (December 7, 2023)
- Calipatria Lithium Community Event (December 12, 2023)
- Holtville Christmas in the Park (Thursday, December 14, 2023)
- Calexico Lithium Community Event (December 18)

January

- Canvassing Outreach in Calexico (January 24, 2024)
- Canvassing Outreach in El Centro (January 26, 2024)

February

- Canvassing Outreach in Calexico (February 2nd, 2024)
- Holtville Carrot Festival (February 10th, 2024)
- Canvassing Outreach in El Centro (February 16, 2024)
- Canvassing Outreach in El Centro, Imperial and Heber (February 22nd)
- Canvassing Outreach in Calexico (February 23, 2024)
- Canvassing Outreach in Brawley (February 26, 2024)

Articles Posted

Raizes utilized Lithium education and Lithium Valley articles to educate the community and direct new participants to our survey.

- [The Renewable Energy History of Imperial Valley: Unlocking Geothermal Potential and Lithium Extraction in California](#)
- [La Historia de Las Energías Renovables En El Valle Imperial: Liberando El Potencial Geotérmico y La Extracción de Litio](#)
- [Sustainable Potential of the Salton Sea: The Renewable Resources Specific Plan & Potencial Sostenible Del Mar de Salton: El Plan Específico de Recursos Renovables](#)
- [Unlocking the Power of Community Feedback: The Salton Sea Renewable Resources Specific Plan](#)
- [Lithium Batteries: From Usage, Overcharging to Eco-Friendly Disposals](#)
- [Liberando el Poder de la Retroalimentación de la Comunidad: El Plan Específico de Recursos Renovables de Salton Sea](#)
- [Lithium Mining vs. Lithium Extraction: A New Era of Sustainability](#)
- [Harnessing The Power of Geothermal Plants for Lithium: The Future of Geothermal Brine Extraction](#)

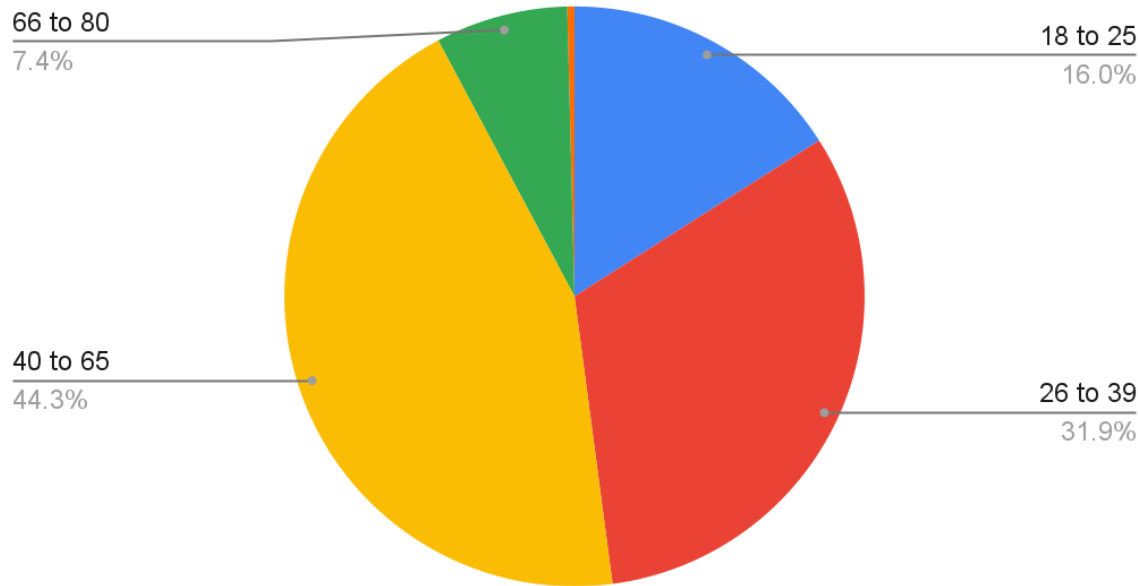
2023 Quarter Lithium Valley Survey Summary

Raizes had 501 survey participants between June and December 2023. The majority of participants were from El Centro, and Raizes utilized social media and education articles to reach potential participants. Lithium Valley's top areas of interest were employment, education, technology, news, and grants or funding. Most respondents were unaware of the Salton Sea Renewable Resource Specific Plan, and a significant number of participants experienced anxiety regarding lithium extraction in Imperial Valley. Overall, the survey provided insights into the community's interests and informational needs related to Lithium Valley.

More detailed information is available in the slides to follow.

Participate Age Range

Please indicate your age range



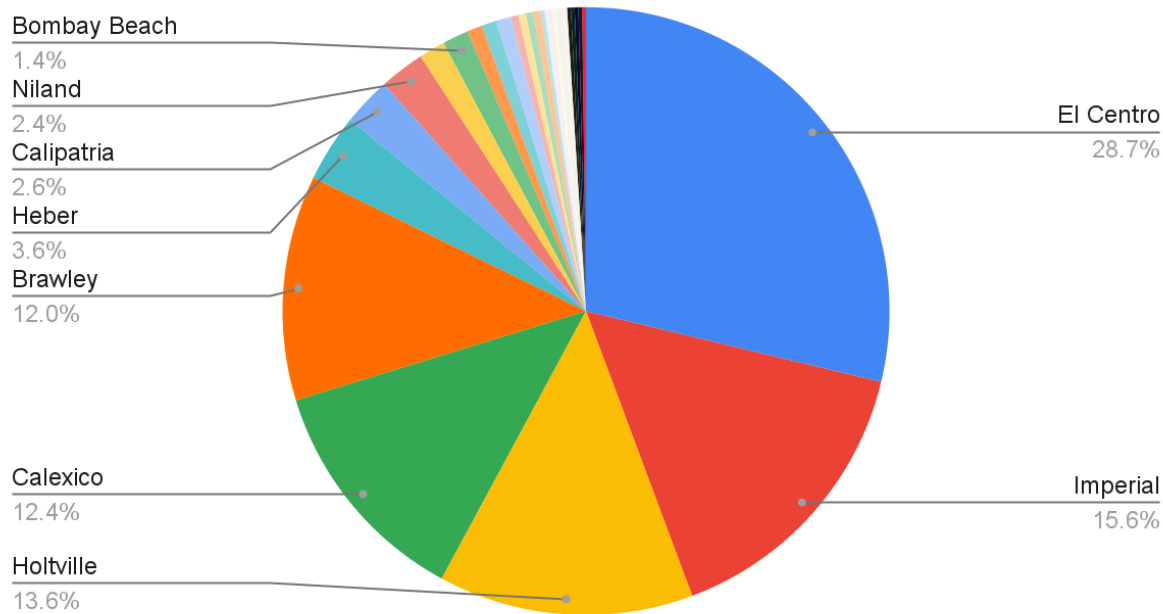
Top participant age range

1. 40 to 65 (44.3%)
2. 26 to 39 (31.9%)
3. 18 to 25 (16%)

Out of all the participants, 44.3% belong to the age group of 40-65, while 31.9% fall between 26-39 years of age. 16% of the participants are aged between 18-25, while the remaining 7.4% belong to the age group of 66-80 and 0.40% participants were aged between 81-95.

Participating Cities

What city do you live in?

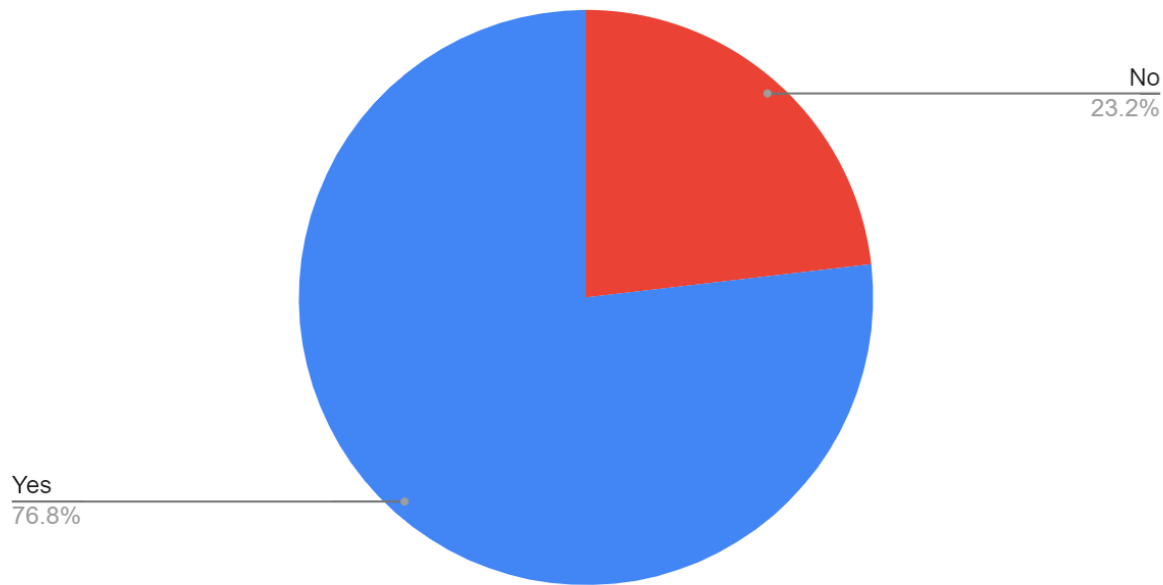


El Centro had the highest survey participation rates followed by Imperial and Holtville.

It is worth noting that there were survey participants from the rural cities of Bombay Beach, Niland, Calipatria, Heber, Seeley, Thermal and Westmorland as well as a few out-of-state participants from Yuma, Seattle, and Sitka.

Interested Lithium Valley News, Etc.?

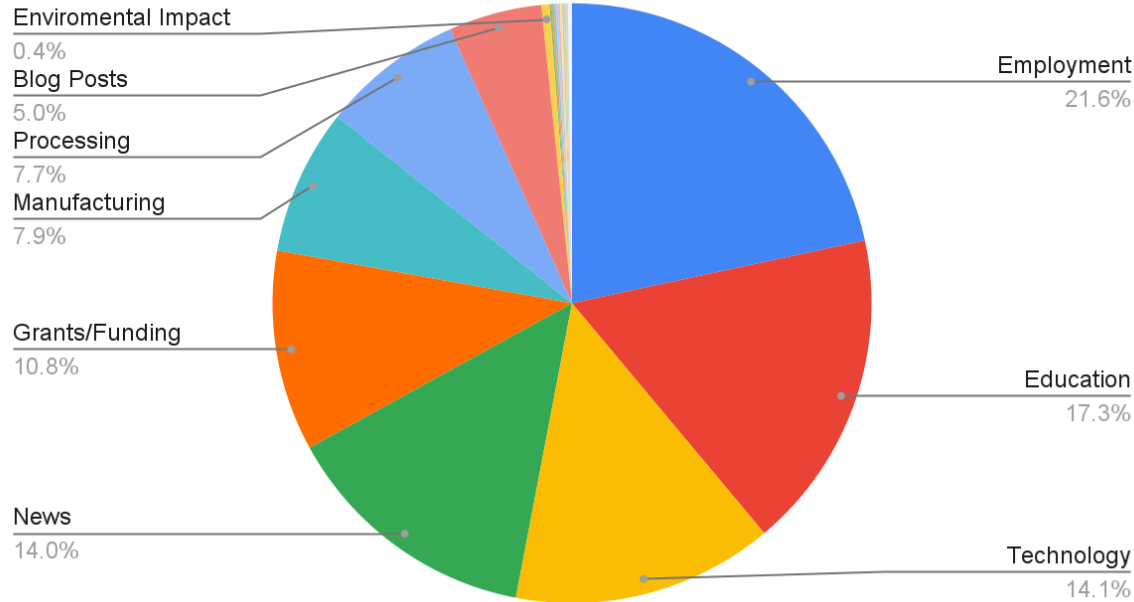
Are you interested in news, education, business and employment opportunities related to Lithium Valley?



76.8% of survey participants are interested in news, education, business, and employment opportunities related to Lithium Valley, compared to 23.2% who are not interested.

Opportunity Interest

Type of opportunity interest?



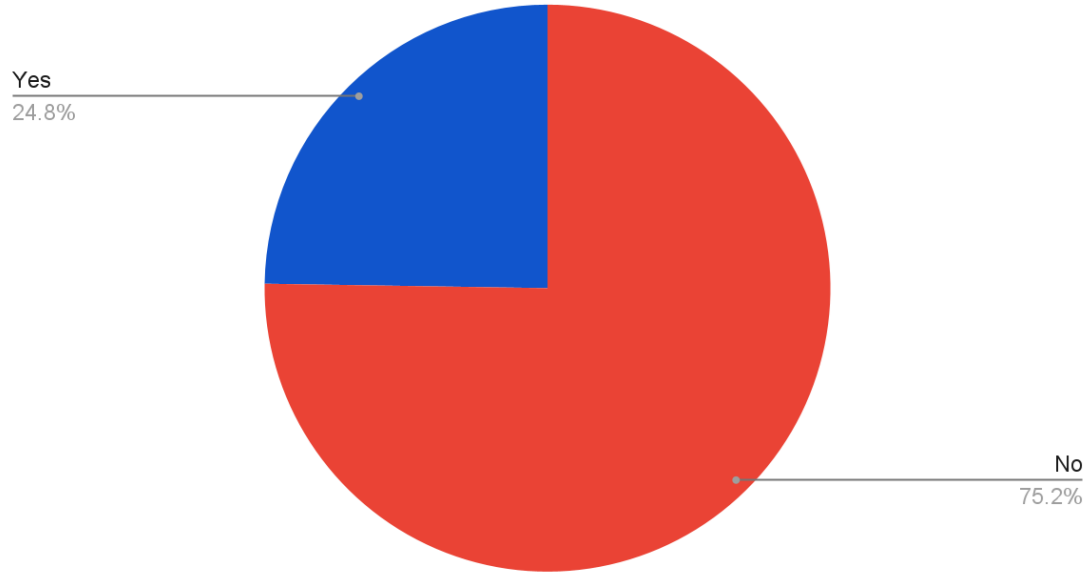
Top 5 Opportunity Interest

1. Employment (21.6%)
2. Education (17.3%)
3. Technology (14.1%)
4. News (14%)
5. Grants/Funding (10.8%)

Based on survey data, the top five areas of interest in Lithium Valley are employment (21.6%), education (17.3%), technology (14.1%), news (14%), and grants or funding (10.8%).

Lithium Valley Specific Plan Workshops - What?

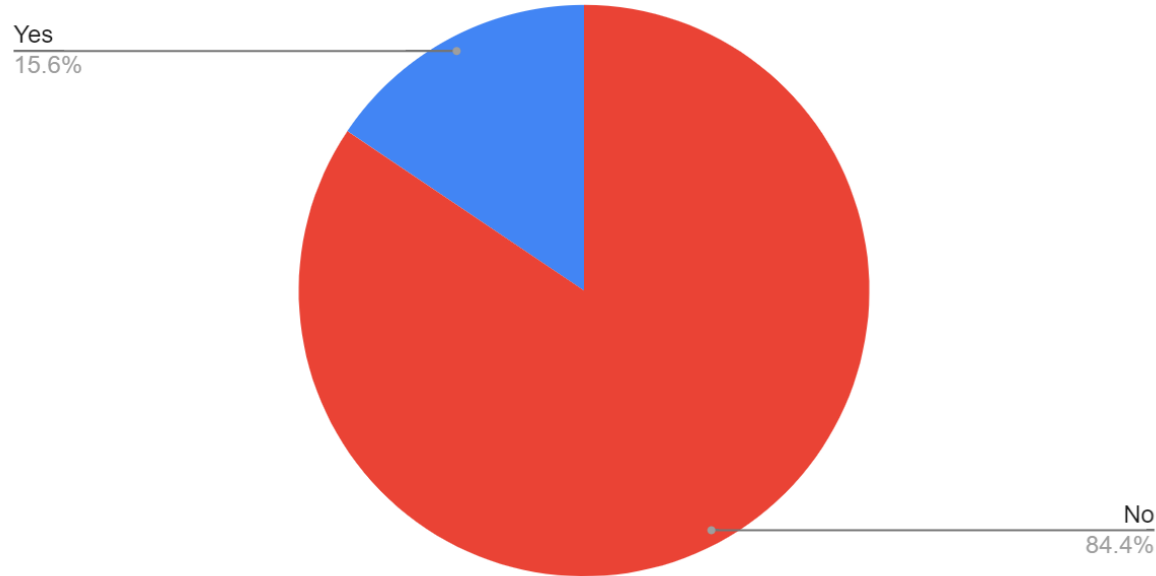
Have you attended a Lithium Valley Specific Plan Workshop?



75.2% of the participants have not attended a Lithium Valley Specific Plan Workshop, while only 24.8% have.

Lithium Valley Specific Plan Workshops - Where?

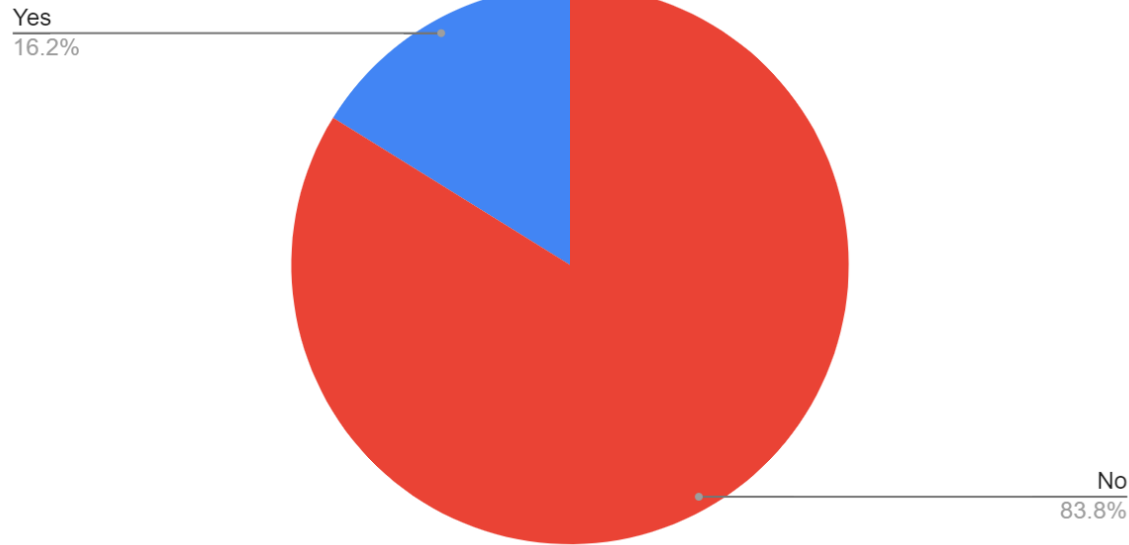
Do you know where to find information about Lithium Valley Specific Plan Workshops near you?



84.4% of survey respondents require assistance finding information about the Lithium Valley Specific Plan Workshops, compared to 15.6% who do not.

Lithium Valley Specific Plan Workshop Interest

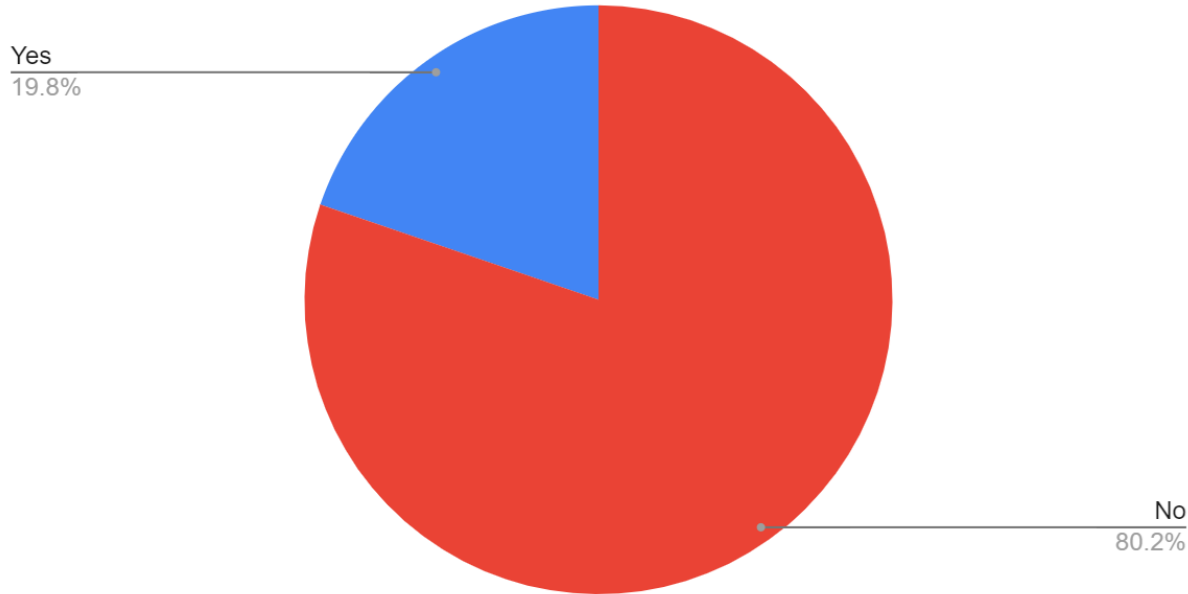
Are you interested in participating in a Lithium Valley Specific Plan Workshop?



16.2% of the participants expressed willingness to participate in a workshop on the Lithium Valley Specific Plan, while 83.8% were not interested.

Salton Sea Renewable Resource Specific Plan

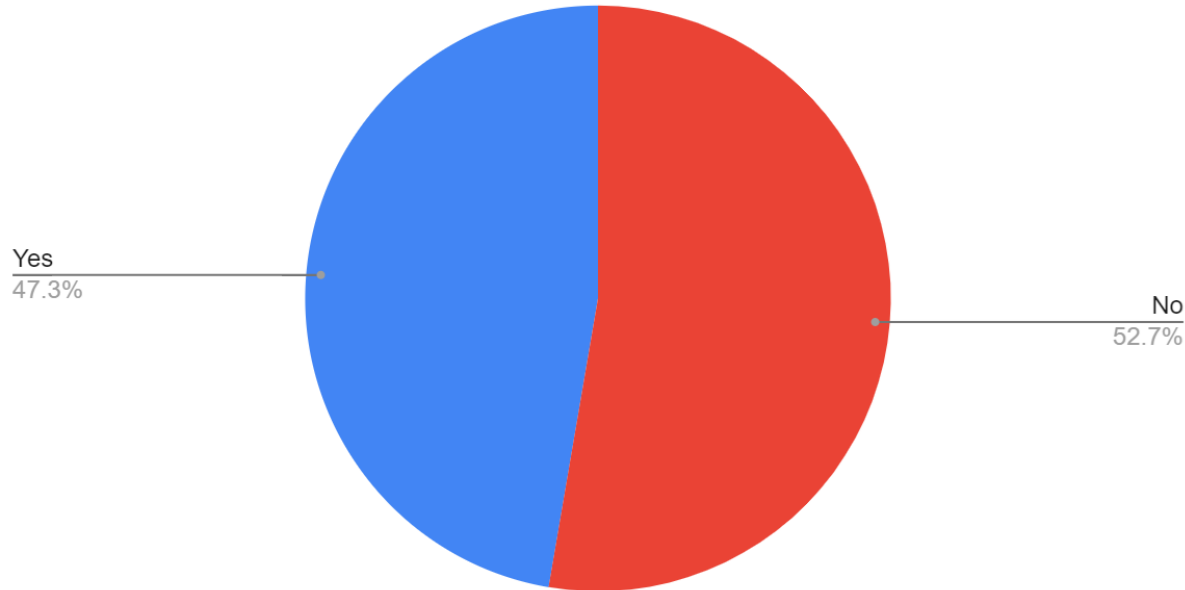
Do you know where to find the Salton Sea Renewable Resources Specific Plan?



According to the survey, 80.2% of the participants were not aware of the Salton Sea Renewable Resource Specific Plan, while only 19.8% were knowledgeable about it. This indicates a significant lack of knowledge among the participants regarding the plan.

Salton Sea Renewable Resource Specific Plan

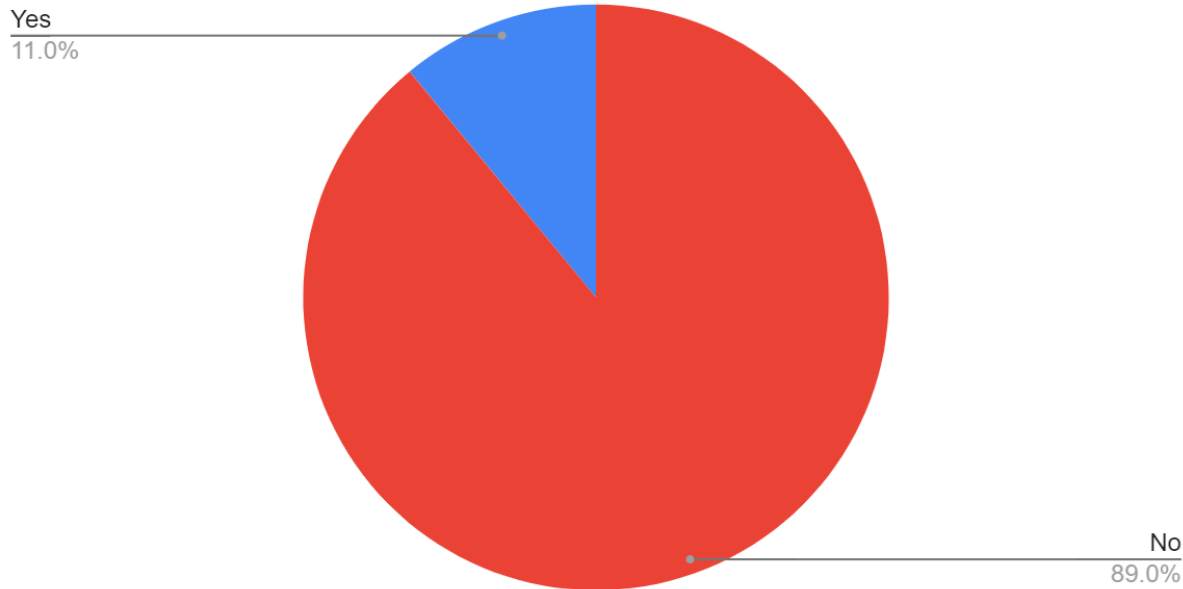
Have you heard of the Salton Sea Renewable Resources Specific Plan?



47.3% of the participants are familiar with the Salton Sea Renewable Resource Specific Plan, while the remaining 52.7% still need to become familiar with it. The survey indicates that almost half of the participants have heard of the plan.

Salton Sea Renewable Resource Specific Plan Review

Have you reviewed the Salton Sea Renewable Resources Specific Plan?



Only 11% of the participants reviewed the Salton Sea Renewable Resources Specific Plan, while the remaining 89% did not review it, according to the survey.

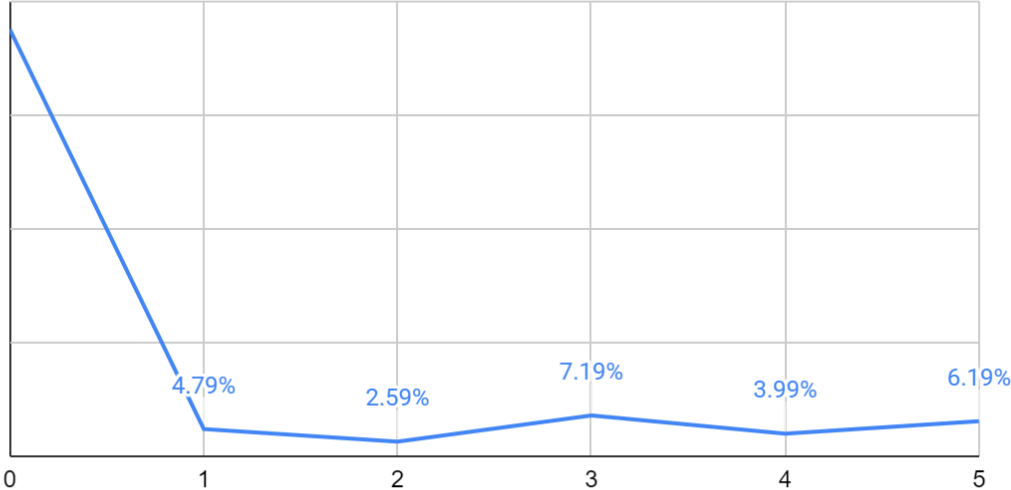
Understanding the Salton Sea Renewable Resources Specific Plan

Do you feel the Salton Sea Renewable Resources Specific Plan is easy to understand?

0 = Never Seen It

5 - Easy to Understand

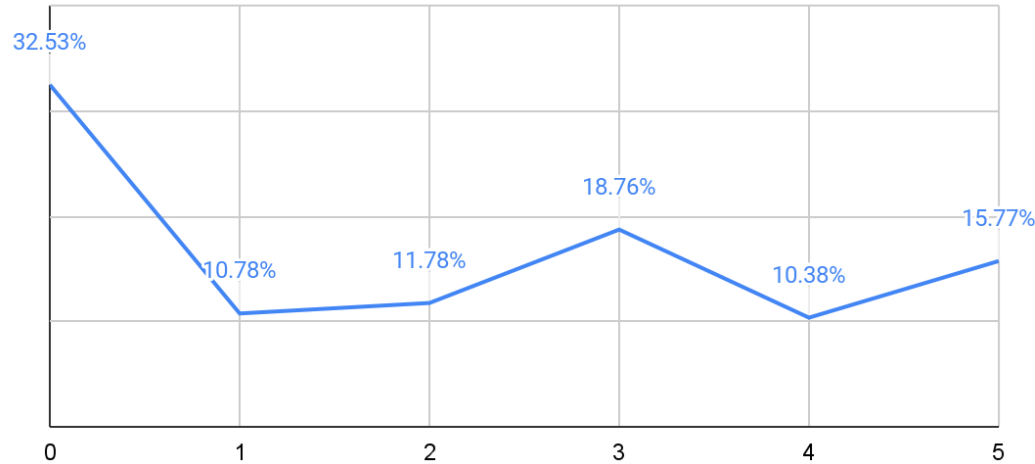
75.25% of survey participants have never seen the Salton Sea Renewable Resources Specific Plan. Of those who have seen it, 18.56% find it understandable and 6.19% find it easy to understand.



Do you feel the Salton Sea Renewable Resources Specific Plan is easy to understand?

Anxiety About Lithium Valley

Rate your level of anxiety about lithium extraction in Imperial Valley



Rate your level of anxiety about lithium extraction in Imperial Valley

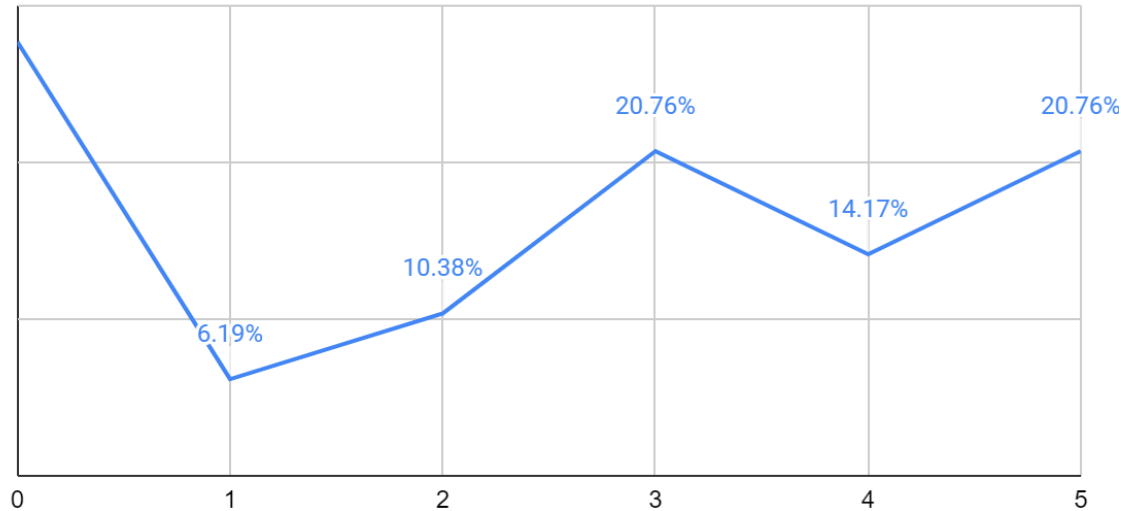
0 = Not Experiencing Anxiety

5 = Very Anxious

32.53% of survey participants are not experiencing anxiety, while 67.47% are experiencing some sort of anxiety and 15.77% are feeling very anxious about lithium extraction in Imperial Valley.

Excitement About Lithium Valley

Rate your level of excitement of lithium extraction in Imperial Valley



0 = Not Experiencing Excitement 5 = Ecstatic

**0 = Not Experiencing
Excitement**

5 = Ecstatic

72.26% of participants are excited about lithium extraction in Imperial Valley, while 27.74% are not excited. Additionally, 20.76% of participants are feeling ecstatic about it.