



# Watermark

**by MLJ Environmental**

Madera County GSA | July 1, 2025

# Team



**Robert Cima**  
Project Manager



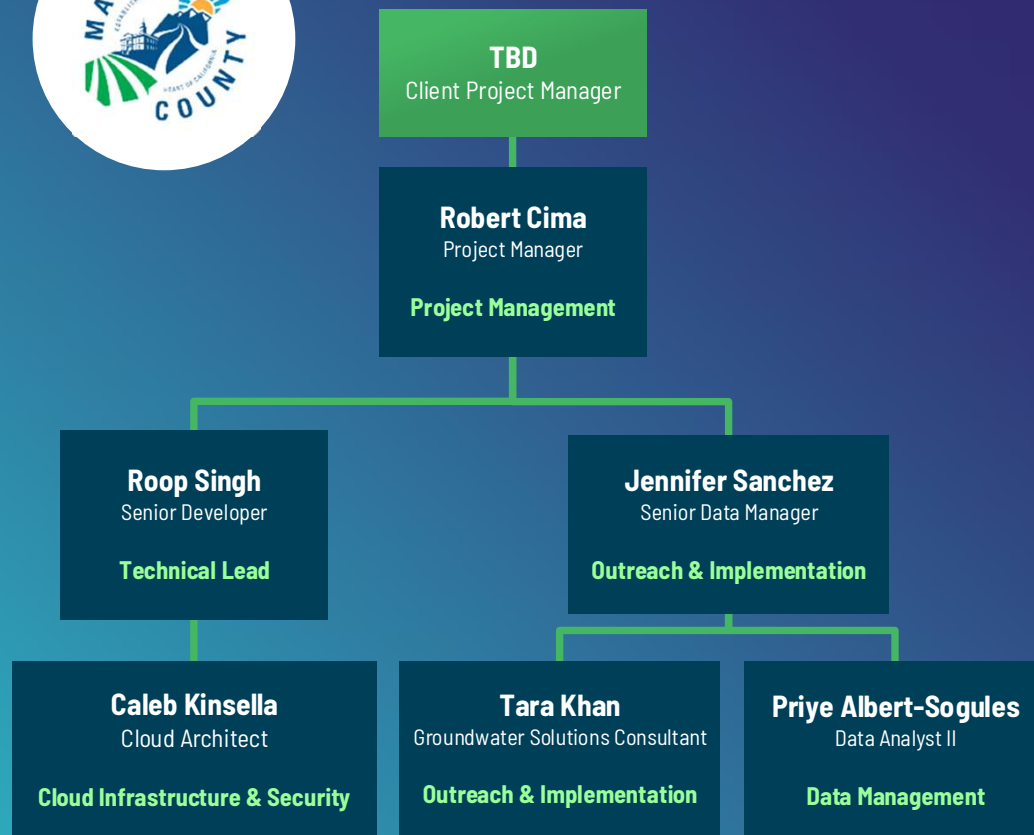
**Jennifer Sanchez**  
Senior Data Manager



**Roop Singh**  
Senior Developer



## Madera County GSA



# Approach

Integration of land use and ET data streams into a user-friendly grower portal and admin dashboard.

## TASK 1

### PROJECT MANAGEMENT

Kick-off with defined success metrics and protocols; weekly PM check-ins ensure alignment with reporting cycles and timelines.

## TASK 2

### GIS & MAPPING SETUP

Ingest parcel layer and reconcile assessor and farm-unit records; shapefile published to Watermark for accurate data attachment.

## TASK 3

### DATABASE SETUP

Load parcels, assign owner codes, admin accounts; establish tables for ET, precipitation, allocations, credits, and penalties.

## TASK 4

### WATER ACCOUNTING SETUP

Configure ledger logic per GSA rules; post monthly ET/ETAW totals, meter-to-ETAW conversion, precipitation offsets, and audit trail.

## TASK 5

### ET DATA INTEGRATION

Upload or API-ready for measurement vendors; automated QA and monthly updates join all data streams into one grower-accessible portal.

## TASK 6

### CLIENT TRAINING

Conduct 4-hour sandbox session to train GSA staff; post-launch support queue ensures GSA self-sufficiency.

# Login

[ADMIN PORTAL](#)

Have an account?

**Sign In**

Email  
tkhan@mljenvironmental.com

Password  
.....

**SUBMIT**

☐ Remember Me

[Forgot Password?](#)



New to Watermark?

**REGISTER**



What is Watermark?

**LEARN MORE**

[? Help](#)

# Dashboard



## MLJ Farms

33

Parcels

10

Wells

1,110

Acres

## Water Usage & Supply

VIEW ALL USAGE

WATER USAGE

700.00 AF

70% Supply Used

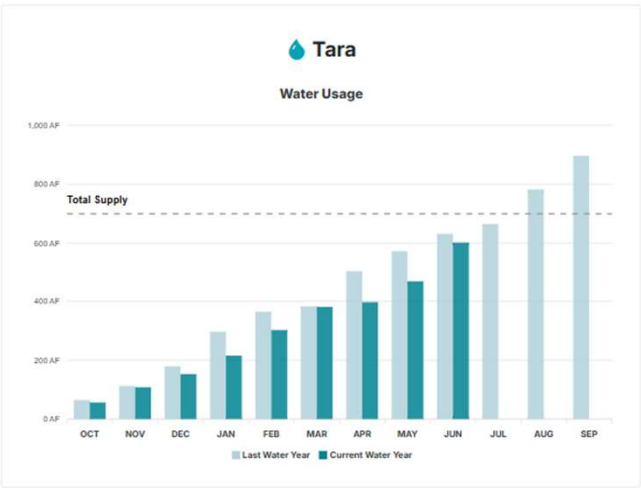
AVAILABLE SUPPLY

30%

300 AF

Well Usage

0.000 AF



## GROUNDWATER

TOTAL WATER SUPPLY

## SURFACE WATER DELIVERIES

Month of April 2025

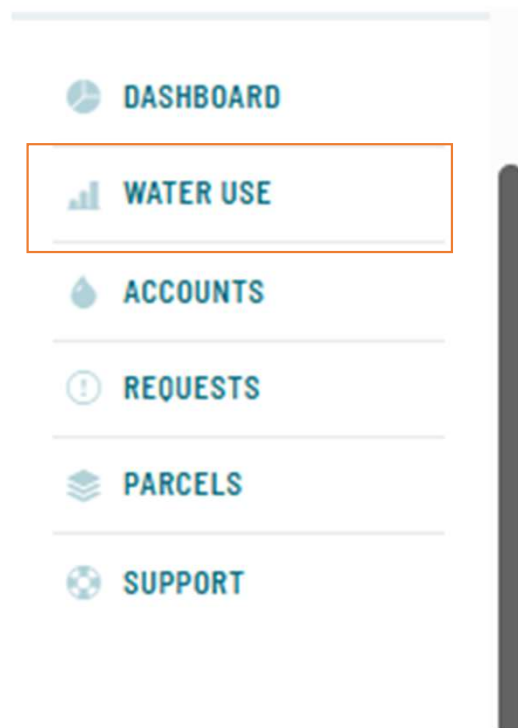
Laguna Irrigation District 50 AF

- DASHBOARD
- WATER USE
- ACCOUNTS
- REQUESTS
- PARCELS
- SUPPORT



Help

# Product



For growers...

# Track water usage



## Water Usage

Water Account

Tara ▼

Tara

Field #1

Field #2

East Field

Parcel

05310051S ▼

05310045S

05310051S

05310061

05310062

05311003S

05311046S

Units

AF ▼

Water Year

2024 ▼

Datasource

Both ▼

LandIQ

Pumping Inputs

Both



APN

05310051S

Assessed Acres

78.82

LandIQ

LandIQ Acres

75

LandIQ Primary Crop

Alfalfa and Alfalfa Mixtures

[Report Different Crop](#)

GSA

North Fork Kings GSA

For growers...

# Track water usage

A. Data dropdown toggles

## Water Usage

Water Account	Parcel	Units	Water Year	Datasource
Tara	05310051S	AF	2024	Both
Tara	05310045S			LandIQ
Field #1	05310051S			Pumping Inputs
Field #2	05310051S			Both

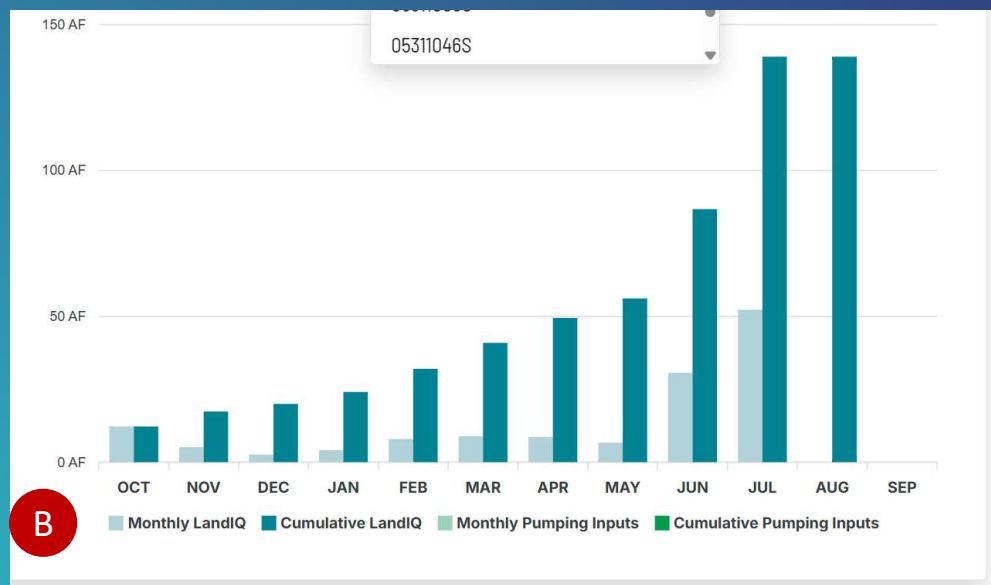
A



For growers...

# Track water usage

B. ET v.s. pumping/meter data



For growers...

# Track water usage

C. Adjust reported crop



APN

05310051S

Assessed Acres

78.82

LandIQ

LandIQ Acres

75

LandIQ Primary Crop

Alfalfa and Alfalfa Mixtures

 Report Different Crop



GSA

North Fork Kings GSA

For growers...

# Track water usage

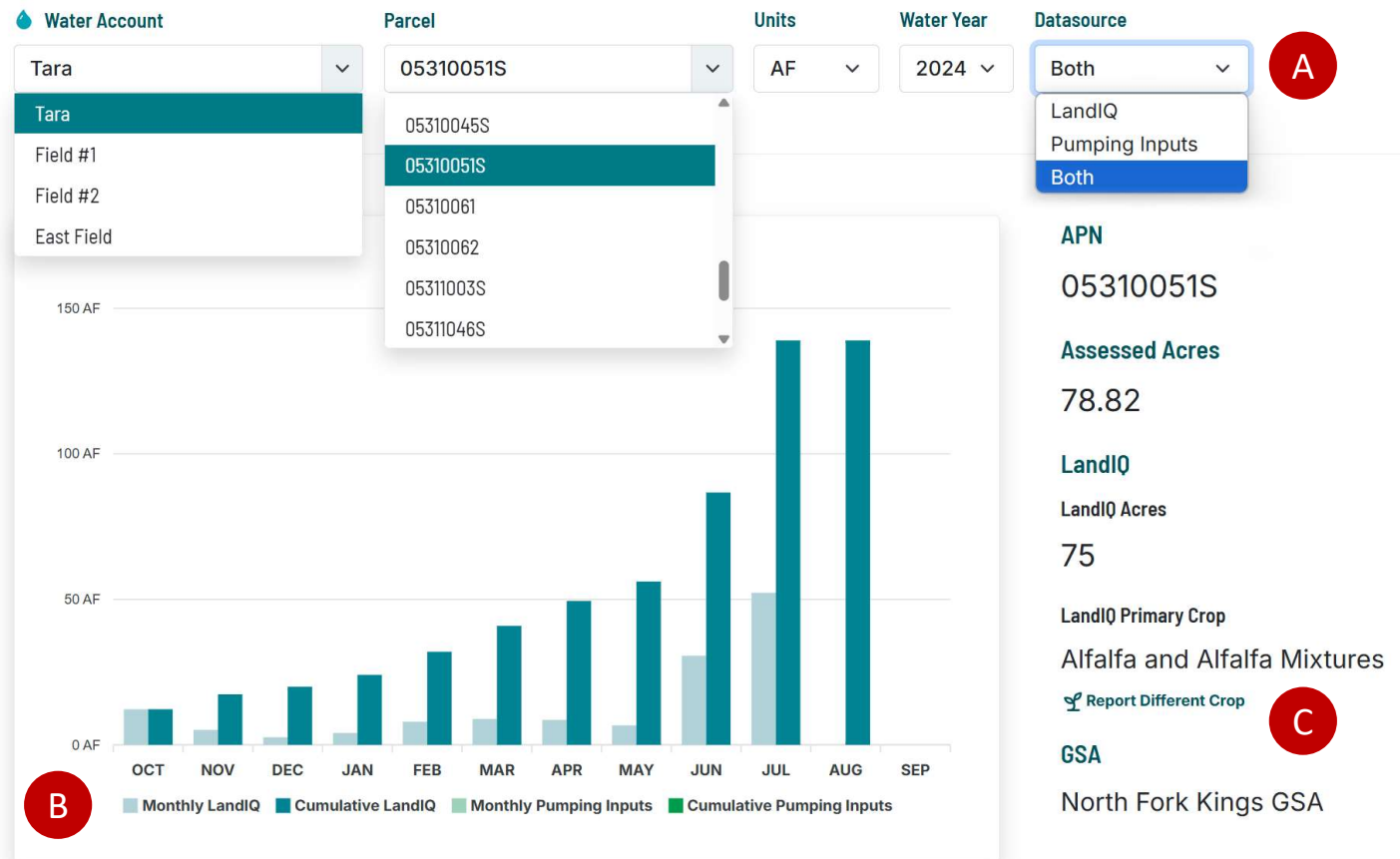
A. Data dropdown toggles

B. ET v.s. pumping/meter data

C. Adjust reported crop



## Water Usage



For growers...

# View allocations



## ACCOUNTING SUMMARY

REMAINING WATER  
**1942.23 AF**

### **Groundwater Pumping Limit** **1966.74 AF**

Native Sustainable Yield 1376.72 AF  
Parcel Groundwater Allocation 0.70 AF / acre

Ramp Down Allocation 590.02 AF  
Parcel Ramp Down Allocation 0.30 AF / acre

Canal Seepage Credit 0 AF  
Surface Water Credit

Intentional Recharge Credit 0 AF  
Surface Water Credit

Carryover Credit 0 AF  
Balance Forward

### **Groundwater Consumptive Use** **24.51 AF**

Water Usage 31.44 AF  
Datasource: LandIQ

Return Flow Credit 2.28 AF  
Surface Water Credit

Precipitation Credit 4.65 AF  
Usable Precipitation 4.65 AF

Over/(Under) Pumping Limit (1942.23) AF  
Overcharge Fee: \$ 20 / AF \$ 0

## SURFACE WATER DELIVERIES

Month of Jun 2025

 Reed Ditch	15.22 AF 
Return Flow	2.28 AF
Intentional Recharge	0 AF
Canal Seepage	0 AF

[VIEW ALL TRANSACTIONS](#)

For growers...

# View allocations

A: Total allocation

<b>Groundwater Pumping Limit</b>	<b>1966.74 AF</b>
<b>Native Sustainable Yield</b>	1376.72 AF
Parcel Groundwater Allocation	0.70 AF / acre
<b>Ramp Down Allocation</b>	590.02 AF
Parcel Ramp Down Allocation	0.30 AF / acre
<b>Canal Seepage Credit</b>	0 AF
Surface Water Credit	
<b>Intentional Recharge Credit</b>	0 AF
Surface Water Credit	
<b>Carryover Credit</b>	0 AF
Balance Forward	

For growers...

# View allocations

B: Total groundwater usage



<b>Groundwater Consumptive Use</b>		<b>24.51 AF</b>
<hr/>		
Water Usage		31.44 AF
<small>Datasource: LandIQ</small>		
<hr/>		
Return Flow Credit		2.28 AF
<small>Surface Water Credit</small>		
<hr/>		
Precipitation Credit		4.65 AF
<small>Usable Precipitation</small>		
<hr/>		
Over/(Under) Pumping Limit		(1942.23) AF
Overcharge Fee: \$ 20 / AF		\$ 0

For growers...

# View allocations

C: Surface water deliveries



## SURFACE WATER DELIVERIES

C

Month of Jun 2025



Reed Ditch

15.22 AF



Return Flow

2.28 AF

Intentional Recharge

0 AF

Canal Seepage

0 AF

[VIEW ALL TRANSACTIONS](#)

For growers...

# View allocations

A: Total allocation

B: Total groundwater usage

C: Surface water deliveries



ACCOUNTING SUMMARY		SURFACE WATER DELIVERIES	
<b>REMAINING WATER</b> <b>1942.23 AF</b>		Month of Jun 2025	
<b>Groundwater Pumping Limit</b> <b>A</b>		<b>Reed Ditch</b> <b>C</b> <b>15.22 AF</b>	
Native Sustainable Yield		Return Flow	
Parcel Groundwater Allocation		2.28 AF	
Ramp Down Allocation		Intentional Recharge	
Parcel Ramp Down Allocation		0 AF	
Canal Seepage Credit		Canal Seepage	
Surface Water Credit		0 AF	
Intentional Recharge Credit			
Surface Water Credit			
Carryover Credit			
Balance Forward			
<b>Groundwater Consumptive Use</b> <b>B</b>		<b>VIEW ALL TRANSACTIONS</b>	
Water Usage			
Datasource: LandIQ			
Return Flow Credit			
Surface Water Credit			
Precipitation Credit			
Usable Precipitation			
Over/(Under) Pumping Limit			
Overcharge Fee: \$ 20 / AF			



# Cost

Task	Watermark SaaS + Implementation Services		
	Yearly Breakdown		
	Year 1 Cost	Year 2 Cost	Year 3 Cost
Watermark Software as a Service (\$0.41/acre)	\$91,389	\$91,389	\$91,389
<b>SaaS Subtotal</b>	<b>\$91,389</b>	<b>\$91,389</b>	<b>\$91,389</b>
Implementation Task 1 – Project Management	\$9,960	\$0	\$0
Implementation Task 2 – GIS & Mapping Setup	\$7,616	\$0	\$0
Implementation Task 3 – Database Setup	\$3,864	\$0	\$0
Implementation Task 4 – Water Accounting Setup	\$3,648	\$0	\$0
Implementation Task 5 – Client Training	\$720	\$0	\$0
Implementation Task 6 – ET Data Integration	\$4,512	\$0	\$0
<b>Implementation Services Subtotal</b>	<b>\$30,320</b>	<b>\$0</b>	<b>\$0</b>
	<b>\$121,709</b>	<b>\$91,389</b>	<b>\$91,389</b>

Table 1. Total Costs for Watermark SaaS and Implementation Services

The Watermark Advantage

# What makes us different?



**Grower outreach**



**Data management**



**Industry experience**



**Long-term vision**

# Questions?

**Robert Cima**

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**Watermark**