

**FINAL COMMUNITY ENGAGEMENT PLAN
TO INFORM ESTABLISHMENT OF A
GROUNDWATER SUSTAINABILITY AGENCY & PLAN FOR THE
SANTA CRUZ MID-COUNTY GROUNDWATER BASIN**

(February 19, 2016)

**Prepared by
The Center for Collaborative Policy
California State University, Sacramento**

**Point of Contact for Feedback:
Dr. Marcelle E. DuPraw
916-995-5725
mdupraw@ccp.csus.edu**

Table of Contents

I. What Is The Purpose of This Community Engagement Plan?.....	2
II. What Is The Context of This Community Engagement Plan?	2
III. Who Developed and Updates This Community Engagement Plan?	4
IV. What Are the Required Public Notice and Involvement Opportunities During Development of A Groundwater Sustainability Agency and Plan?	5
V. How Can Community Members Participate in Developing the Groundwater Sustainability Agency and Plan for the Santa Cruz Mid-County Groundwater Basin?.....	6
VI. Conclusion.....	8
Attachment A	9
Interview Questions	
Attachment B	11
Interviewees	
Attachment C	12
Types of Interested Parties Whose Interests Must Be Considered At Minimum	
Attachment D	13
Summary of Community Engagement Opportunities and Timeline	
Attachment E	17
Anticipated Stakeholder Engagement Approach for GSP Development	
Attachment F	17
Topics To Discuss During GSP Development	

**COMMUNITY ENGAGEMENT PLAN TO INFORM ESTABLISHMENT OF A
GROUNDWATER SUSTAINABILITY AGENCY & PLAN FOR THE
SANTA CRUZ MID-COUNTY GROUNDWATER BASIN**

--FINAL DRAFT COMMUNITY ENGAGEMENT PLAN--

I. What Is The Purpose of This Community Engagement Plan?

California's Sustainable Groundwater Management Act (SGMA) of 2014 requires broad stakeholder involvement in the development and implementation of Groundwater Sustainability Agencies (GSAs) and Groundwater Sustainability Plans (GSPs) for 127 groundwater basins around the state, including the Santa Cruz Mid-County Groundwater Basin (see geographic information below). SGMA's intent is to ensure sustainable management of groundwater resources at the local level. Success will require cooperation by all stakeholders, and cooperation is far more likely if stakeholders help shape the path forward.

To that end, this Community Engagement Plan is intended to make transparent to stakeholders their opportunities to contribute to the development of a GSA and a GSP that can effectively address the challenges of the Santa Cruz Mid-County Groundwater Basin. At the same time, this Community Engagement Plan is intended to provide community leaders with a roadmap to follow to ensure stakeholders have meaningful input into GSA and GSP development through a process widely seen as fair and respectful to the range of interested parties. (More specific community engagement requirements are summarized elsewhere in this document.)

*Indian
Well Valley
GW basin*

II. What Is The Context of This Community Engagement Plan?

This name for the Mid-County basin is currently awaiting formal DWR approval. It refers to the hydrogeologic area formerly known as the Soquel-Aptos Groundwater Management Area to local water managers, and as the Soquel Valley Groundwater Basin to DWR. The boundaries are Monterey Bay to the south, certain hills near the Zayante Fault to the north, the western boundary of the Soquel Creek Water District to the west, and the coastward projection of the drainage divide between the Soquel and Aptos Creek watersheds to the east (in practical terms, the eastern limit of the Soquel Creek and Central Water District's service area). Soquel Creek is the major drainage in the Basin.

Current groundwater management efforts in the Soquel-Aptos, or "Mid-County" region of Santa Cruz County actually encompass all or part of four basins – the Soquel Valley Groundwater Basin -- the name currently used by the California Department of Water Resources (DWR) – as well as the West Santa Cruz Terrace Basin, the Santa Cruz Purisima Formation, and the Pajaro Valley Basin. Local water managers currently refer

to these collectively as the “Soquel-Aptos Groundwater Management Area,” but they have asked DWR to adjust basin boundaries¹ to match current practice, and to name this management area the “Santa Cruz Mid-County Groundwater Basin.”

As has been widely discussed at public forums and local media in the mid-County area, the Santa Cruz Mid-County Groundwater Basin has a continuing problem with saltwater entering our groundwater. This has occurred because groundwater levels have dropped below sea level. This has occurred because groundwater use dropped below protective levels. The seawater then seeps in to fill the void. Once saltwater enters our groundwater, the groundwater becomes too salty to use for drinking water or agriculture without costly treatment at facilities that currently do not exist in the mid-County area. Area water managers were already exploring how to rectify this very real and serious problem when the California Legislature passed SGMA in August 2014.

SGMA, which took effect January 1, 2015, seeks to bring the management of the state’s groundwater resources into balance over time to avoid specific negative circumstances named in SGMA, including chronic groundwater depletion and seawater intrusion, so that our groundwater resources remain available to future generations. SGMA requires the establishment of GSAs in the 127 groundwater basins around the state that are designated as either medium or high priority based on threat to the basin’s integrity. (The Soquel Valley Groundwater Basin – as the basin in the Mid-County area is currently referred to by DWR -- is deemed “high” priority and in “critical overdraft.”) GSAs must be in place by June 30, 2017. SGMA looks to “local agencies” to take the lead in establishing GSAs, with counties as the default. If a county or other local agency declines to act, the responsibility to step into the void falls to the State. (Similarly, if a GSA cannot successfully implement an adopted GSP, then the State has the authority to step in to ensure the groundwater basin in question is managed sustainably.)

Once the GSA is established, it must then develop a GSP by January 31, 2020. GSAs must provide local land use planning agencies a review opportunity prior to adopting their plans. Once a GSA adopts a GSP, the GSA must submit the GSP to the California Department of Water Resources (DWR) for review; DWR must review GSPs every five years, and has the authority to request changes. SGMA also provides for a validation process to help protect against future legal challenges.

GSPs must contain certain required elements, including long-term planning goals, measurable objectives, and provisions for meeting five-year milestones to ensure that the overdraft is eliminated and sustainable conditions are achieved within twenty years. SGMA gives GSAs a list of specific groundwater management authorities to use in implementing these plans, such as adopting and enforcing regulations, investigating and acquiring water rights (although at the same time not affecting landowners’ existing water rights), imposing fees, and limiting groundwater production.

Our basin¹ is designated high priority due to the continuing problem with saltwater entering our groundwater, and therefore, is subject to SGMA's requirements. Thus, there is both a practical and a legal need to establish a GSA and GSP for the Santa Cruz Mid-County Groundwater Basin as expeditiously as possible.

III. Who Developed and Updates This Community Engagement Plan?

At the time of this writing, area leaders are working together to meet SGMA requirements and address our groundwater management challenges through the Soquel-Aptos Groundwater Management Committee (S-AGMC), an expanded version of what was formerly known as the Basin Implementation Group (BIG). S-AGMC members include elected officials from the Soquel Creek and Central Water Districts, the City and County of Santa Cruz, and three private well-owners (also referred to as "independent pumpers").

The S-AGMC established two working groups to support two major initiatives: a) a GSA Formation Subcommittee to formulate recommendations to the S-AGMC on how to structure this area's GSA. This group has completed its work and is no longer meeting; and b) an Outreach Work Group to assist with community engagement. This working group is ongoing.

The S-AGMC also has worked through Soquel Creek Water District to obtain the services of California State University, Sacramento's, Center for Collaborative Policy (CCP) to develop this Community Engagement Plan. CCP has done so in consultation with the S-AGMC, GSA Formation Subcommittee, and stakeholders. Consultations with stakeholders have consisted of:

- 22 interviews with a diverse range of individuals;
- Input obtained from the community through meetings of the Mid-County Groundwater Stakeholder Group (described below); and
- Discussions at meetings of the S-AGMC, its GSA Formation Subcommittee, and its Public Outreach Work Group (all of which are open to the public).

Please see Attachment A for a list of the interviewee questions and Attachment B for a list of interviewees, along with selection considerations.

The GSA is being structured as a Joint Powers Authority (JPA) led by representatives of the S-AGMC agencies and independent pumpers. GSA "members" refers to the public agency representatives, while GSA "directors" include both the public and private sector representatives. The GSA will most likely be staffed through the collaborative efforts of staff from member agencies. Once the GSA is formed, it is expected to assume responsibility for any necessary updates to this Community Engagement Plan.

¹ See "Soquel Valley Groundwater Basin" in DWR Bulletin 118.

IV. What Are the Required Public Notice and Involvement Opportunities During Development of A Groundwater Sustainability Agency and Plan?

SGMA strongly encourages broad stakeholder engagement in establishing GSAs and in developing and implementing GSPs. According to SGMA:

- “The groundwater sustainability agency shall encourage the active involvement of diverse social, cultural, and economic elements of the population within the groundwater basin prior to and during the development and implementation of the groundwater sustainability plan.” [CA Water Code Sec. 10727.8(a)]
- “The groundwater sustainability agency shall consider the interests of all beneficial uses and users of groundwater.” [CA Water Code Sec. 10723.2]

SGMA explicitly authorizes GSAs to form Advisory Boards if they choose, but does not require them to do so. SGMA does have several GSA-specific requirements regarding public notice, public hearings, and public meetings.² These include:

A. Local agencies seeking to become a GSA must issue public notice and hold a public hearing before doing so. The public notice must be consistent with Section 6066 of the Government Code. The hearing must take place in a county overlying the groundwater basin of interest. [CA Water Code Section 10723 (b)]

Within 30 days of electing to be (or forming) a GSA, the GSA must inform the State of this development and its intent to manage groundwater sustainably. In doing so, the GSA must:

- Include a list of parties who wish to receive “plan preparation, meeting announcements, and availability of draft plans, maps, and other relevant documents”; and
- Explain how the interested parties’ perspectives will be considered, both during the development and operation of the GSA and during development and implementation of the GSP. This information must also be sent to the legislative bodies of any city and county in the area covered by the plan.

Illuminating the term “interested parties,” SGMA requires that GSAs consider the interests of “all beneficial uses and users of groundwater,” along with entities expected to share responsibilities for implementing GSPs. As a starting point, SGMA specifies a number of types of “interested parties” (see Attachment C). The GSA must maintain its list of interested parties on an ongoing basis. Anyone who wishes to be put on this list can do so upon making this request in writing. [CA Water Code Section 10730. (b) (2); 10723.2; 10723.4; and 10723.8. (a)]

With respect to tribes, SGMA states that, “any federally recognized Indian tribe, appreciating the shared interest in assuring the sustainability of groundwater

² SGMA also includes public notice requirements for state agencies; see the text of SGMA for details.

resources, may voluntarily agree to participate in the preparation or administration of a groundwater sustainability plan or groundwater management plan under this part through a joint powers authority or other agreement with local agencies in the basin. A participating tribe shall be eligible to participate fully in planning, financing, and management under this part, including eligibility for grants and technical assistance, if any exercise of regulatory authority, enforcement, or imposition and collection of fees is pursuant to the tribe's independent authority and not pursuant to authority granted to a groundwater sustainability agency under this part." [CA Water Code Section 10720.3 (c)]

B. GSAs planning to develop a GSP must provide notice of their intent to do so to the public and the state before proceeding. The notice must describe opportunities for interested parties to participate in the development and implementation of the GSP. This written notice must be provided to the legislative bodies of any city or county located within the basin to be managed by the GSP. [CA Water Code Section 10727.8. (a)]

C. A GSA seeking to adopt or amend a GSP must provide notice to cities and counties within the area encompassed by the proposed plan or amendment, and consider comments provided by the cities and counties. Cities and counties receiving the notice may request consultation with the GSA, in which case the GSA must accommodate that request within thirty days. The GSA also must hold a public hearing prior to adopting or amending a GSP. There must be at least 90 days between the notice issued to cities and counties and the public hearing. [CA Water Code Section 10728.4]

D. If a GSA intends to impose or increase a fee, it must first hold at least one public meeting, at which attendees may make oral or written comments. This public notice must include information about the time and place of the meeting and a general explanation of the topic to be discussed. It must be posted on the GSA's website and mailed to any interested party who submits a written request for mailed notice of meetings on new or increased fees. (The GSA must establish and maintain a list of interested parties in this context, and the list is subject to renewal by April 1 of each year.) The public notice must also be consistent with Section 6066 of the Government Code. In addition, the GSA must share with the public the data upon which the proposed fee is based, and this must be done at least ten days before the public meeting takes place. [CA Water Code Section 10730.(b)(1),(2), and (3)]

V. How Can Community Members Participate in Developing the Groundwater Sustainability Agency and Plan for the Santa Cruz Mid-County Groundwater Basin?

A. Community Engagement Opportunities During GSA Formation. As noted above, area leaders have formed the Soquel-Aptos Groundwater Management Committee (S-AGMC) as the primary vehicle through which the Soquel Creek and Central Water Districts, the City and County of Santa Cruz, and independent pumpers work

together on SGMA compliance. However, the S-AGMC is simply an updated and expanded version of the Basin Implementation Group (BIG), which has been working on area groundwater management issues for several years. The BIG established the Mid-County Groundwater Stakeholder Group and convened it on six occasions over several years to provide updates and invite community feedback on groundwater management efforts.

ILVGA
PAC

The S-AGMC is continuing to convene the Mid-County Groundwater Stakeholder Group to keep the community informed of its GSA formation efforts and other groundwater management activities, and to invite feedback. The seventh and eighth such meetings took place on June 30 and December 10, 2015. This group takes the form of public meetings; it does not have a fixed composition. Based on the input of the 22 stakeholders interviewed during development of this Community Engagement Plan and feedback provided at the seventh meeting of the Mid-County Groundwater Stakeholder Group, stakeholder input during GSA formation will occur in the context of periodic meetings of the Mid-County Groundwater Stakeholder Group. However, interviewees urged expanded community engagement during GSP development and implementation to foster shared ownership in the plan. The next section describes the anticipated approach for accommodating that desire.

On behalf of the S-AGMC as a whole, the Soquel Creek Water District has established a webpage to keep the community informed of efforts to achieve sustainable groundwater management. The website address is www.midcountygroundwater.org. Information on all SGMA-related public meetings will be posted on this webpage.

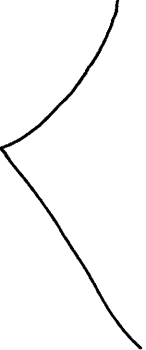
 **B. Community Engagement Opportunities During GSP Development.** As shown in Attachment D, the anticipated community engagement approach for development of a GSP for the Santa Cruz Mid-County Groundwater Basin consists of seven primary elements:

1. Compliance with SGMA community engagement requirements;
2. Establishment of a GSP Policy Development Subcommittee of approximately 12-20 individuals, which will include some of the GSA directors as well as additional stakeholders representing the range of major groundwater users and beneficial uses. Subcommittee members will work together to formulate the key policy content of the GSP (recognizing that GSA directors retain the legal responsibility for final GSA- and GSP-related decisions). See Attachment E for an illustration of the anticipated GSP Policy Development Subcommittee, reflecting the input of the Mid-County Groundwater Stakeholder Group. The GSP Policy Development Subcommittee is expected to focus on core policy issues, while a staff working group and consultants will be responsible for technical support (e.g., planning context, monitoring and reporting, analysis of alternatives for discussion by the GSP Policy

Development Subcommittee and the GSA). Please see Attachment F for a list of the kinds of topics that the GSP Policy Development Subcommittee is likely to discuss;

3. Targeted outreach to independent well-owners for broader input from this key, but diffuse, stakeholder sector (supplementing the County's ongoing meetings with small water systems);
4. Outreach to other parties known to be interested in GSP development at strategic mileposts to provide updates and invite feedback; and
5. Regular updates for the community-at-large via the Mid-County Groundwater Stakeholders Group, additional events designed specifically for private well-owners, and a range of other mechanisms as shown in Attachment D.

VI. Conclusion



This Community Engagement Plan is intended to chart the path by which community stakeholders can contribute to the development of a GSA and GSP that comply with SGMA. In so doing, it offers a realistic and feasible approach for remedying the problems of the Soquel-Aptos Groundwater Management Area and ensuring adequate water supply for beneficial use by future generation. It lays out a fair and respectful process for engaging stakeholders in that undertaking. In so doing, this Community Engagement Plan is intended as a useful reference for the community at large, as well as community leaders guiding SGMA compliance and groundwater management efforts.

Whether one is pleased or dismayed by the passage of SGMA, it is now the law of the land. It presents a new playing field and an opportunity for regional collaboration on shared water management challenges. As one stakeholder has observed, "Santa Cruz County is a great place for this to work. We have lots in common – i.e., a strong appreciation for the environment – the ocean and mountains...; people are willing to make less money in order to live here." And another stakeholder says, "The prospects are good to generate the right outcome." There is reason to be optimistic that our community is on the path to solving our water challenges.

Attachment A: Interview Questions

Forming a Groundwater Sustainability Agency Under the Sustainable Groundwater Management Act

Anticipated Stakeholder Interview Questions

(Note that the facilitator plans to use these questions as the backbone of the interview, but will improvise follow-up questions, given the interviewee's answers.)

- I. **Are you familiar with the new state legislation on groundwater -- the Sustainable Groundwater Management Act? (If needed, I will explain a little, including the requirements for a GSA and GSP.)**
- II. **I'm working with the Soquel-Aptos Groundwater Management Committee & its GSA subcommittee to develop a plan for how to engage the broader community in getting these required components in place, and would like to invite your input on that. In that context, do you have thoughts on what parties, or types of parties, will need to be involved in developing a Groundwater Sustainability Plan? Possible prompts:**
 - a. Those with decision-making or other governance roles regarding groundwater in this basin and might want to be included in your GSA;
 - b. Other stakeholders who need to be involved in order to form a GSA that enjoys broad community support (those who are most strongly affected; those that could ensure or block GSA effectiveness).
- III. **Do you have thoughts on how best to engage those particular parties, and the public generally, in development of the Plan? Possible prompt: are there existing engagement opportunities that seem to be working well that we might be able to build upon?**
- IV. **What issues would you like to see discussed during the development of the GSP? Possible follow-up prompts:**
 - a. It's likely that one of the topics on the table will be additional supply options (e.g., sharing water, recycling water, etc.). What aspects of this issue would you like to see discussed during GSP development?
 - b. Another thing that is likely to come up is the question of balancing additional development pressure with a possible need to continue a reduced pumping profile. Do you have thoughts on how that tension will play out in this basin? Is this something you think could fruitfully be discussed during GSP development?

- V. Thinking back on past groundwater-related efforts with which you've been involved, are there any lessons you think we can learn from them (e.g., what worked / what might be done differently in the future)?**
- VI. How should this initiative relate to / coordinate with other initiatives in the region?**
- VII. If you imagine the situation 2 years down the line, and you are feeling great about how this has all transpired, what would have happened that would give you that feeling? Possible prompts:**
 - a. What should we seek to accomplish with the GSA and GSP?**
 - b. Any thoughts about priorities, programs, or projects that might support those aspirations?**
 - c. How should we measure success?**
- VIII. Is there anything else you think I should know that I haven't asked about?**
- IX. Is there anyone else you would suggest I interview?**
- X. Is there anything you've told me that you'd like me to keep confidential?**

Attachment B:

Interviewees³

1. Bruce Jaffe, SqCWD / GSA Formation Subcommittee member
2. John Ricker, Santa Cruz County / GSA Formation Subcommittee member
3. Micah Posner, City of Santa Cruz / GSA Formation Subcommittee member
4. John Benich, CWD / GSA Formation Subcommittee member (jointly with Bob Postle, co-GSA Formation Subcommittee member, & Ralph Bracamonte, CWD District Manager)
5. Jon Kennedy, Private Well-owner / GSA Formation Subcommittee member
6. Rosemary Menard, Water Director, City of Santa Cruz
7. Bruce Daniels, SqCWD Board Chair, with Melanie Mow Schumacher, SqCWD Special Projects Manager
8. Mary Bannister, General Manager, Pajaro Valley Water Management Agency
9. Rick Longinotti, Santa Cruz Desal Alternatives, Member of Santa Cruz Water Supply Advisory Committee
10. David Green Baskin, Santa Cruz City Water Commissioner, Member of Santa Cruz Water Supply Advisory Committee
11. Gary Nelson, Seascope Golf Course General Manager (large business groundwater user)
12. Joe Nugent, Cabrillo College Facilities Planning and Plant Operations Director
13. Martin Mills and Jennifer Young, Pure Source (small water system operators)
14. John Bargetto, Bargetto Winery
15. Chris Coburn, Executive Director, Central Coast Resource Conservation District
16. Pam Caldwell Nootbaar, General Manager, Kennolyn Camps
17. Ned Spencer, Santa Cruz County Water Advisory Commission; founder of Friends of Soquel Creek
18. Barbara Mason, Santa Cruz County Economic Development Coordinator
19. Kirsten Liske, Vice President, Green Communities, Ecology Action
20. Regan Ray, Realtor, Attorney, and Private Well-owner (residential sector)
21. Jon Jankovitz, Fisheries Biologist and Ecologist, California Department of Fish and Wildlife
22. Jim Keller, Director of Conservation, Amah Mutsun Tribal Band

³ Considerations in selecting interviewees included: 1) Interviewees are stakeholders with respect to GSA / GSP formation in this basin; 2) They are widely respected opinion leaders, and/or could help ensure or block GSA / GSP effectiveness; 3) They include major decision-makers with respect to GSA / GSP formation; 4) They collectively represent a broad range of sectors and perspectives; and/or 5) They collectively represent broad geographic diversity within this basin. Generally, interviewees met one or more of the 1st three considerations, and contributed to the last two considerations.

Attachment C:

Types of Interested Parties Whose Interests Must Be Considered At Minimum ⁴

SGMA specifies that GSAs' lists of interested parties should include, at a minimum:

- a. Holders of overlying groundwater rights, including both agricultural and domestic users;
- b. Municipal well operators;
- c. Public water systems;
- d. Local land use planning agencies;⁵
- e. Environmental users of groundwater;
- f. Surface water users, if there is a hydrologic connection between surface and groundwater bodies;
- g. The federal government, including, but not limited to, the military and managers of federal lands;
- h. California Native American tribes;
- i. Disadvantaged communities (DAC), including, but not limited to, those served by private domestic wells or small community water systems; and
- j. Entities listed in Section 10927 that are monitoring and reporting groundwater elevations in all or a part of a groundwater basin managed by the GSA. [CA Water Code Section 10723.2.]

Also, SGMA allows for the option of multiple GSAs in a single basin. Where this occurs, SGMA requires that the GSAs in a single basin coordinate with one another through a coordination agreement covering the whole basin. In this case, the GSAs must use the same data and methods for certain parts of their Plans. *[CA Water Code Section 10727.6.]*

⁴ The adjoining basins include West Santa Cruz Terrace to the west and the Pajaro Valley to the southeast.

⁵ SGMA requires that GSAs coordinate with land use planning agencies. The latter must review the proposed GSP prior to its adoption or amendment. In addition, local land use planning agencies must give local GSAs an opportunity to review proposed general plan adoption and amendment actions, and the GSAs are required to identify anticipated effects of the proposed action on GSP implementation.

Attachment D:

Summary of Community Engagement Opportunities and Timeline

Time-frame	Mile-stone	Required Community Engagement	Additional Community Engagement Recommendations
GSA establishment no later than June 30, 2017	Prior to establishing GSA	▪ Issue public notice regarding intent to form GSA⁶ and to hold public hearing. Provide supporting data at least 10 days prior to hearing. ▪ Hold public hearing in county overlying ground-water basin of interest. ▪ Determine whether there are any federally recognized Tribes with interests in this basin (e.g., check with Native American Heritage Commission); if so, reach out to determine desire to participate. ▪ Active involvement of diverse social, cultural, and economic elements of the population within the basin.	▪ Continue to hold Mid-County Groundwater Stakeholder Group meetings as needed to update community on progress in establishing GSA and invite feedback.⁷ Expand outreach in areas dense with independent pumpers (e.g., Branciforte, Olive Springs, Glen Haven, Floral Glen, Rodeo Gulch, Old San Jose Road, Valencia, and Trout Gulch Roads). ▪ Update community at large via Facebook pages of S-AGMC members and project webpage. (www.midcountygroundwater.org). ▪ Publish notice in Sentinel, Capitola-Soquel Times, and Aptos Times, and via insert in customer utility bills of relevant S-AGMC member agencies. ▪ Systematically develop list of interested parties (see Attachment C) under auspices of S-AGMC and its GSA Outreach Work Group. In all above communications with the public, include invitation to be added to list; this should be a standing message on the webpage. ▪ Plan composition and operating protocols of GSP Policy Development Subcommittee, including mechanisms that incentivize and reinforce independent pumper engagement.

⁶ Public notices must be consistent with Section 6066 of the Government Code.

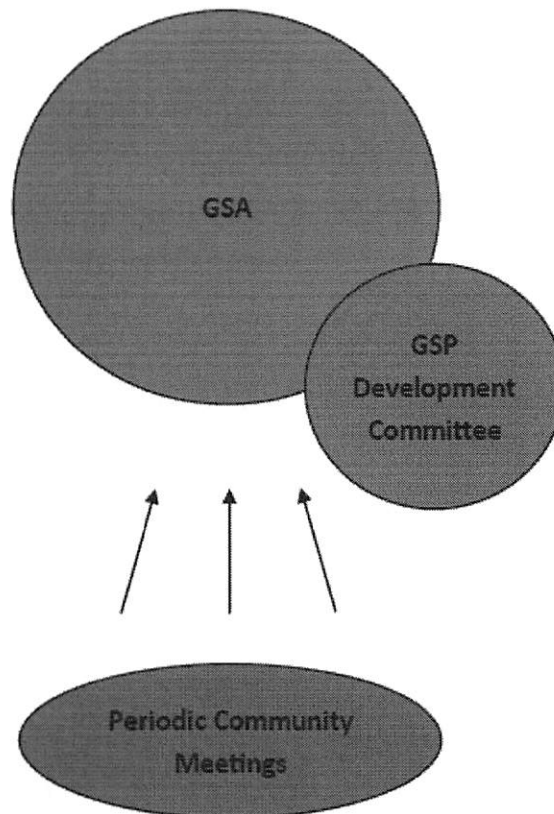
⁷ Standard means of publicizing these meetings include ads placed with the Santa Cruz Sentinel / Coastlines and the Times Publishing Group; distribution via email lists, websites, and Facebook pages of members of S-AGMC and its subcommittees; and postcard mailings for key events.

Time-frame	Mile-stone	Required Community Engagement	Additional Community Engagement Recommendations
Within 30 days of electing to be (or forming) a GSA	GSA establishment	At the time that the GSA informs the State of GSA establishment and the intent to manage groundwater sustainably, submit to the State and to legislative bodies of any cities and counties located in the area to be covered by the GSP: a) a list of interested parties (per Attachment C); and b) description of how they will be involved with the GSA and GSP.	Once particular GSA model is selected, update this Community Engagement Plan as needed to serve as (b) in column to left.
After GSA formation but before GSP adoption (required by Jan. 31, 2020)	Prior to Beginning GSP development	Provide to the public and State notice of intent to begin GSP development and description of opportunities for interested parties to participate in GSP development and implementation.	▪ Issue press release regarding establishment of GSA. ▪ Offer interviews to area radio (e.g., AM 1080-KSCO) and television stations. ▪ Meet with editorial boards of Sentinel, Good Times, Capitola-Soquel Times, and Aptos Times to explain intent and approach.
See above cell	During GSP development	Active involvement of diverse social, cultural, and economic elements of the population within the basin.	▪ Convene monthly or bi-monthly meetings of GSP Policy Development Subcommittee to jointly develop core policy content of GSP; Subcommittee membership should include, but be broader than, GSA directors (with clear understanding that GSA directors retain legal responsibility for final GSA and GSP-related decisions); provide public comment opportunity at each meeting. ▪ Establish staff working group to provide technical support to GSA Development Subcommittee

Timeframe	Mile-stone	Required Community Engagement	Additional Community Engagement Recommendations
See above cell	During GSP development (<i>continued</i>)	See above cell.	- Continue to hold Mid-County Groundwater Stakeholder Group meetings as needed to update community on progress in developing GSP and invite feedback. - Augment with meetings of interested independent pumpers / private well-owners to obtain broader input from this key, but diffuse, sector on as-needed basis. - Augment with community input via web-based survey to get additional input on targeted issues where warranted. - Update area legislative bodies at strategic mileposts (and any group upon request). Continue to update community at large via project website, press, bill inserts, and/or postcards mailed at key junctures.
GSP adoption no later than January 31, 2020	Prior to GSP adoption or amendment	- Provide notice to cities and counties within area encompassed by the proposed plan or amendment. - Consider comments provided by the cities and counties. - Accommodate requests for consultation received from the cities and counties within 30 days. - No sooner than 90 days following public notice, hold public hearing.	- Hold Mid-County Groundwater Stakeholder Group meetings to orient attendees to proposed GSP. - Meet with editorial boards of Sentinel, Capitola-Soquel Times, and Aptos Times. - Offer interviews to area radio and television stations. - Celebrate progress with the community.

Timeframe	Mile-stone	Required Community Engagement	Additional Community Engagement Recommendations
Prior to GSA imposing fee or increasing fee	If GSA intends to impose or increase a fee	▪ Provide public with access to the data serving as the basis for the proposed fee, the time and place of explanatory public meeting, and general explanation of topic to be discussed. Post on project website and mail to any interested party who submits written request for mailed notice of meetings on new or increased fees. ▪ No sooner than 10 days following public notice, hold public meeting.	▪ Hold Mid-County Groundwater Stakeholder Group meetings to orient attendees to proposed GSP. ▪ Meet with editorial boards of Sentinel, Capitola-Soquel Times, and Aptos Times. ▪ Offer interviews to area radio and television stations. ▪ Provide explanatory information on the project webpage.
Quarterly	Through-out GSP implementation		Convene GSP Policy Development Subcommittee at regular intervals (at least annually) to review GSP implementation / results and recommend GSP amendments as needed.

Attachment E:
Anticipated Stakeholder Engagement Approach for GSP Development



Attachment F

Topics To Discuss During GSP Development

Because the Mid-County area has an existing groundwater management plan (the 2007 AB-3030 Soquel-Aptos Groundwater Management Plan), the development of the GSP is expected to focus on updating the existing Groundwater Management Plan, rather than starting from a blank slate. Topics likely to be addressed during GSP development include, but are not limited to, the following:

1. **Current Conditions, Assets, and Challenges.** Characterize the physical setting, the aquifer underlying the basin to be managed, current conditions in the basin (particularly including Soquel Creek summer flows), associated groundwater management challenges, factors contributing to those challenges, and assets that can help contribute to solutions.
2. **Evaluation Criteria.** Identify criteria for an acceptable solution to the basin's groundwater management challenges (e.g., cost, impact on water quality, impact on salt water intrusion, timeliness of results; political feasibility, certain level of base flow in Soquel Creek, certain groundwater level at the coast, etc.).
3. **Models and Examples.** Investigate how others have handled similar challenges (e.g., adjudicated basins elsewhere in the State; how Australia handled its recent drought; how Orange County implements water recycling; Pajaro Valley Water Management Agency's approach and conservation programs in Pajaro Valley; Santa Barbara's response to an earlier drought; etc.)
4. **Measurable Objectives, Thresholds, Triggers, and Interim Milestones.** SGMA indicates that GSPs must address groundwater quantity and quality, mitigation of overdraft, use of recharge, and use of surface water (e.g., for recharge and/or in-lieu of groundwater). GSPs must include measurable objectives that will enable water managers to avoid six specific "undesirable results"⁸ specified in SGMA, as well as interim milestones that enable

⁸ The six undesirable results include: 1) chronic lowering of groundwater levels indicating a significant and unreasonable depletion of supply if continued over the planning and implementation horizon; 2) significant and unreasonable reduction of groundwater storage; 3) significant and unreasonable seawater intrusion; 4) significant and unreasonable degraded water quality, including the migration of contaminant plumes that impair water supplies; 5) significant and unreasonable land subsidence that substantially interferes with surface land uses; and 6) depletions of interconnected surface water that have significant and unreasonable adverse impacts on beneficial uses of the surface water.

measurement of progress in meeting those objectives.⁹ These objectives and interim milestones break up the overall goal of groundwater sustainability into manageable pieces. Thresholds will need to be defined that indicate when an undesirable result would be reached, as well as triggers that would require changes in management strategies to avoid reaching those thresholds.

5. **Options.** Articulate the range of possible solutions or strategies for achieving the above objectives, including both conservation and supply enhancement (water recycling, recharge, increased storage, desalinization, and inter-jurisdictional water sharing); market-based solutions (e.g., cap and trade); options for various sectors; options for both indoor and outdoor water conservation; and options that offer an opportunity to implement the recommendations of the Santa Cruz Water Supply Advisory Committee, along with SGMA compliance. However, the initial focus should be on options that address the most limiting factors and will be politically feasible (e.g., supplementing water supply and eliminating waste, rather than restricting access).
6. **Option Evaluation and Selection.** Evaluate and select among the range of options. Determine how best to link the GSP with applicable city and county general plans, other water-related plans and programs, and other relevant initiatives in the region.¹⁰
7. **Plan implementation, monitoring, and adaptive management.** Discuss and agree upon:
 - Who will carry out various aspects of the solution, including education, technical assistance, data collection, monitoring, reporting, and enforcement;
 - How to incentivize independent pumpers' participation in GSP implementation;

⁹ Please see SGMA Sections 10727.2 and 10727.4 for further detail on required GSP elements.

¹⁰ Other initiatives in the region with which the GSA should consider establishing appropriate linkages during GSP development include: a) Water Districts in adjoining basins (including Pajaro Valley Water Management Agency, Scotts Valley Water District, and Monterey County Water Agency) and existing agreements and negotiations among them; b) DWR Strategic Plan for Groundwater; c) Urban Water Management Planning Act; d) Capitola's Lagoon Management Plan; e) Integrated Water Resources Management Plan; f) Local Agencies Formation Commission; g) Stormwater regulations; h) Santa Cruz Water Supply Advisory Committee; i) current water conservation efforts in Santa Cruz and Soquel; j) Soquel Creek Water District's feasibility study regarding recycled water; k) Deepwater Desal project in Moss Landing; l) model water reduction plan for community colleges being developed by Cabrillo College; m) County planning and development requirements, area cities, and neighboring basins to make regulations consistent across jurisdictions.

- 
- How the solution will be funded and the costs shared among beneficiaries; and
 - How to ensure the GSP is adaptable over time, including how conflicts will be handled, who will be responsible for GSP updates, how often these updates will occur, and how the updates will be accomplished, and related stakeholder involvement opportunities.

WORKING DRAFT

Community Engagement Plan

for Development and Adoption of a Groundwater Sustainability Plan

Sonoma Valley Groundwater Sustainability Agency

December 2017, v4

Purpose, Outcomes & Goals

The purpose of the Sustainable Groundwater Management Act (SGMA), signed by Governor Brown in 2014, is to ensure local sustainable groundwater management in medium- and high-priority groundwater basins statewide. **California's Department of Water Resources has determined that Sonoma County has three medium priority basins that are subject to SGMA Implementation:**

- Petaluma Valley basin
- Santa Rosa Plain subbasin
- Sonoma Valley subbasin

This draft Community Engagement Plan applies only to the Sonoma Valley Groundwater Sustainability Agency, although many outreach activities will be coordinated with the other basins.

SGMA Milestones: The Sonoma Valley basin achieved the first milestone in SGMA by creating a Groundwater Sustainability Agency (GSA) by June 30, 2017. The second major milestone in the SGMA is the adoption of a Groundwater Sustainability Plan (GSP) by January 30, 2022. The GSP is prescribed by SGMA and contains required elements. The third milestone is achieving sustainability by 2042.

Several key steps must be taken to ensure that Milestone Two (adoption of the GSP) is achieved, including:

- Adoption and implementation of a financing plan that will allow the Sonoma Valley GSA to be financially independent;
- Development, drafting and vetting of specific elements within the GSP;
- Compilation, vetting and final drafting of the GSP as a whole.

Outcomes: The desired outcome for this communication and outreach plan is to achieve GSP adoption with input from and in consideration of Sonoma County's diverse people, economy and ecosystems. As the GSA gets closer to completion of the GSP, a new community engagement plan will be developed to address implementation issues.

Plan Goals: SGMA requires the GSA to consider the interests of all beneficial uses and users of groundwater, and encourage involvement of diverse social, cultural, and economic elements of the population within the Basin during GSP preparation and implementation. The goals of the Community Engagement Plan are to:

- Enhance understanding and inform the public about water and groundwater resources in the Sonoma Valley and the purpose and need for the GSP.
- Engage a diverse group of interested parties and stakeholders and promote informed community feedback throughout the GSP preparation and implementation process.
- Coordinate communication and involvement between the GSA (Board, Advisory Committee and staff), and other local agencies (including other GSAs), elected and appointed officials, and the general public.
- Utilize the GSA Advisory Committee to facilitate a comprehensive public engagement process.
- Employ a variety of outreach methods that make public participation easy and accessible. Hold meetings at times and venues that encourage broad participation.
- Respond to public concerns and provide accurate and up-to-date information.
- Manage the community engagement program in a manner that provides maximum value to the public and an efficient use of GSA and local agency resources.

Time Period: The Plan is intended to cover communication and outreach for January 2018-January 2022, when the GSP is due to be submitted to California Department of Water Resources. Because this is a multi-year project and plan, the key activities needed to achieve these goals will be broken down into annual work plans.

Interested Parties and other stakeholders: SGMA lists interested parties who the GSA must consider when developing and implementing the GSP, including:

- Agricultural users of water
- Domestic well owners
- Municipal well operators
- Public water systems
- Land use planning agencies
- Environmental users of groundwater
- Surface water users
- The federal government
- California Native American tribes
- Disadvantaged communities (including those served by private domestic wells or small community water systems).

See Appendix A for a list of the interested parties in Sonoma Valley. Representatives of most of the interested parties are included on the GSA Board or Advisory Committee.

Other stakeholders can also be impacted by decisions made by the GSA, including businesses, schools, land stewardship organizations, and state government agencies. See Appendix B for a listing of additional stakeholders that will be considered during development of the GSP.

Outreach Roles

The **GSA Board**, which is comprised of elected and appointed officials, will make the ultimate decision on financing options and on the GSP. As required by the Joint Powers Authority agreement that created the GSA, the Board will consider the recommendations of the Advisory Committee.

In regard to outreach, the Board is responsible for:

- Adopting and overseeing implementation of the Community Engagement Plan;
- Receiving public comments made in writing, and verbally at Board meetings and public hearings;
- Considering the recommendations of the Advisory Committee.

In addition, the Board may choose to play a more active role in outreach through communication with the public, stakeholder groups, and the entities it represents.

The **Advisory Committee**, which is comprised of members appointed by the GSA Board and entities that comprise the GSA, will become familiar with financing options and issues related to the GSP. The Advisory Committee is charged with actively engaging with the public for input and feedback. This charge will be carried out through various mediums and a variety of activities, but generally includes:

- Advising staff in the drafting of the Community Engagement Plan;
- Actively seeking input from the represented stakeholder groups on issues before the GSA;
- Sharing input and feedback with the full Advisory Committee meeting; and
- Making recommendations to the Board.

The Sonoma Valley GSA Board, the Sonoma Valley GSA Advisory Committee, and staff are committed to keeping the **public informed**, providing the public with **balanced and objective information** to assist the public in understanding SGMA, available options and recommendations, and creating an open process for public input on the development and implementation of the GSP. When evaluating the options and making decisions, the Board, Advisory Committee and staff will **solicit public input** through a variety of methods, including public workshops, written and verbal comments, meetings with stakeholder organizations and community events (see Attachment A for Year One examples). Input can be made during public comment periods at Advisory Committee and Board meetings, and in writing. Comments made in writing can be submitted to dmuelrath@vomwd.org

True engagement requires policymakers and the public to not only talk, but to also listen. The Sonoma Valley GSA asks all participants – whatever their role – to follow these rules of engagement:

- Be a good listener. Listen to what is being said, find out why it is being said.
- Be respectful to all participants.

Community Engagement Plan

To truly engage the public in development of a GSP that is science-based, complex and technical, the GSA will strive to meet these overall objectives:

- Educate the public in compelling ways. Communicate what may often be complex concepts in simple and compelling ways with graphics and examples.
- Manage expectations. Avoid “anything goes” meetings that might pursue unrealistic and impractical approaches.

- Show how the input received has been incorporated into the plan or process. Demonstrating to the public how their ideas have been reflected in the plan or planning process is an important piece to the puzzle.
- Remain focused on results. Understand objectives of each public meeting and facilitate the achievement of those objectives.

The Community Engagement Plan is comprised of two categories of activities: ongoing and project- or program-specific.

Ongoing activities are the “housekeeping” tasks of the GSA outreach, including website maintenance and updates, monthly blogs to the interested parties list, updating fact sheets and FAQs, posting Board and AC meetings and materials and issuing press releases about meetings.

Project or program-specific engagement activities are developed to meet the outreach goals of each project or program.

In Year One (July 1, 2017- June 30, 2018), the GSA Board must hire legal counsel (completed); hire rate/fee consultants (completed); apply for Proposition 1 GSP funding grant (underway); adopt various documents including bylaws and a Community Engagement Plan; initiate the first steps in developing the GSP; determine whether to request basin boundary modifications; and determine a short-term mechanism for funding the GSA. The initiation of the GSP and the rate/fee study are projects that require robust community engagement, using the tools described in the Communication Forums and Tools section, below. Attachment A provides a detailed table of Year One engagement activities, including timeframes and key roles.

In Years Two through Five (July 1, 2018-January 31, 2022), program specific engagement activities will be focused on development of GSP plan elements. The GSP will be prepared iteratively and in a logical progression, building on previously developed technical and policy information. Throughout the process of preparing the GSP, background materials along with draft text, figures and tables for each section will be provided to the GSA member agency staff, Advisory Committee, the GSA Board and the public in advance of meetings for input and comment. The Advisory Committee, public and Board will have opportunities to comment on each element, before the element is ultimately adopted by the Board.

It is anticipated that the GSP will be developed in six phases:

1. Preparation and submittal of initial notification of GSP preparation (Year One)
2. Definition of plan area and basin setting (Year Two)
3. Development of sustainable management criteria, including the sustainability goal, undesirable results, minimum thresholds, measurable objectives and interim milestones. (Years Two and Three)
4. Design of monitoring program and data management system. (Year Three)
5. Identification and evaluation of proposed projects and management actions (Years Four and Five)
6. Development of GSP implementation costs, detailed schedule, and reporting (Year Five)

Each phase requires robust outreach with the goal of educating and engaging the general public, stakeholders, the Advisory Committee and Board on the technical and policy aspects of the GSP plan elements. Each phase will include a mix of communication tools, to be used in a variety of forums. Public hearings will be held at the end of each phase.

Every March, staff will work with the Advisory Committee to develop an Activities Plan for the upcoming fiscal year (beginning on July 1), incorporating tools and techniques that worked well in previous years and modifying or eliminating tools that failed to engage people.

Communication Forums & Tools

Governance Agencies Briefings: Board members will brief their councils or boards regularly on GSA activities and will work with GSA staff to provide additional briefings on sensitive or important topics.

In Year One, the goal is to brief member agencies about the initiation of the GSP and the rate/fee study in January and about proposed rate/fee options in April. The purpose of the briefings is to inform boards and councils about the purpose of the GSP and the rate/fee study; the necessity and timing of the rate/fee study; and to get feedback on proposed rate/fee options.

Stakeholder Briefings: Advisory Committee members will meet with and communicate regularly with organizations comprised of the stakeholder groups they represent. To avoid overlap and mixed messages, all briefings will be coordinated with outreach staff. Many stakeholder groups were interviewed in 2015, during SGMA initial stakeholder outreach. The Stakeholder Assessment can be found online at www.sonomacountygroundwater.org.

Engaging Disadvantaged Communities – Community Events and Existing Venues

Disadvantaged communities (DACs) are specifically called out in SGMA as an interested party. Eighty-one percent of the area in the Sonoma Valley Basin is designated an Economically Distressed Area, and eight percent of the area in the Basin (Temelec, Agua Caliente and The Springs areas) is categorized as a Disadvantaged Community. A large percent of the people living in the DAC areas of Sonoma Valley are Spanish speaking, and many are relatively recent immigrants.

Previous assessments of engaging Sonoma County’s Spanish speaking community recommend using “food, faith and festivals” as opportunities to educate and interact with people on critical issues. Connecting with communities through existing organizations, like La Luz, and through community events, churches and schools, provides an opportunity share information and solicit feedback on rate/fee options and GSP elements.

Public Meetings/Hearing

Public meetings or hearings are formal opportunities for people to provide official comments on programs, plans and proposals. SGMA requires that a public meeting be held prior to the adoption of a fee and public hearings for the adoptions of GSP elements and the final plan.

There are also constitutional requirements for public hearings for some fee/rate options. Public meetings and hearings are an important forum for people to share viewpoints and concerns, but often occur at the end of a process, when only one option is under consideration. The GSA will hold required public meetings and hearings, but will also use less formal public workshops (described below) to solicit feedback and information early in the process.

Public Workshops

Public educational workshops provide less formal opportunities for people to learn about groundwater, SGMA, financing options, and GSP elements. Workshops can be organized in a variety of ways, including open houses, world cafes and traditional presentations with facilitated question and answer sessions. In order to solicit feedback from people who may not be comfortable speaking in public, workshops can include small group breakout discussions, “dot” voting, comment cards and other techniques. Whatever format of workshop is used, it will be designed to maximize opportunities for public input.

A workshop will be held in the spring of Year One (2018) to describe and solicit feedback on fee/rate options. Workshops will also be held as GSP elements are being developed.

Public Notices

In addition to the public notice required for fee adoption, SGMA requires that prior to initiating the development of a GSP, the GSA must provide a written statement describing the manner in which interested parties may participate in the development and implementation of the GSP. The statement must be provided to all the cities within the basin and to the County of Sonoma. As outlined in this Community Engagement Plan, there will be a variety of opportunities for people to participate in the development and implementation of the GSP, including workshops, public hearings, providing comments at Board and Advisory Committee meetings and through written comments. In early 2018, staff and legal counsel will develop a written statement for public participation.

Specific tools will be used to inform and engage people, including:

Interested Persons List

SGMA mandates the creation of an interested persons list. SGMA does not specify the type of list (email versus hard copy). The first preference is an email list, to get information out quickly and to reduce costs. A secondary list will be developed for people who don’t use email. Board members and the agencies they represent, Advisory Committee members and staff can contribute names of organizations, agencies, and individuals to the list. Whenever new inquiries are made they will be added to the list. The Sonoma Groundwater Basin Advisory Panel lists will also be utilized.

The list is broad and includes anyone who would like to stay informed about SGMA activities and anyone the Board and Advisory Committee thinks should be informed about GSP process and the outcome of the planning effort. Outreach staff will send out monthly updates to the Interested Persons list. This list will also be used for dissemination of information on public workshops, public meetings, etc.

Informational Materials

Developing a variety of informational materials is critical to successful education and necessary to circulate consistent, accurate information. Outreach staff, with the input of the administrator, plan manager and the Advisory Committee, will develop a range of materials, including at least the following:

Periodic Updates

- **Talking Points:** Clear, concise messages to be used by Board and Advisory Committee members and staff when communicating with media, organizations and stakeholders.
- **Milestone Fact Sheets:** For initiating the GSP, the rate/fee study and completion of elements of the GSP.
- **Newsletter Articles:** A short paragraph (50-100 words) that Advisory Committee members can insert into organizational newsletters. These brief articles can also be published in the Sonoma County Water Agency's e-newsletter, which has a broad distribution.
- **Newspaper editorials:** Authored by Outreach staff and Board or Advisory Committee (after review and approval of the full Advisory Committee) members for submittal to local news sources.
- **Briefing Packets:** For milestone briefings to the public and stakeholders. Packets will include standard talking points, PowerPoint presentations, and other materials to assist in educational outreach and for soliciting feedback.

Background/Baseline Information

- **General Fact Sheet:** A general Fact Sheet describing the GSA governance structure.
- **Basin Conditions:** Very brief description of the Sonoma Valley basin (one page, two sides).
- **Existing Educational Materials:** Such as the Sonoma Valley Groundwater fact sheets and primers.

Website

The project website, www.sonomacountygroundwater.org, will be a tool for distributing and archiving meeting and communication materials as well as a repository for any studies. Outreach staff anticipates updating the website monthly, and more often if needed. The website includes the following information:

- Home page: summary and “what’s new” information
- Groundwater basics
- Sonoma Valley Information:
 - Board members, meeting schedule, agendas, and meeting materials.
 - Advisory Committee members, meeting schedule, agendas, and meeting materials

Social Media

Existing Facebook, Twitter, Next Door and other emerging social media technologies will be leveraged to provide updates on milestone progress to interested parties.

Media Plan

Outreach staff will work with the administrator to develop press releases at each milestone and for meetings. The press releases will be distributed to local and regional media and Legislative and Congressional representatives. In addition, whenever possible, staff will work with KSVY to film meetings, to ensure the greatest number of people can view the meetings.

DRAFT

Appendix A:* Consideration of Interests, as required by SGMA¹

*This list is not exhaustive or exclusive.

Cities, County

- City of Sonoma
- County of Sonoma

Tribes

- No recognized tribes in Sonoma Valley

Federal Government

- National Oceanic & Atmospheric Administration/NMFS
- US Army Corps of Engineers
- Natural Resource Conservation Service
- USFWS
- EPA

Public Water Systems

- City of Sonoma
- Sonoma County Water Agency
- Valley of the Moon Water District

Agriculture

- Sonoma County Farm Bureau
- United Winegrowers
- Community Alliance of Family Farmers
- Western United Dairymen's Association
- Sonoma County Winegrape Commission
- Sonoma County Vintners
- BRONC
- North Bay Agricultural Alliance
- Sonoma Valley Vintners and Growers
- Sonoma Resource Conservation District
- Sonoma County Growers Alliance
- Sonoma Valley Farmers Guild (formerly the Grange)
- Sonoma County Food System Alliance/ Ag Innovations

Organizations that Represent Environmental Uses of Groundwater

- Sonoma County Water Coalition
- Sonoma County Conservation Action
- Sonoma Ecology Center
- Bouverie Preserve
- Greenbelt Alliance
- Wine Water Watch

Disadvantaged Communities (and organizations that represent disadvantaged communities)²

- Glen Ellen, Temelec, Boyes Hot Springs, The Springs
- Temelec Homeowners Association
- Creekside Village Homeowners Association

¹ Water Code §10723.2

² As identified by the County of Sonoma

- Chanterelle Homeowners Association
- Seven Flags Homeowners Association
- La Luz
- Social Advocates for Youth
- Boys and Girls Club
- Sonoma Valley Health Center
- Environmental Coalition for Water Justice
- Sonoma Valley Housing Group
- Sonoma Valley Action Coalition
- Vintage House
- Nuestra Voz

Well Owners (including domestic well owners – via list of parcels in unincorporated areas)

Mutual & PUC-Regulated Water Systems (within the basin)

- Common Water LLC (Sonoma Springs)
- George Ranch Mutual Water Company
- Lawndale Mutual Water Company
- Sobre Vista Water Company

Appendix B:* Other Interested Parties³

* While not required to be engaged under SGMA, these stakeholders will be including in the outreach program. This list is not exhaustive or exclusive.

- Sonoma Developmental Center
- Sonoma County Agricultural Preservation & Open Space District
- Sonoma County Planning Commission
- City of Sonoma Planning Commission and City Council
- North Bay Watershed Association
- Sonoma Valley School Districts
- Regional Water Quality Control Board
- Sonoma Valley Climate Coalition
- Sonoma County Health Action
- Sonoma County Community Development Commission
- Sonoma Valley Heath Roundtable

Business / Developers

- Sonoma County Alliance
- Construction Coalition
- North Bay Association of Realtors
- Economic Development Board
- Sonoma Valley Chamber
- Satellite Affordable Housing Associates
- Burbank Housing
- Midpen Housing
- Sonoma Developmental Center
- Sonoma Valley Hospital

Citizens & Community Organizations

- Transition Sonoma Valley
- Glen Ellen Town Forum
- League of Women Voters
- Democratic & Republican Clubs
- Rotaries
- Kiwanis
- SIRS
- Sonoma County Community Foundation
- Sonoma Land Trust
- Valley of the Moon Alliance
- Glen Ellen Forum
- Golden State Manufactured Homeowners Association
- First Congregational Church community outreach

³ Appendix C includes parties and organizations that may be interested in groundwater management, but are not specifically identified as an interest that must be considered under Water Code §10723.2.

- Jobs With Justice

Mutual and PUC-regulated Water Companies outside the basin

- Mission Highlands Water District
- Bennett Ridge Mutual Water Company
- Diamond A Mutual Water Company
- Kenwood Village Water Company
- Sonoma Ranch Mutual Water Company

DRAFT

**IWVGA Policy Advisory Committee
DRAFT Communication and Engagement Plan (2.01.2018) – for review and approval by
IWVGA Board of Directors.**

PAC RECOMMENDATIONS AS NOTED

1. Set Goals and Desired Outcomes

~~1.a. Description and Background of the GSA and subsequent GSP~~

~~Phill Hall states that this item and item 1.a.i.(below) have already been decided by the GSA Board. Staff can fill in these items. Someone from the staff can address these items from the JPA and the Bylaws.~~

~~1.a.i. Explanation of your GSA's decision-making process~~

~~See above from Phill Hall.~~

1.b. Goal/desired outcomes of GSP development (Recommended by PAC – Feb 1, 2018)

- Desired outcomes include, making use of local knowledge, creating improved outcomes, building trust, reducing conflict, increasing credibility, building partnerships, promoting stakeholder buy-in and broader public awareness, understanding, knowledge, protecting water rights, health and safety and support for all voices and perspectives.
- Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
- Public participation includes the promise that the public's contribution will influence the decision.
- Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all .
- Public participation provides all with the information they need to participate in a meaningful way.
- Public participation communicates to all how their input affected the decision.

1.c. Communication objectives to support the GSP Recommended by PAC – Feb 1, 2018)

- Enhance understanding and inform the public about water and groundwater resources in the Indian Wells Valley and the purpose and need for the GSP.
- Engage a diverse group of interested parties and stakeholders and promote informed community feedback throughout the GSP preparation and implementation process.
- Coordinate communication and involvement between the GSA(Board, Advisory Committees and staff) and other local agencies (including other GSAs) elected and appointed officials and the general public.
- Utilize the Policy Advisory Committee to facilitate a comprehensive public engagement process.
- Employ a variety of outreach methods that make public participation easy and accessible. Hold meetings at times and locations that encourage broad participation.
- Respond to public concerns and provide accurate and up-to-date information.
- Manage the community engagement program in a manner that provides a maximum value to the public and an efficient use of GSA and local agency resources.
- The guiding principles of the Community and Engagement plan are:
 - Commitment to open communication,
 - Inclusivity, and respect for all views
 - Assurances of two-way communication
 - Being clear about the process.
 - Individualizing contact as much as possible, to provide communication with every resident, landowner and business owner to the extent possible
 - and the creation of meaningful opportunities for feedback.

~~REMOVE Item 1.d. Overriding concerns, major concerns or challenges~~

~~Above item to be removed upon advice of IWVGA General Manager Ron Strand, IWVGA Legal Counsel for the City of Ridgecrest, Wayne Lemieux, and Kern County Counsel Phillip Hall. They all say they do not think this item should be part of the C&E plan.~~

2. Identify your Audiences (NEXT DISCUSSION STEP FOR MARCH 1, 2018 PAC)

Update the Stakeholder Engagement Chart for GSP Development on page 7 to reflect the stakeholders as identified in IWVGA Bylaws for the Indian Wells Valley groundwater basin.

3. Audience Survey and Mapping.

Stakeholder groups are already set forth in the IWVGA Bylaws.

a. Meet one-on-one with stakeholders

b. Compile a “Lay of the Land” document

4. Messages and Talking Points.

a. Key Messages

4.b. Talking Points/Q&A

~~4.c. Likely questions or issues and responses~~

~~Phil Hall, Kern County Counsel is concerned about discussion of “responses” on this one. Concern that the PAC may get out ahead of the process on this one before consideration of legalities of GSA and GSP.~~

5. Venues for Engaging. Identify the opportunities – venues or methods – to engage stakeholders.

Review PAC previously developed components for Outreach Strategy and include appropriate items under #5

a. Determine the venue and how to deliver your key messages

Venue – IWVGA website and Facebook, community calendars

Post a schedule with dates for Policy Advisory Committee (PAC) meetings, Technical Advisory Committee (TAC) meetings, IWVGA Board of Directors meetings, and public meetings or public GSP workshop meetings where members of the public can provide input for the development of the Groundwater Sustainability Plan (GSP).

Venue – Coverage by local newspapers

Regular coverage of PAC, TAC, and IWVGA Board of Directors meetings and other scheduled public meetings and issues by local newspapers – The Daily Independent and The News Review.

Venue – IWVGA website and reports by representatives from IWV who attend the Inyo-Mono IRWM meetings

Outreach to keep Inyo-Mono Integrated Regional Water Management Group (I-Y IRWM) apprised of Indian Wells Valley Groundwater Authority (IWVGA) Sustainable Groundwater Management Act (SGMA) efforts and GSP development progress.

Venue – Public workshop/Community Workshops or Group Briefings in the evening held at Springhill Suites or similar public location

Organize a public workshop in the evening (with a facilitator conducting the meeting) every quarter or every two months to inform the public about Groundwater Sustainability Plan (GSP) development or other important topics such as proposals for fees in order to offer opportunity for public participation and input to the process.

Potential Topics:

Proposed extraction fees for funding IWVGA operations	March 2018
Water Balance and Conceptual Model	May 2018
Recycled Water Feasibility	May 2018
Numerical Groundwater Model Update/Baseline Model Review	June 2018
Imported Water Options	June 2018
Sustainability Goals and Sustainable Management Criteria	August 2018
Projects and Management Activities to Achieve Sustainability Goals	August 2018
Projects and Management Activities	August 2018
Groundwater Modeling Results	February 2019
Transport Modeling and Alternative Effects of Land Subsidence	June 2019
Plan Implementation	July 2019
GSP Draft Report	August/September 2019
Public Hearing for GSP Adoption	January 2020
Submit Final GSP to DWR	January 2020

Venue – public group meetings and newsletters to various groups

PAC committee members regularly reporting updates and issues to the constituent stakeholder groups that they represent.

Venue – outreach to Farm Bureau

Small Ag representatives and Large Ag representatives stay in contact with Farm Bureau

b. Determine how you will invite, inform, and follow up with stakeholders

See #5.a. above. Use of mailings, e-mail notices, posting of meeting schedules on IWVGA website and Facebook pages, radio announcements, newspaper articles in the Daily Independent and the News Review, newsletters, presentations to stakeholder groups and other public meetings.

Inform the public of their ability to add their names to the “list of interested persons” - those who wish to receive notices regarding plan preparation, meeting announcements, and availability of draft plans, maps, and other relevant documents.

6. Implementation Timeline. List the milestones and stakeholder engagement opportunities throughout the GSP development process.

6.a. C&E Plan and GSP milestones.

Plan Of Actions and Milestones (POAM) for Indian Wells Valley GSP development.

Potential Action Schedule (PAS) for PAC

Review PAC previously developed components for Outreach Strategy and include appropriate items under #6.a.

6.a.i. Refer to Stakeholder Engagement by Phase graphic p.12 for required engagement milestones

Initial Notification

Technical and Reporting Standards

Monitoring Protocols

Data and Reporting

Data Management System

Undesirable Results, Minimum Thresholds, and Projects and Actions

GSP Communications Section

GSA decision-making process

Opportunities for engagement and how public input is used

How GSA encourages active involvement

Method of informing the public

Plan Contents

Administrative information

Basin Setting

Sustainable Management Criteria

Monitoring Networks

Projects and Management Actions

Plan Adoption and Submittal to DWR

GSP Submittal

Include a summary of communications: description of beneficial uses/users, list of public meetings, comments received/responses

Overall – follow an open process which includes public meetings, opportunities for public comment and stakeholder outreach; set a process for documenting comments, responding to address concerns, and including public concerns in GSP development.

6.b. Supporting tactics: Include tactics or tools you will use to communicate your messages and resources available to support

Review PAC previously developed components for Outreach Strategy and include appropriate items under #6.b.i.ii.iii.iv.

Tactics and Tools – IWVGA newsletters or reports to State legislators, relevant state agencies, tracking of state legislation

Outreach to keep State Legislators (Jean Fuller 16th Senatorial District, Tom Berryhill 8th Senatorial District; and Vince Fong 34th Assembly District, Jay Obernolte 33rd Assembly, and Devon J. Mathis 26th Assembly District) informed about GSP development and implementation in the Indian Wells Valley.

Tactics and Tools – IWVGA newsletters or reports to Federal legislators, relevant federal agencies, tracking of state legislation

Outreach to keep Federal legislators (Kevin McCarthy 23rd Congressional District, and Paul Cook 8th Congressional District for San Bernardino County and Inyo County; and Dianne Feinstein and Kamala Harris, U. S. Senators) informed about the GSP development and implementation in the Indian Wells Valley.

6.b.i. Website launch

PAC will not develop a website; lack of interest from Kern County; Stetson Engineers, Inc. says if they do it, it will take away from staff working on GSP. Possibility suggested by Adam Bingham for use of the Indian Wells Valley Cooperative Groundwater Management Group website (www.iwvgroundwater.org)- dependent upon approval of IWVCGMG signatories.

Josh Nugent worked to set up website for Kern County – IWVGA.org

6.b.ii. When to send e-mail or other digital communication

6.b.iii. Media outreach activities

Annual GSP Newsletter

Key Milestone Flyers

Prepare and Disseminate Public's Guide to IWV Groundwater

6.b.iv. Community meetings

See above listing under 5.a.

7. Evaluation and Assessment. Assess at various points during implementation to evaluate how your plan is performing against your goals and objectives.

Should this be included as a part of the written C and E Plan? Or is it a separate process for the PAC committee members to address and discuss?

7.a. What worked well?

7.b. What didn't work as planned?

7.c. Meeting recaps with next steps

7.d. Lessons learned

7.e. Budget analysis

Do the PAC members wish to address #143 on POAM "Community Groundwater Festival"?

Or #144 on POAM "Community Groundwater Workshop"?

INDIAN WELLS VALLEY GROUNDWATER AUTHORITY

POLICY ADVISORY COMMITTEE MINUTES

Indian Wells Valley Water District
500 West Ridgecrest Blvd.
Ridgecrest, CA 93555

Thursday February 1, 2018, 6:00 p.m.

Members Present:

Ed Imsand, Carol Wilson, Nick Panzer, Renee Westa-Lusk, West Katzenstein, Lyle Fisher,
Steve Goddard, Don Zdeba, John Kersey, David Janiec, Lorelei Oviatt,
Tim Carroll (arrived after attendance was taken)
Stan Rajtora (representing Donna Thomas a non voting representative)

Members Absent:

Rodney Stiefvater, Patricia Quist, Donna Thomas, Ryan Klausch

1. CALL TO ORDER:

The meeting was called to order by Vice Chairperson **Steve Goddard at 6:03** p.m. Roll call was taken by the minute taker Renee Westa-Lusk. A quorum was present at roll call for attendance of 8 voting members present out of 12 voting members. Four non-voting persons present (3 non-voting members and 1 non-voting representative). Tim Carroll arrived after roll call was taken to make a quorum of 9. (Quorum is 7 out of 12 voting members).

2. UPDATE FOR SUBMITTING FORM 700 FOR CURRENT YEAR

Vice Chairperson Steve Goddard reminded everyone to submit Form 700 for the current 2018 year. A renewed version of the form for 2018 is due March 1, 2018. You have 2 more weeks to get it in. Everyone on the committee must complete form 700. Lyle Fisher related his problem in attempting to complete his Form 700. He stated when he clicked on the link sent to committee members to access the form the Form 700 shown on the link says for 2017 and it would not allow him to print the form. Lorelei Oviatt stated the form says 2017 because the due date stated on the form which includes last year 2017 through March 1, 2018. David Janiec printed out his form on January 4, 2018. Vice Chairperson Steve Goddard reminded committee members to print out the form, fill it out, scan it into your computer and email it to Lauren Duffy. Lorelei said anyone who wants a hard copy we can get you one. No further questions came up.

3. PUBLIC COMMENT

Vice Chairperson Steve Goddard asked for any comments from the public for the committee on items not on the agenda.

Josh Nugent of Mojave Pistachio (Member of the Public) announced he had brought pizza and other refreshments for everyone to support an environment conducive to get some stuff done at this meeting. The Vice Chairperson Steve Goddard thanked Josh and that it was much appreciated.

4. APPROVAL OF JANUARY 4, 2018 MINUTES OF PAC MEETING

Vice Chairperson Steve Goddard asked for comments from the committee on the minutes.

Nick Panzer noted that on page 12 of the minutes it states my 2 page hand out to be specifically attached to the minutes. He said his hand out was not attached to these minutes and thought they

were inadvertently left out of the minutes due to Donna's rush to get out of town. Nick further indicated he was prepared to move approval of these minutes subject to the attachment of his 2 page hand out exactly as presented to this committee.

A motion to approve the January 4, 2018 minutes subject to the addition of Nick Panzer's 2 page hand out was made by Nick Panzer and seconded by Lyle Fisher.

Passed 8 ayes: Imsand, Wilson, Panzer, Westa-Lusk, Katzenstein, Fisher, Goddard, Janiec

Abstentions: none

No: none

Announcement: Vice Chairperson Steve Goddard reminded everyone when commenting to speak loudly when making comments so everyone can hear you. Remember to speak in higher than normal volume.

5. REVIEW OF DRAFT PAC ACTION SCHEDULE FOR POAM

Vice Chairperson Steve Goddard referred to the large POAM Schedule. In summary Steve made the following points:

- referred to Task 7.1 Develop and Implement Public Outreach Plan (line item 139 of POAM).
 - Task 7.1 also includes line items 140, 141, and 142.
 - these line items are self explanatory in developing an outreach plan the main objective of meeting.
 - A break out session will happen shortly to address agenda item no. 6 which gets into starting Task No. 7.1.
 - will take a couple of months to put together in a draft
 - started late need to get rolling on this
 - today covering the content of public outreach
 - several good examples passed out of other outreach plans from other basins both on content and format
 - no need to recreate the wheel
 - there are certain elements of our outreach plan that need to be very specific to this basin
- Vice Chairperson Steve Goddard then asked for committee member comments or questions.
- Stan Rajtora (Donna Thomas's representative) asked a question on the PAS (Potential Action Schedule dated Feb. 1, 2018-one page purple band at top of page). Secondly, he summarized the next 2 meetings will be spent on Task 7.1 of the POAM.

6. POTENTIAL ACTIONS TO IMPLEMENT COMPONENTS FOR OUTREACH STRATEGY

Vice Chairperson Steve Goddard reviewed the documents used for the break out session that Chairperson Donna Thomas sent to all PAC Members:

a. GSP Stakeholder Communication and Engagement Guidance Document

1. First page: Sample C&E Plan Outline
2. Second page: Diagram Stakeholder Engagement Requirements by Phase

b. Outreach Strategy Components list 2 pages of PAC October 12, 2017 for inclusion as an attachment to the IWVGA Notice of Intent to Develop a GSP. This is a list of different references for content and format.

c. Outline of IWVGA PAC Draft C&E Plan

Steve Goddard stated we will start on this annotated outline of 4 pages starting with 1.b. Setting goals and desired outcomes of our Communication and Engagement (outreach) Plan Development. Steve went on to summarize the following

-this outline gets into the details of each section of the outreach plan

-these are the sections we'll be looking at following two fine examples of other basin (outreach plans) Communication and Engagement (C&E) plans:

- a) Santa Cruz Mid-County Groundwater Basin

-did everyone have time to look over and formulate some ideas?

Lyle Fisher asked we are not going to write the plan we are only providing an outline to the plan correct?

Vice Chairperson Steve Goddard replied making the following points: 1)we provide the detail in the outline of what we want to see in the plan for our basin, 2)we are in the business of creating a C&E plan, 3)the GA will give this to a qualified consultant whether it be Stetson Engineering or someone else not sure, 4)they will pull detail together in a draft plan, then we'll provide comment on it, 5) then it will be turned into a final draft in 2 months. Steve then requested members to get us thinking about what a final C&E Plan looks like to please look over these 2 examples from other basins. He made further points: 1)a lot of content detail needs to be flushed out here 2) we need to focus on what we as a committee want the content of the plan to look like, 3) the Santa Cruz C&E Plan has a number of questions, 5 pages of annotated comments and is handy to look how these questions are covered. Steve Goddard then asked if there were any other questions? Two questions came up: 1) What is the purpose of a C& E Plan? 2) Who develops updates to the plan? Steve stated a qualified consultant can guide us on those things.

West Katzenstein made the following points to committee members. As he read through the Stakeholders Communication and Engagement document he concluded the following: 1)it occurs to him there is an awful lot of regulatory requirements for this C & E (outreach) plan, 2) if not done by the books it could create a weakness in the GSP, 3)it is serious work, 4) must make sure all boxes are checked, and 5)we also must meet the needs of our valley.

Stan Rajtora (representative for Donna Thomas)commented the following: 1) we will customize it for our purposes, 2) not leaving anything out, 3) everything required is required, 4) we must make sure we are not putting in boiler plate language, 5) must make sure the particular needs are customized towards our valley in there somewhere.

Vice Chairperson Steve Goddard then asked for Public Comment.

PUBLIC COMMENT

Peggy Breeden (Member of Public)stated she had no idea what the committee was talking about and asked if in the future these documents can be printed from the PAC's website? She said she did not print some things out. Steve Goddard said all the attachments were sent out with the agenda.

Derek Hoffman (attorney for Meadowbrook Dairy-Member of Public) Are you going to one section at a time? There is quite a lot of material to work through. This is just a thought to get some housekeeping done at the outset of this.

Unknown Gentleman (Member of the Public) asked the Outline of IWVGA PAC Draft Communication and Engagement Plan, who wrote this and where did it come from?

David Janiec (Member of the PAC) responded saying as I look at this Outline the following comes to mind: 1) we did an outline last meeting, 2) it was derived from what our Chairperson Donna Thomas provided to us at the last meeting on January 4, 2018, 3) there are many things in her outline that were not included in this Outline, 4) her outline was put together prior to our January 4 meeting, and 5) this Outline is what we decided on to format for tonight's meeting.

Lorelei Oviatt (Member of PAC) said she understood what David Janiec said but that her observation of the Outline for tonight included the following: 1) this Outline is what was provided to the lawyers, 2) this Outline is what was reviewed by the lawyers, 3) this is what was provided to you for the agenda, and 4) the comments on the outline from the lawyers are indicating areas of the agenda they don't think the PAC should work on.

David Janiec (Member of the PAC) asked what is the reason why the lawyers don't want us to work on certain parts?

Lorelei Oviatt (Member of the PAC) responded I'm just telling you this is what Donna created so we could just fill it in based on the review by the lawyers. There are things on here the lawyers determined that were not within the scope of the PAC and not necessary for us to work on. She

put those comments by the lawyers in the outline because there are plenty of other things we can

fill in

Stan Rajtora (representative of Donna Thomas) stated this outline actually came from page 11 of the GSP Stakeholder Communication and Engagement Guidance Document Sample C&E Plan Outline.

Lorelei Oviatt responded yes that is correct and the Outline is derived.

Unknown Gentleman (Member of the Public) asked if the outline was talked about at previous meetings? He stated he has not been to all the meetings just the last meeting.

Lorelei Oviatt (Member of the PAC) There are some real good ideas starting on page 9 of the Santa Cruz Plan and in the Fox Canyon Plan. In the Santa Cruz Plan a kind of format starting on pages 13 and 14. Donna's idea is we need to start listing things and let's not get tied up with how you word them because Stetson or someone else is going to put this in the written format.

Vice Chairperson Steve Goddard asked Lorelei these are talking points we need to come up with right?

Outline of the IWVGA PAC Draft Communication and Engagement(C&E) Plan

Lorelei Oviatt referred everyone to the first two pages of the outline and did a quick preliminary overview of those pages as follows:

1.a. Is off the table it has been delegated to the GSA staff to write by the legal counsel

1. b. Goals/desired outcomes of the C&E Development process

She said there six suggested Goal/Desired Outcomes listed and asked committee members are these all the anticipated outcomes that you want? If not the what is missing on this list?

1. c. Communication objectives to support the GSP

She said there are 5 suggested communication objectives. She asked are these all the communication objectives you want?

1.d. This item is being removed according to legal counsel doesn't belong in a C & E plan

2. Identify your Audiences

For Example: on the Santa Cruz C&E Plan page 13 attachment D see expanded outreach in areas dense with independent pumpers and it lists those names. It says publish a notice in in these kinds of newspapers. You need to capture everyone's concerns of who is left out, where we need to go and how we need to do this. We need to worry about the nuts and bolts of who you want to make sure it is communicated with. This is how Donna came up with this filling in the blanks.

Section 1.b. Goal/Desired Outcomes of C&E Plan Development

Vice Chair Steve Goddard directed the PAC Committee to read through the 6 suggested goals/desired outcomes and see if you want to add to it. He then read out all the suggested language.

Lorelei Oviatt asked does this capture everything of what the people you are representing are concerned about?

West Katzenstein, David Janiec, and Steve Goddard then questioned what was typed 1.b. subject is actually supposed to be the goals/desired outcomes of the C&E Plan development not the goals/desired outcomes of the GSP development.

Lorelei Oviatt asked the following: of the 6 suggested statements under 1.b. do you want to include all these? She then stated there is nothing here on ensuring economic growth. The TAC will also come up with their goals/desired outcomes.

David Janiec stated these are the objectiveof the development process we are developing a communication plan for.

After Carol Wilson, Steve Goddard, Lorelei Oviatt, David Janiec, Stan Rajtora, John Kersey, Nick Panzer all discussed for a while Lorelei clarified these goals send a message to the public that your water rights are discussed in part of the mix in developing the GSP..

Vice Chairperson Steve Goddard then asked for public comment.

PUBLIC COMMENT

Josh Nugent (Member of Public) suggested adding to the first paragraph of goals/desired outcomes 1.b. to add another bullet point “those without a voice ensuring environmental protection and Disadvantaged Communities (DAC)”

West Katzenstein wanted to insert “voice” in phrase protecting water rights. He further stated we want to say we provide a voice for protecting water rights.

Lorelei Oviatt stated these goals are not for the communication plan. These goals are communicating to the public how the GSP plan is put together. How are you putting the plan together? What are the guiding principles in developing a GSP? How do you get a GSP developed? So part of the C&E Plan here are the principles you use to develop a GSP. For example when you come to a public meeting these are the principles that we are supposed to be following based on this. Then your concern about everyone is included in participation will happen.

West Katzenstein said besides water rights other things equally important need to be protected for example protecting and investing in peoples homes and businesses.

Lorelei Oviatt responded that would fall under protecting private property rights.

PUBLIC COMMENT (continued)

Derek Hoffman attorney for Meadowbrook Dairy (Member of Public) He stated there is a list of seven items on pages 1-2 of the Sonoma Valley Communication and Engagement Plan as an example. You might consider adopting going through those and that would give you seven points to start thinking about and you do not have to recreate the wheel.

Vice Chairperson Steve Goddard thanked Derek for his comment.

Lorelei Oviatt responded to Derek Hoffman's suggestion stating I would like us to go with the goals/desired outcomes we've been provided first rather than dumping those and going to the seven points from another county. I would like to start with what Donna extracted first. If you want to add those seven points fine.

Renee Westa-Lusk asked can we review everything we are adding here now?

Vice Chairperson stated before we get to far into this make sure we are jelling all appropriate concepts.

Lorelei Oviatt stated the wording of what the first goal/desired outcome principle as follows: “Desired outcomes include making use of local knowledge creating improved improved outcomes, building trust, reducing conflict, increasing credibility, building partnerships, promoting stakeholder buy-in and broader public awareness, understanding, knowledge and support for all voices and perspectives.

Renee Westa-Lusk asked you are using that first suggested statement?

Lorelei Oviatt said yes and we are annotating it.

Vice Chairperson Steve Goddard said yes, we are adding to the first statement.

Lorelei Oviatt said what we added is where it says “broader public awareness (comma) understanding (comma) knowledge and support for all voices and perspective”. She also said where it states that “desired outcome of protecting water rights” should also be included.

Nick Panzer asked what about property, health, and safety?

Lorelei Oviatt I have another one for property. This is a new one(a new goal/desired outcome principle) “promote economic development and growth while protecting private property rights, water rights, and health and safety.” Do you want protect or ensuring?

Vice Chairperson Steve Goddard said I think it is good the way it is.

Lorelei Oviatt asked what do you think of the these other ones (goals/ desired outcomes principles)? “Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision making process.” This sounds like a good one. “Public participation includes the promise that the public's contribution will influence the decision.” I think this is a critical one. “Public participation promotes sustainable decisions by

recognizing and communicating the needs and interests of all participant including decision

makers.” What do you think of that?

The following PAC Members discussed this goal/desired outcome principle: David Janiec, Nick Panzer, Carol Wilson, and John Kersey. John Kersey recommended replacing the language after “all” and replacing with “relevant and interested stakeholders and the public.”

Lorelei Oviatt said remove “participants including decision makers”?

Vice Chairperson Steve Goddard called for Public Comment from Peggy Breeden

PUBLIC COMMENT

Peggy Breeden (Member of the Public) suggested ending the sentence at “the needs and interests of all”. She said there is no need to add “interested stakeholders and the public

There was a consensus among PAC Board Members present to agree on the following wording of the fifth goals/desired outcomes principle: “Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all.”

Lorelei Oviatt said on to the next page. She read off the sixth suggested goals/desired outcomes principles as follows: “Public participation provides participants with the information they need to participate in a meaningful way.” She said I think it is pretty elegantly put.

Don Zdeba asked how about “Public participation provides all with the information they need to participate in a meaningful way.”

Lorelei Oviatt then stated you want to replace “participants with all”.

Consensus of discussion by David Janiec, Steve Goddard, Nick Panzer, Don Zdeba, and Lorelei Oviatt led to agreement to replace “participants with all”.

Lorelei Oviatt read off the seventh suggested goals/desired outcomes principle as follows: “Public participation communicates to participants how their input affected the decision.” She said I like this last one. This is an idea of feedback loop of defining decision makers responsibility to make sure everyone understands what did they do with your public input.

Consensus of discussion by David Janiec, Steve Goddard, Nick Panzer, Don Zdeba, and Lorelei Oviatt led to agreement to replace “participants with all”. Some discussion suggested combining the last two goals/desired outcomes principles into one statement.

Renee Westa-Lusk (appointed minute taker) asked “so you are replacing the words “participants with all” in both the last 2 statements of goals/desired outcomes principles and keeping the statements separate?

Lorelei Oviatt replied yes, and yes to keep the statements separate. Then she asked what page are the Sonoma Valley C&E Plan goals on?

David Janiec replied on pages 1 and 2 of the Sonoma Plan. The Sonoma Plan are engagement plan objectives not development plan objectives.

Lorelei Oviatt Did we miss anything? Do we need to add anything to 1.b.?

David Janiec asked do we need to list our engagement plan objectives?

West Katzenstein stated some where in the statements we should have a goal every constituent and every impacted person is made aware at least once a year what is happening.

Lorelei Oviatt asked are we complete with 1.b.?

Vice Chairperson Steve Goddard asked for public comment.

PUBLIC COMMENT

Tim Parker (Member of Public) made the following points: 1) the conversation sounds great, 2) I have 2 concerns: a) the website is an important tool but it doesn't seem like there isn't support for that and b) the development and implementation of the C& E plan needs a responsible person for that not having volunteers do it. It is very important maybe in-kind services is one way to get this done with a public information officer or one of authority, 3) the Sonoma Valley County

Water Agency is one of the places Tim works as a facilitator. Their plan was developed by a

public information officer, and 4) keep up the good work see you in a few weeks.

Earl Wilson (Member of Public) he said I have a problem with the word “tactics” because it sounds like gaminess or politics.

Vice Chairperson Steve Goddard said it is duly notes. Let's not worry about word semantics.

AGREED TO LANGUAGE FOR:

1.b. Goals/desired outcomes of C&E Plan development

1. Desired outcomes include, making use of local knowledge, creating improved outcomes, building trust, reducing conflict, increasing credibility, building partnerships, promoting stakeholder buy-in and broader public awareness, understanding, knowledge and support for all voices and perspectives.
2. Promote economic development and growth while protecting private property rights, water rights, and health and safety.
3. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
4. Public participation includes the promise that the public's contribution will influence the decision.
5. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all.
6. Public participation provides all with the information they need to participate in a meaningful way.
7. Public participation communicates to all how their input affected the decision

1.c. Communication objectives to support the GSP

Lorelei Oviatt read the list of five suggested communication objectives from Donna.

West Katzenstein read off a statement he had constructed as a communication objective he would like to see added as follows: “Ensure communication with every resident, land owner and business owner with interest in the Indian Wells Valley”. West then explained his communication objective could be yearly. It would alert them to the charter and activities of the GSA. It would direct the public to: 1) information resources and 2) the process to make public input.

Lorelei Oviatt asked the PAC Members could we put in a broader statement that would incorporate West's idea? Start with this: “Individualize contacts as much as possible to provide communication with every resident, landowner and business owner”.

David Janiec said point of clarification: seven items of the Sonoma Valley C& E Plan see page 2 include these five communication objectives listed here by Donna. They were focused on goals of communication and engagement plan. Save some time and look at them.

Lorelei Oviatt said the communication objectives Donna came up with are more “facilitator type objectives”. These are more generic type communication objectives used in all kinds of C and E planning. She said she liked the Sonoma Valley C and E Plan objectives better.

David Janiec said that is what I was thinking they capture more of what we have been talking about.

Lorelei Oviatt asked do you like the more tailored ones here? She then started reading over the communication objectives from the Sonoma Valley C and E plan with minor changes to adapt them for the Indian Wells Valley. She read the seven objectives as follows:

-Enhance understanding and inform the public about water and groundwater resources in the Indian Wells Valley and the purpose and need for a GSP.

-Engage a diverse group of interested parties and stakeholders promote informed community feedback throughout the GSP preparation and implementation process.

-Coordinate communication and involvement between GSA (board, advisory committees and staff) and other local agencies (including other GSAs), elected and appointed officials, and the general public.

-Utilize the Policy Advisory Committee to facilitate a comprehensive public engagement

process.

-Employ a variety outreach methods that make public participation easy and accessible. Hold meetings at times and locations that encourage broad participation.

-Respond to public concerns and provide accurate and up to date information.

-Manage the community engagement program in a manner that provides a maximum value to the public and an efficient use of GSA and local agency resources.

It was agreed among PAC Members to replace the suggested communication objectives in 1.c. with the ones in the Sonoma Valley C and E Plan modified as above for the Indian Wells Valley.

David Janiec asked is everything we have listed here (in the suggested 1.c.) covered in the Sonoma Valley C and E plan? Are there any other things that need to be incorporated into our C and E plan?

Lorelei Oviatt said or we could do both sets of communication objectives (meaning the suggested ones in 1.c. and the Sonoma Valley ones).

Stan Rajtora said to customize to our particular environment.

Lorelei Oviatt asked all the PAC Members how about taking the 5 communication objectives listed in 1.c. and put them together to create one policy into an eighth objective to add to the other seven Sonoma Valley list we are using? Besides the seven we decided on and add an eighth point?

David Janiec said those are more like baseline how you would execute the 7 other objectives. We would intend to do this by “Principles” .

Lorelei Oviatt offered the following agreed upon language for the eighth objective:

The guiding principles of the communication and engagement plan are as follows:

-commitment to open communication, inclusivity and respect for all views

-assurance of two-way communication

-clarity about the process

-individualizing contacts as much as possible to provide communication with every resident, land owner, and business owner to the extent possible

-and to create meaningful opportunities for feedback

Vice Chair Steve Goddard said we are moving right along 1.c. is done.

Remove Item 1. d. Overriding concerns, major concerns or challenges

Lorelei Oviatt said

Outreach strategy components for how interested parties and the public may participate in Groundwater Sustainability Plan (GSP) Development – Policy Advisory Committee (PAC) October 12, 2017

For inclusion as an Attachment to the Indian Wells Valley Groundwater Authority (IWVGA) Notice of Intent to Develop a Groundwater Sustainability Plan

- 1) Organizational newsletters from PAC represented stakeholder groups – such as the newsletter circulated by the Domestic Well Owners Association
- 2) Farm Bureau outreach by Small Ag and Large Ag PAC representatives
- 3) Mailer/postcard to every property owner in the Indian Wells Valley, Trona, and Pearsonville area announcing the start of the Indian Wells Valley Groundwater Authority (IWVGA) Groundwater Sustainability Plan (GSP) development
- 4) Bureau of Land Management advisory PAC representative to provide contacts for outreach to tribes
- 5) Development of a website dedicated to the Groundwater Sustainability Plan/Groundwater Sustainability Agency (GSP/GSA) process; offer of donation of \$1500 by Mojave Pistachios for the website development
- 6) Facebook page dedicated to GSP/GSA; ads and announcements placed on other Facebook pages
- 7) Post a schedule with dates for Policy Advisory Committee (PAC) meetings, Technical Advisory Committee (TAC) meetings and Indian Wells Valley Groundwater Authority (IWVGA) Board of Directors meetings where members of public can provide input
- 8) Outreach to keep Inyo-Mono Integrated Regional Water Management (IRWM) Group apprised of Indian Wells Valley Groundwater Authority (IWVGA) Sustainable Groundwater Management Act (SGMA) efforts
- 9) Organize a public workshop in the evening (with a facilitator conducting the meeting) every quarter or every 6 months to inform the public about Groundwater Sustainability Plan (GSP) development and offer opportunity for public participation
- 10) Outreach to keep State legislators (Jean Fuller 16th Senatorial District, Tom Berryhill 8th Senatorial District; and Vince Fong 34th Assembly District, Jay Obernolte 33rd Assembly District, and Devon J. Mathis 26th Assembly District) informed about GSP development and implementation,
- 11) Outreach to keep Federal legislators (Kevin McCarthy, 23rd Congressional District, and Paul Cook, 8th Congressional District for San Bernardino County and Inyo County; and Dianne Feinstein and Kamala Harris, U. S. Senators) informed about GSP development and implementation
- 12) Regular coverage of PAC, TAC, and IWVGA Board of Directors meetings and issues by local newspapers – The News-Review and The Daily Independent
- 13) PAC members regularly reporting updates and issues to the constituent stakeholder groups that they represent
- 14) PAC members' implementation of Groundwater Sustainability Plan (GSP) guidance documents for Communication and Engagement provided by the California Department of Water Resources and the Community Water Center
 - A- "Guidance Document for Groundwater Sustainability Plan – Stakeholder Communication and Engagement," CA DWR

- B- "Guidance Document for Groundwater Sustainability Plan – Engagement with Tribal Communities," CA DWR
- C- "Collaborating for Success: Stakeholder Engagement for Sustainable Groundwater Act Implementation," by Community Water Center
- D- "Guidance Document for the Sustainable Management of Groundwater – Preparation Checklist for GSP Submittal," CA DWR
- E- "Guidance Document for the Sustainable Management of Groundwater – Sustainability Plan (GSP) Annotated Outline," CA DWR