

# Community Engagement Plan

## for the Development and Adoption of a Groundwater Sustainability Plan

Petaluma Valley, Sonoma County

January 2018

### 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 Petaluma Valley Groundwater Sustainability Agency, although many outreach activities will be coordinated with efforts taking place in the other two Sonoma County basins.

**SGMA Milestones:** The Petaluma Valley basin achieved the first SGMA milestone by creating Groundwater Sustainability Agencies (GSAs) by June 30, 2017. The Petaluma Valley GSA Board and Advisory Committee that have been created are described later in this document.

The second major SGMA milestone will be the adoption of a Groundwater Sustainability Plan (GSP) by January 30, 2022. The GSP is prescribed by SGMA and contains many required elements. The third milestone will be to achieve 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 Petaluma 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 Community Engagement Plan is to achieve Milestone 2 by incorporating input from stakeholders in the greater Petaluma Valley area that considers Sonoma County's diverse people, economy and interdependent 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:** During GSP preparation and implementation, 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.

The goals of the Community Engagement Plan are to:

- Enhance understanding and inform the public about water and groundwater resources in the Petaluma Valley and the purpose and need for the GSP.
- Engage a diverse group of interested parties and promote informed community feedback throughout the GSP preparation and implementation process.
- Coordinate communication and involvement between the GSA and other local agencies (including other GSAs), elected and appointed officials, and the general public.
- 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 Community Engagement Plan is intended to cover communication and outreach for the time period between January 2018 and 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. The Year One work plan is included as Attachment A, and the work plans for future years will be released annually and posted on the website.

**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).

Appendix A includes a list of interested parties in Petaluma Valley. Representatives of most of the interested parties are included on the GSA Board or Advisory Committee: [sonomacountygroundwater.org](http://sonomacountygroundwater.org).

Many stakeholders have interests that can be affected 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.

## **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 GSA Board will consider the recommendations of the Advisory Committee.

In regard to outreach, the Board is responsible for:

- Adopting and overseeing the implementation of the Community Engagement Plan
- Receiving public comments made in writing and at Board meetings;
- 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 can 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 engage, educate and seek 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 Petaluma Valley GSA Board, the Petaluma Valley GSA Advisory Committee and GSA 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. The Board, Advisory Committee and staff will **listen and consider public input** when evaluating the options and making decisions. 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 [vminton@sonomarcad.org](mailto:vminton@sonomarcad.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 unpractical 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 a: 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. Attachment A, for Year One activities, provides a model of a full year of engagement.

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](http://www.sonomacountygroundwater.org).

**Community events:** Disadvantaged Communities are specifically called out in SGMA as an interested party. While 81 percent of the area in the Petaluma Valley Basin is designated an Economically Distressed Area, only one percent is categorized as a Disadvantaged Community. It is likely that many of the people living in the DAC area 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 Petaluma People Services Center and the Boys and Girls Club, and through community events, churches and schools, provides an opportunity share information and solicit feedback on rate/fee options and GSP elements.

### **Public Meetings/Hearings**

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 informal 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 Spring 2018, staff and legal counsel will work with the Advisory Committee and the Board on development of a written statement for public participation.

## **Communication Tools**

### **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, 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 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 the outcome of the planning effort. Outreach staff will send out monthly updates to the Interested Persons list.

### **Informational Materials**

Developing a variety of informational materials is critical to the 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.
- **Frequently Asked Questions:** FAQs will be issued on the rate/fee study, elements of the GSP and for specific stakeholders, including private well owners.
- **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 members for submittal to local news sources.
- **Briefing Packets:** For milestone briefings. 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 Petaluma Valley basin (one page, two sides).
- **GSP Goals and Requirements:** A Fact Sheet describing the goals and requirements for the Groundwater Sustainability Plan.
- **Existing Educational Materials:** Such as the Petaluma Valley Groundwater fact sheets and primers.

**Existing Organizations/Efforts:** When possible, engagement activities should leverage existing efforts, such as Friends of the Petaluma River, which developed an interactive atlas that includes geology, flood zone, and stream gauges.

**Website:** The project website, [www.sonomacountygroundwater.org](http://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
- Petaluma Valley Information:
  - Board members, meeting schedule and meeting materials.
  - Advisory Committee members, meeting schedule 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.

**Surveys:** Online tools, such as Survey Monkey, will be used periodically to gather stakeholder ideas and to provide feedback on key issues.

**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.

## **Appendix A:\* Consideration of Interests, as required by SGMA<sup>1</sup>**

\* This list is not exhaustive or exclusive.

### Cities, County

- City of Petaluma
- County of Sonoma

### Tribes

- No recognized tribes in Petaluma Valley

### Federal Government

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

### Public Water Systems

- City of Petaluma
- Sonoma County Water Agency

### Agriculture

- Sonoma County Farm Bureau
- United Winegrowers
- Community Alliance of Family Farmers
- Western United Dairyman's Association
- Sonoma County Winegrape Commission
- Sonoma County Vintners
- BRONC
- North Bay Agricultural Alliance
- Sonoma RCD
- Sonoma County Growers Alliance
- Bounty Farm (Petaluma People & Family Services Center)

### Organizations Representing Environmental Uses of Groundwater

- Sonoma County Water Coalition
- Sonoma County Conservation Action
- Friends of Petaluma River
- Petaluma Wetlands Alliance

### Disadvantaged Communities<sup>2</sup>

- None identified in Petaluma Valley

### PUC-regulated and Mutual water systems inside the basin

- Penngrove Water Company

### Well Owners (including domestic well owners)

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<sup>1</sup> Water Code §10723.2

<sup>2</sup> As identified by the County of Sonoma

## Appendix B:\* Other Interested Parties<sup>3</sup>

\* 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 County Agricultural Preservation & Open Space District
- Sonoma County Planning Commission
- North Bay Watershed Association
- School districts
- Regional Water Quality Control Board

### Business / Developers

- Sonoma County Alliance
- North Bay Association of Realtors
- Economic Development Board
- Petaluma Chamber of Commerce

### Citizens & Community Organizations

- Daily Acts
- League of Women Voters
- Democratic and Republican clubs
- Rotaries
- Kiwanis
- SIRS

### PUC-regulated and Mutual water systems outside the basin but in the watershed

- Boulevard Heights Mutual Water Company
- College Park Mutual Water
- Terrace View Mutual Water Company

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<sup>3</sup> 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.

## Attachment A: PETALUMA VALLEY GSA -- YEAR ONE OUTREACH

Activity	Description	SGMA or Brown Act?	Shared across basins?	Time Frame	Who
<b>Ongoing Outreach</b>					
Monthly Updates	Blog to Interested Party List		X	Emailed by 15 <sup>th</sup> of each month	WA Staff, with review by administrator
Website	Postings, updates, edits		X	15 <sup>th</sup> of each month	WA staff, with review by administrator
Fact Sheets	GSA description Basin Description GSP FAQ			December December March	WA staff, with review by administrator and AC (GSP FAQ)
Media contacts	Inquiries from reporters		X	As needed	WA staff takes inquiries, directs reporter to administrator, Plan Manager, AC Chair or Board Chair
Notifications	Post Board & AC agendas	X		72 hours before meeting	WA staff. Materials provided by administrator
Free media	Issue press releases for Board & AC meetings		X	2 weeks before meeting	WA staff, with review by administrator
<b>Additional Outreach for Initiation of GSP</b>					
Public Notice		X		January	WA staff, with review by administrator and plan manager
Paid, free & social media	Press releases, ads and social media.		X	January	Staff, with AC input. Use existing social media channels of AC and Board organizations/agencies.
<b>Additional Outreach for Rate &amp; Fee Study</b>					
Talking Points	In English and Spanish		X	v1 December v2 February v3 April/May	WA staff, with input and review by administrator & AC
Fact Sheets/FAQs	English and Spanish		X	V1 December V2 March	WA staff, with input and review by administrator & AC
Workshop			X	March	WA staff, with input and review by administrator & ACs
Paid, free & social media	Press releases, ads and social media. Purpose is to publicize workshops, Public Hearings.		X	March, May	Staff, with ACs input. Use existing social media channels of AC and Board organizations/agencies. Spanish language outreach via radio.

<b>Additional Outreach for Rate &amp; Fee Study (cont.)</b>					
<b>Activity</b>	<b>Description</b>	<b>SGMA or Brown Act?</b>	<b>Shared across basins?</b>	<b>Time Frame</b>	<b>Who</b>
Agency Briefings	Brief member agencies on study and options			January, April	WA staff works with Board members to coordinate
Stakeholder Briefings	Speak at existing meetings			December-May	ACs , Board members, staff
DAC outreach	Use existing venues (church, school, community events)			December - May	WA staff works with AC members to identify opportunities and to attend events
Public Meeting or Hearing	Public meeting required by SGMA; hearing may be needed	X		May	Raftelis, with staff support