

**AGENDA | Thursday, March 8, 2012, 9:00-12:00**  
**Santa Rosa Plain Basin Advisory Panel**

**Location:** City of Santa Rosa Utilities Field Office, 35 Stony Point Road, Santa Rosa

**Information**

Project Manager Marcus Trotta, 707-547-1978  
 CCP Facilitator Gina Bartlett, 415-255-6805 | cell 415-602-0311

AGENDA	Topic	Related Materials
9:00	<b>Welcome &amp; Introductions</b>	
9:10	<b>Work Plan &amp; Agenda Review</b> Facilitator Gina Bartlett, Center for Collaborative Policy	Agenda Meeting Framework
9:15	<b>Recap USGS Presentation</b> Discuss Key Insights & Remaining Questions	
9:35	<b>Groundwater Management Framework</b> <ul style="list-style-type: none"> <li>▪ Example Goals &amp; Objectives</li> <li>▪ Plan Boundary</li> <li>▪ Plan Framework—What framework for a groundwater management plan best addresses stakeholder interests?</li> </ul>	Example Goals & Objectives  Brief on Groundwater Management Framework
<i>BREAK at Appropriate Point</i>		
11:10	<b>Communication &amp; Outreach Plan</b>	Draft Communication & Outreach Plan
11:30	<b>USGS Model Scenarios</b> Review Possible Approach & Brainstorm Possible Scenarios	Handout Forthcoming
11:50	<b>Updates, Wrap Up &amp; Next Meeting</b> Report Back: SCWA Stormwater Management/Recharge Study Meeting	

<http://www.scwa.ca.gov/srgroundwater/>

**Meeting Dates:** The Panel will meet the second Thursday of **most (not all)** months, from 9:00-12:00. Second Thursdays in 2012: **April 12 | May ? 10** (need to change date) | **June 14 | July 12 | August 9 | Sept 13 | Oct 11 | Nov 8 | Dec 13**

**EXAMPLE BASIN MANAGEMENT OBJECTIVES**  
**Prepared by Tim Parker, Parker Groundwater**  
**Prepared for Santa Rosa Plain Basin Advisory Panel**

**SONOMA VALLEY GMP**

Vision

The vision of this Plan is to identify and implement a series of actions using modern technology and sound science to increase the quantity of Sonoma Valley groundwater resources over the next decade and protect groundwater resources for future generations.

Goal

The goal of the Sonoma Valley Groundwater Management Plan (Plan) is to locally manage, protect, and enhance groundwater resources for all beneficial uses, in a sustainable, environmentally sound, economical, and equitable manner for generations to come.

Basin Management Objectives

**GROUNDWATER QUANTITY AND RECHARGE**

BMO-1 Maintain groundwater elevations for the support of beneficial uses of groundwater, and to protect against inelastic land subsidence.

BMO-2 Improve water use efficiency and conservation.

BMO-3 Identify and protect groundwater recharge areas and enhance the recharge of groundwater where appropriate.

BMO-4 Manage groundwater in conjunction with other water sources.

**GROUNDWATER QUALITY**

BMO-5 Protect groundwater quality for beneficial uses including minimizing saline intrusion.

BMO-6 Protect against adverse interactions between groundwater and surface water flows.

**COMMUNITY INVOLVEMENT**

BMO-7 Improve the community's awareness of groundwater planning, water resources, and legal issues.

**MANAGEMENT APPROACH**

BMO-8 Improve the groundwater database and basin understanding through consistent monitoring and surveys, and improve basin analytical tools including the groundwater simulation model.

BMO-9 Manage groundwater with local control.

BMO-10 Explore, identify and maximize non-regulatory approaches to manage the groundwater resource.

## **EASTERN SAN JOAQUIN COUNTY GROUNDWATER BASIN GMP**

### Plan Mission Values

- Be implemented in an equitable manner
- Maintain or enhance the local economy
- Protect groundwater and surface water quality
- Be affordable Minimize adverse impacts to entities within the County Provide more reliable water supplies
- Exhibit multiple benefits to local land owners and other participating agencies
- Maintain overlying landowner and
- Local Agency control of the Groundwater Basin
- Restore and maintain groundwater resources
- Minimize adverse impacts to the environment
- Protect the rights of overlying landowners
- Increase amount of water put to beneficial use within San Joaquin County

### Plan Objectives

1. Maintain long-term sustainability of the Basin through the development of management objectives, practices and conjunctive use projects to benefit the social, economic and environmental viability of Eastern San Joaquin County.
2. Prevent further saline intrusion and degradation of groundwater quality throughout the Basin.
3. Increase understanding of Basin dynamics through the development of a sound research program to monitor, evaluate, and predict Basin conditions.
4. Maintain local control of the groundwater Basin through the responsible management of groundwater resources by overlying cities, counties, water districts, agencies, and landowners.
5. Formulate rational and attainable Basin management objectives to comply with SB 1938 and retain State funding eligibility.
6. Formulate voluntary policies, practices and incentive programs to meet established Basin management objectives.
7. Formulate appropriate financing strategies for the implementation of the Plan.

### **Basin Management Objectives**

#### **BMO #1: Groundwater Levels**

Maintain or enhance groundwater elevations to meet the long-term needs of groundwater users within the Groundwater Management Area.

#### **BMO #2: Water Quality**

Maintain or enhance groundwater quality underlying the Basin to meet the long-term needs of groundwater users within the Groundwater Management Area.

#### **BMO #3: Surface Water Quality**

Minimize impacts to surface water quality and flow due to continued Basin overdraft and planned conjunctive use.

#### **BMO #4: Land Subsidence**

Prevent inelastic land subsidence in Eastern San Joaquin County due to continued groundwater overdraft.

## **SOQUEL CREEK GMP**

### Goal 1: Ensure Water Supply Reliability For Current And Future Beneficial Uses

BMO 1-1: Pump Within the Sustainable Yield

BMO 1-2: Develop alternative water supplies to achieve a long-term balance between recharge and withdrawals to meet current and future demand

BMO 1-3: Manage groundwater storage for future beneficial uses and drought reserve

### Goal 2: Maintain Water Quality To Meet Current And Future Beneficial Uses

BMO 2-1: Meet existing water quality standards for beneficial uses, such as drinking water standards.

BMO 2-2: Maintain groundwater levels to prevent seawater intrusion

BMO 2-3 Prevent and monitor contaminant pathways

### Goal 3: Prevent Adverse Environmental Impacts

BMO 3-1: Maintain or Enhance the Quantity and Quality of Groundwater Recharge by participating in land use planning processes.

BMO 3-2: Avoid alteration of stream flows that would adversely impact the survival of populations of aquatic and riparian organisms

BMO 3-3: Protect the structure and hydraulic characteristics of the groundwater basin by avoiding withdrawals that cause subsidence

## **ZONE 7 GMP**

Zone 7's primary groundwater BMOs provide for control and conservation of waters for beneficial future uses, conjunctive use of groundwater and surface water, importation of additional surface water, and use of the groundwater basin to serve as water storage for drought periods.

### Basin Management Objectives

#### **BMO #1: Groundwater Levels**

Monitoring and maintenance of groundwater levels through conjunctive use and management of regional water supplies

#### **BMO #2: Water Quality**

Groundwater quality—monitoring and management, as well as tracking and addressing any degradation

#### **BMO #3: Land Subsidence**

Monitor and prevent inelastic land surface subsidence from occurring as a result of groundwater withdrawals

#### **BMO #4: Surface Water – Groundwater Interaction**

Monitor and manage changes in surface flow and surface quality, especially as they affect groundwater levels or quality, or are caused by groundwater pumping in the basin

# GROUNDWATER MANAGEMENT OVERVIEW

Prepared by: Tim Parker, Parker Groundwater  
 Prepared for: Santa Rosa Plain Basin Advisory Panel  
 3/8/2012

## 1.0 Introduction

The term groundwater means water beneath the surface of the Earth in the saturated zone. Frequently referred to as the hidden resource, groundwater is typically out-of-sight, out-of-mind, difficult to tell exactly where it is, how much of it there is, and who is using it. The term groundwater management refers to the planned and coordinated monitoring, operation, and administration of a groundwater basin or portion of a groundwater basin with the goal of long term sustainability of the resource. The future of the Santa Rosa Plain groundwater basin looks different depending upon whether or not there is an effective groundwater management program (Table 1).

**Table 1: The Future With or Without Groundwater Management**

<b><u>With collaborative, active groundwater management that achieves a sustainable yield, stakeholders can:</u></b>	<b><u>Without viable groundwater management measures, possible outcomes include:</u></b>
Ensure long-term viability of the groundwater aquifer	Possible permanent damage to aquifer
Maintain water quality	Poor groundwater quality due to accelerated geothermal upwelling
Prevent aquifer depletion and stabilize groundwater levels	Declining basin groundwater levels over time
Ensure safe drinking water	Increased water treatment costs
Meet existing and future water demands	Drilling deeper wells at greater expense
Diversify supply through conjunctive use	Potential land subsidence
Stakeholders decide and agree on groundwater management and maintain local control	Potential legal battles or adjudication for management control
Coordinate with and support Russian River and other creek restoration efforts	Possible decreased baseflows for and rivers creeks in the Santa Rosa Plain
Sustain groundwater quantity and quality for future generations through groundwater management	Uncertain quality and quantity of groundwater in the future without groundwater management
Increased opportunity for state funding for water projects.	Increased pumping costs

A groundwater management plan is a document that provides the framework to implement a groundwater management program in a basin or portion of a groundwater basin. A groundwater management plan may be short or long, simple or complex. Questions that need to be answered in developing a groundwater management plan include who manages the resource, how much, when, where and why. A groundwater management plan is a planning tool that assists local stakeholders in maintaining a safe, sustainable and high quality groundwater resource within a groundwater basin. Groundwater management plans are intended to be “living” documents that are updated and refined over time to reflect changing conditions and to document progress made in achieving groundwater management objectives.

Groundwater management plans have become a necessary “baseline” document for agencies seeking grant funds available from the State of California. The majority of the populated groundwater basins have some sort of groundwater management in place, with approximately 150 individual and joint agency groundwater management plans in the state of California and more are being developed. The Santa Rosa Plain, Sonoma County, is one of the areas in the state that does not have a groundwater management plan. An adopted and implemented groundwater management plan, that is, a groundwater management program, is a minimum requirement for agencies seeking competitively awarded grant funds for the construction of groundwater projects or groundwater quality projects.

### **1.1 Groundwater Management Plan Elements**

Effective, comprehensive groundwater management requires defining goals and basin management objectives, plans for action to meet management objectives, and a plan for implementation. A groundwater management plan provides a road map for solving problems and new opportunities by outlining the powers, procedures, actions, budget and timetable for a groundwater management program. An effective groundwater management plan and program will result in more effective use of the groundwater resource in conjunction with surface water. The five elements of groundwater management are:

1. Political – The political process is the collective means to legitimize and prioritize decision-making and value judgments. The local community makes authoritative choices among alternatives through political groundwater management. To help satisfy the political process, a groundwater management plan should be prepared in a collaborative, consensus-based stakeholder process, with representative stakeholder input during development of management objectives, conflict resolution, and during implementation of the resulting groundwater management program.
2. Legal – Water rights, the most controversial, fundamental issue in groundwater management is a legal issue. Groundwater rights, and in many cases, surface water rights must be addressed no matter what groundwater management approach is taken in a basin.
3. Institutional – The jurisdictional question of who is to govern and how management will be achieved is key to developing and successfully implementing a groundwater program. The institutional element of groundwater management is explained in more detail in subsequent sections.
4. Technical – Understanding the unique physical, chemical, and hydrogeological characteristics is essential to developing an effective groundwater management plan. The US Geological Survey is conducting a groundwater basin assessment for the Santa Rosa Plain, which will assist in providing a technical understanding of the Santa Rosa Plain.
5. Economic – Determining and being able to afford the cost of groundwater management plan implementation is another basic requirement for developing a good plan and

successfully implementing an effective groundwater management program. Intricately linked with the “determining and being able to afford the cost of groundwater management” is deciding who should pay and how much. Additionally, economic justification of groundwater management plan implementation should always include the cost of not implementing a groundwater management program, a much more difficult cost to factor.

## **2.0 Groundwater Management Legal Frameworks**

In California, the regulation and management of groundwater has been left to local control at least partly because of a general preference for local, hands-on management. Though statewide regulation of groundwater has been considered on several occasions, the California Legislature has repeatedly held that groundwater management should remain a local responsibility. State-level groundwater management is generally limited to the collection of groundwater level and pumping data in certain areas and the formulation of well construction and abandonment procedures.

### **2.1 Optional Groundwater Management Institutions**

California groundwater management institutions include:

- Groundwater Management Plan (AB 3030 Plan)
- Statutory Authority in the California Water Code and Special Legislation (General and Special Act Districts)
- City and County Ordinances
- Coordinated Agreements
- Adjudicated Groundwater Basins

**AB 3030 Plan:** The most common form of groundwater management by institution is through the development of an AB 3030 plan, which is a voluntary and non-regulatory approach. According to DWR, there are more than 200 agencies that have participated in AB 3030 plans, and more than 120 of those involve coordinated plans with other agencies. The overall process, procedure and requirements for an AB3030 plan are described in more detail in the next section.

**Special Act Districts:** Another form of groundwater management is through the California Legislature enacting statutes establishing several special act agencies and groundwater management districts. These special act agencies and districts can enact ordinances to regulate the amount of groundwater that is extracted and limit its place of use within the district’s boundaries. There are 22 kinds of general act districts or local agencies identified in the California Water Code with specific statutory provisions to manage surface water. Some of these agencies have specific statutory authority to exercise some form of groundwater management; some have exercised their authority and others have not.

**City & County Ordinances:** Cities and counties have the right to regulate groundwater under their police power of the state, in an effort to promote the health, safety and welfare of citizens. For example, in one county ordinances were enacted prohibiting the mining of groundwater within the county, or extraction of groundwater for export without a permit

granted by the County Board. Ordinances have been enacted in 28 counties in the state; Sonoma has no such ordinance.

**Coordinated Agreement:** Groundwater management can be accomplished among local water purveyors in a basin through a general coordinated agreement. Technical basin analysis and development of a groundwater basin model can be completed through such an agreement. Joint capital projects and joint operational policies can also be accomplished through a coordinated agreement. Enforcement and regulatory actions and fee collections may be jointly shared among the parties of a coordinated agreement.

Several challenges are associated with the coordinated agreement approach. While contractual arrangements are often useful in resolving individual issues between purveyors, these arrangements are much more difficult to utilize as groundwater management issues become more complex. More important, however, is the use of groundwater by other parties in the basin such as overlying owners. Effective groundwater management may require these parties to also become signatories to the coordinated agreement, and overlying owners' groundwater interests are often divergent from the interests of the purveyors. Consequently, complete representation of all of the basin users is more difficult under a contractual arrangement approach.

**Adjudication:** Adjudication is that form of groundwater management where the courts define the amount of groundwater that can be extracted under the landowners' correlative rights. Adjudication occurs when there have already been adverse impacts from extraction in a groundwater basin or sub-basin and landowners and other overlying parties have not been able to settle the dispute over how much groundwater can rightfully be extracted by each landowner and other party. The plaintiffs must pay for court-directed studies using the available data, in order to arrive at an equitable distribution of the groundwater that is available on an annual basis. These court-directed processes can be lengthy and very costly, although some have been resolved with a court-approved negotiated settlement, called a stipulated judgment.

## **2.2 Groundwater Management Act (AB 3030)**

In response to mounting pressure for authorization for groundwater management legislation, a systematic procedure for an existing local agency to develop a groundwater management plan was added to the California Water Code Section 10750 et seq., in 1992. The legislation is commonly referred to as AB 3030 and it provides authority and encouragement to local agencies to work cooperatively and engage in groundwater management programs on a regional or basin-by-basin approach. The legislation is applicable to all groundwater basins in California with some exceptions: areas previously subject to management by a local agency, special act district or water pursuant to court order. A local agency must first obtain the consent of another local agency water purveyor, a regulated investor-owned utility, or a mutual water company to manage groundwater within their boundaries. A groundwater management plan does not apply to the extraction of groundwater to serve a single-family residence, except in the case of basins previously identified as "critically overdrafted" in Department of Water Resources Bulletin 118-80.

If a local agency provides water service, the agency may adopt a groundwater management plan by resolution or by ordinance and implement the plan within its service area. Prior to adopting a resolution of intention to draft a groundwater management plan, the local agency

is required to hold a hearing after publishing notice pursuant to Government Code 6066. The notice must indicate that the agency is considering the adoption of a management plan pursuant to California Water Code Section 10750 et. seq. After conducting a hearing, the local agency may then draft a resolution of intention to adopt a groundwater management plan. Within two years of the date the initial resolution is adopted by the agency, the groundwater management plan must be prepared and adopted. After the plan is prepared, but prior to final adoption, a second hearing must be conducted with information available on the plan. If the groundwater management plan is not prepared and adopted within two years, a new resolution of intention must be adopted.

There are no legally required components of a groundwater management plan under AB 3030. Voluntary components that the plan may address and procedures for adopting rules and regulations to implement the plan are provided in California Water Code Section 10750 et. Seq. However, the Amendments to Section 10750 et seq. (SB1938 [Stats 2002, Ch 603]) added the requirement that new groundwater management plans prepared under Section 10750 et seq. must include documentation that a written statement was provided to the public “describing the manner in which interested parties may participate in developing the groundwater management plan,” which may include appointing a technical advisory committee (Water Code § 10753.4 (b)).

There are certain requirements to obtain state funding for groundwater projects. Under Water Code § 10753.7, these requirements include:

(1) Prepare and implement a groundwater management plan that includes basin management objectives for the groundwater basin that is subject to the plan. The plan shall include components relating to the monitoring and management of groundwater levels within the groundwater basin, groundwater quality degradation, inelastic land surface subsidence, changes in surface flow and surface water quality that directly affect groundwater levels or quality or are caused by groundwater pumping in the basin, and a description of how recharge areas identified in the plan substantially contribute to the replenishment of the groundwater basin.

(2) For purposes of implementing paragraph (1), the local agency shall prepare a plan to involve other agencies that enables the local agency to work cooperatively with other public entities whose service area or boundary overlies the groundwater basin.

(3) For purposes of implementing paragraph (1), the local agency shall prepare a map that details the area of the groundwater basin, as defined in the department's Bulletin No. 118, and the area of the local agency, that will be subject to the plan, as well as the boundaries of other local agencies that overlie the basin in which the agency is developing a groundwater management plan.

(4) (A) Commencing January 1, 2013, for purposes of implementing paragraph (1), the groundwater management plan shall include a map identifying the recharge areas for the groundwater basin. (B) The local agency shall provide the map required pursuant to subparagraph (A) to the appropriate local planning agencies after adoption of the groundwater management plan. (C) Upon submitting a map pursuant to subparagraph (B), the local agency shall notify the department and all persons on the list established and maintained pursuant to subdivision (c) of Section 10753.4. (D) For purposes of this paragraph, "map identifying the recharge areas" means a map that identifies, or maps that identify, the current recharge areas that substantially contribute to the replenishment of the groundwater basin.

(5) The local agency shall adopt monitoring protocols that are designed to detect changes in groundwater levels, groundwater quality, inelastic surface subsidence for basins for which subsidence has been identified as a potential problem, and flow and quality of surface water that directly affect groundwater levels or quality or are caused by groundwater pumping in the basin. The monitoring protocols shall be designed to generate information that promotes efficient and effective groundwater management.

(6) Local agencies that are located in areas outside the groundwater basins delineated on the latest edition of the department's groundwater basin and subbasin map shall prepare groundwater management plans incorporating the components in this subdivision, and shall use geologic and hydrologic principles appropriate to those areas.

### **2.3 Local Groundwater Planning to Date**

The Sonoma Valley Basin Advisory Panel decided that groundwater management under an AB 3030 plan was the best approach for the Sonoma Valley, based on their interests for a comprehensive groundwater plan and a voluntary, non-regulatory approach in which stakeholders would participate in planning and program implementation decisions. The Sonoma Valley Panel selected the Sonoma County Water Agency as the lead agency because of the Agency's jurisdiction, willingness to support a voluntary plan, and resources available to support the program long-term.

In the Santa Rosa Plain, the Center for Collaborative Policy conducted an impartial stakeholder assessment including interviews of 55 stakeholders representing 37 organizations. As a result of the assessment, the Santa Rosa Plain Groundwater Management Planning Steering Committee convened to address concerns raised during the assessment and to conduct outreach on potential groundwater planning. The Steering Committee held a series of meetings in 2010 to discuss possible groundwater management approaches, outreach and stakeholder concerns; conducted 20 briefings with other organizations in the region; and held three groundwater educational workshops with 200 people in attendance. The Steering Committee recommended developing an AB3030 Groundwater Management Plan for the Santa Rosa Plain.

### **3.0 Summary**

There are several options for groundwater management including adjudication, developing legislation for a special act or water replenishment act district, using city and county powers for managing specific issues such as limiting exports, coordinated agreements between water purveyors, and AB3030 groundwater management plans (Table 2). With the exception of the AB3030 plan process, all other options are regulatory, may be less comprehensive, and typically provide for only limited stakeholder input at key decisions points at public hearings. Adjudications are typically the most costly and lengthy, involving numerous court hearings and a final judgment where a water master is appointed to provide oversight and enforce the agreement with collection and reporting of groundwater level and pumpage data annually. Any desired changes to the court decision have to go back to the court for modification. An AB3030 process is the one option for stakeholders to actively and collaboratively provide input to develop and implement a comprehensive groundwater management program in the Santa Rosa Plain, and an AB3030 plan is what the Santa Rosa Plain Groundwater Management Planning Steering Committee recommended.

**Table 2: Options for Groundwater Management Plan Legal Frameworks**

Management Option	Local Stakeholder Interests						Description
	Local Control	Non-Regulatory	Voluntary	Stakeholder Driven	Enhance Funding Opportunity	Cost to Dev. & Implement	<ul style="list-style-type: none"> <li>• Requirements</li> <li>• Who Decides</li> <li>• Role of Individuals</li> </ul>
AB 3030	Yes	Non-Reg	Yes	Yes	Yes	\$ - \$\$	<ul style="list-style-type: none"> <li>• Public agency that provides water service or joint powers authority &amp; certain plan components</li> <li>• Decisions in hands of lead agency or collaborative entity</li> <li>• Individuals can remain active in collaborative decision-making group</li> </ul>
Special/General Act Districts	Yes	Reg	No	No	Possible	\$ - \$\$	<ul style="list-style-type: none"> <li>• Act of the State Legislature</li> <li>• District Board of Directors makes the decision and can enact ordinances to regulate groundwater pumping</li> <li>• Attendance at public hearings</li> </ul>
City & County Powers	Yes	Reg	No	No	Possible	\$ - \$\$	<ul style="list-style-type: none"> <li>• City and counties regulate real property through zoning and police power of the state in an effort to promote the health, safety and welfare of citizens; typical activities include coordination of water supply and land development; protection of natural resources and elimination of public nuisances</li> <li>• City Council and County Board of Supervisors</li> <li>• Attendance at public hearings</li> </ul>
Coordinated Agreements	Yes	Reg	No	No	Possible	\$ - \$\$	<ul style="list-style-type: none"> <li>• Public agency(s) that provides water service</li> <li>• District Board of Directors makes decisions</li> <li>• Attendance at public hearings</li> </ul>
Water Replenishment Districts	Yes	Reg	No	No	Possible	\$ - \$\$	<ul style="list-style-type: none"> <li>• Act of the State Legislature</li> <li>• District Board of Directors makes decisions and can levy assessments for groundwater replenishment</li> <li>• Attendance at public hearings</li> </ul>
Adjudication	No	Reg	No	No	Possible	\$\$\$	<ul style="list-style-type: none"> <li>• Occurs as a result of a lawsuit</li> <li>• The court judge decides pumpage based on the physical solution and case hearings, and court appoints a Watermaster (DWR) who enforces the judgment; court also makes any future changes to the pumpage or solution</li> <li>• Hire attorneys &amp; experts to defend rights; report pumpage &amp; water levels to DWR</li> </ul>

# Santa Rosa Plain Groundwater Management Planning Communication and Outreach Plan

Version 2: 2/6/2012, Developed by Center for Collaborative Policy

## Purpose and Outcomes

The purpose of the Basin Advisory Panel (Panel) is to develop a Groundwater Management Plan for the Santa Rosa Plain that has widespread support of the public, elected officials, panel members, and other interested parties.

The desired outcomes for this communication and outreach plan are to establish shared meaning on communication and outreach activities for the Panel. The goals of Panel communication and outreach are to solicit feedback and comments on work products at each project milestone stage, ultimately resulting in a consensus-based plan with widespread support.

## Planning Milestones

Santa Rosa Plain Groundwater Management Plan Milestones:

1. Basin Management Objectives (Target Date: Summer 2012)
2. Monitoring and Data Collection Protocols (January 2013)
3. Management Components/Implementation (March/April 2013)
4. Review Draft Groundwater Management Plan (Summer/Fall 2013)

## Communication Overview

	Milestone 1 Basin Management Objectives	Milestone 2 Monitoring and Data Collection Protocols	Milestone 3 Management Components/ Implementati on	Milestone 4 Review Draft Groundwater Management Plan
Tools	Summer 2012	January 2013	March/ April 2013	Summer/ Fall 2013
AB 3030 Mandated Public Meeting for Board Resolution	X			
Basin Advisory Committee Meetings (open to public)	X	X	X	X
Monthly Meeting Update sent to Email List	X	X	X	X
Constituent Briefing	X	X	X	X
Local Elected Official Briefings	X	X	X	X
Interested Party Briefings	X		X	X
Briefing Packets	X	X	X	X
Newspaper Articles	X	X	X	X
Press Release	X	X	X	X
Website	X	X	X	X

## **Outreach Forums**

**Constituent Briefings:** Panel members will brief their organizations at every milestone stage. The goal of such briefings is for the Panel members to present updates and solicit feedback from their organizations tied to the Milestone progress. (See Appendix A: List of Constituent Briefings, for the list of organizations covered by the Panel membership)

**Local Elected Official Briefings:** Local Elected Officials will be briefed by the staff representing them on the panel. Another suggested option would be to set up briefings at each milestone after the Water Advisory Committee (WAC) and invite a City of Sebastopol representative to attend. Since a representative from each city is already present, minimal coordination would be required.

WAC members are eight elected officials, each appointed by their respective council or board, whose jurisdictions receive water delivered by the Sonoma County Water Agency (Water Agency) aqueduct system. They include:

*In Santa Rosa Plain*

- City of Cotati
- City of Rohnert Park
- Town of Windsor
- City of Santa Rosa

*Outside Project Area*

- City of Petaluma
- City of Sonoma
- Marin Municipal Water District
- North Marin Water District
- Valley of the Moon Water District

**Interested Parties Briefings:** Staff and Panel members will brief interested parties through speaking at existing meetings of interested parties. These briefings will occur at Milestone 1 to introduce the project and between Milestone 3 and 4 to solicit feedback on the draft plan and other materials.

The Interested Parties Briefings will be conducted first to the priority list (Appendix A: which are parties that have expressed interest in the process in the past) and the Second Priority List (Appendix B: which are other possible interested parties). Both lists include public meeting venues. Panel members are encouraged to suggest other venues for briefings.

**Periodic Briefings:** Periodic briefings can be provided on an ad hoc basis as requested by Panel members or stakeholders.

**Public Meetings:** Other public meetings will be held as necessary. For example, a public meeting is necessary under AB 3030 for the selection of a Lead Agency. (AB 3030 mandates that the Panel select a Lead Agency, which must then pass a Board Resolution in favor of the Groundwater Management Plan development process. This resolution must be passed during a public meeting near the beginning of the plan development process. ) Additionally, in consultation with Panel members, the Panel may hold a public meeting after milestone 2 and milestone 4. Seeking co-

sponsorship from local organizations may provide an opportunity to ensure attendance is substantial to justify the resources necessary to plan such public meetings.

**Educational Workshops:** Educational workshops will be held on an ad hoc basis by request of Panel members or stakeholders. Educational workshops should utilize the educational and informational materials that will be developed for each milestone.

## **Communication Tools**

### **Interested Parties Email List**

Panel members and staff can contribute names of organizations, agencies, and individuals to add to the existing and comprehensive outreach list of interested parties. Whenever new inquiries are made they will be added to this existing interested parties email list.

This list is broad and includes anyone who would like to stay informed about groundwater management planning throughout plan development and anyone who the Panel thinks should be informed about the outcome of the planning effort. The facilitator will send out monthly updates to the interested parties list.

### **Social Media**

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

### **Informational Materials**

Developing a variety of informational materials is critical to the successful education of the public and constituents and necessary to circulate consistent, accurate information. Staff and Facilitators will develop a range of stand-alone and inserts for existing publications. The materials will include the following:

- **General Brochure:** A general brochure describing the development of the Groundwater Management Plan and its timeline.
- **Existing Educational Materials** such as the Santa Rosa Plain Groundwater Primer.
- **Milestone Fact Sheets.**
- **Newsletter Articles:** A short paragraph (50-100 words) that 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** can be authored by Panel Members and/or Staff for submittal to local news sources provided that the Panel approves the content before distribution.
- **Briefing Packets** will be prepared and provide for milestone briefings. Packets will include standard talking points, PowerPoint presentations, and

other materials to assist in educational outreach and for soliciting feedback.

### **Website**

The project website, hosted by the sponsor, will be both a tool for distributing and archiving meeting and communication materials as well as a repository for reports, studies and other topical information discussed during the process. Staff anticipates updating the website monthly. The website will have pages such as:

- Home page: summary and “what’s new” information.
- Project page: detailed project information.
- Outreach page: briefings, community meetings schedule and meeting summaries.
- Calendar: updated list of meetings and milestones as well as project timeline.
- Document page: electronic listing of all pertinent documents related to the project.
- Contact page: Team contact information.

### **Media Plan**

Staff and the facilitation team will provide sample press releases at each milestone, reflecting the agreements reached and support the overall goal of consensus of the Panel. The local and regional media to include on the press release distribution list include:

- Santa Rosa Press Democrat ([www.pressdemo.com](http://www.pressdemo.com))
- Russian River Times
- North Bay Bohemian
- Windsor Times
- Sonoma County Gazette
- Rohnert Park Community Voice
- Rohnert Park Patch
- Petaluma Argus-Courier ([www.arguscourier.com](http://www.arguscourier.com))
- Petaluma Patch
- San Francisco Chronicle

# Appendix A: Constituent Briefing List

## Basin Advisory Panel Constituent Groups

### Water Supply & Groundwater Technical Issues

- Fircrest Mutual Water Company
- Sonoma County Water Agency
- California Ground Water Association
- Cal American Water Company

### Groundwater Users, including Rural Residential Well Owners

- Foothills of Windsor Homeowners Association
- Sweet Lane Wholesale Nursery

### Agriculture

- Community Alliance of Family Farmers
- Western United Dairymen's Association
- Sonoma County Farm Bureau
- Sonoma County Winegrape Commission

### Business / Developers

- North Bay Realtors Association (including the Local Government Committee)
- Sonoma County Alliance (including the Infrastructure and Environmental Committees)
- Construction Coalition

### Environmental

- O.W.L. Foundation
- Sebastopol Water Information Group
- Sonoma County Water Coalition

### Governmental

- Sonoma County Agricultural Preservation & Open Space District
- County of Sonoma Permit and Resource Management Department
- City of Santa Rosa
- Town of Windsor
- City of Rohnert Park
- City of Sebastopol
- City of Cotati

### Tribal

- Federated Indians of Graton Rancheria

### Natural Resource Management

- Laguna de Santa Rosa Foundation
- Sotoyome Resource Conservation District

# **Appendix B: Interested Parties Briefings**

## **Priority Briefing Locations (based on past interest)**

### Business

- American Society of Heating and Air Conditioning
- Santa Rosa Chamber of Commerce

### Community Organizations

- Rotary Clubs
- League of Woman Voters
- Democratic Club

### Environmental

- Russian River Watershed Association (including both the Board and Technical Working Group)

### Water Supply

- Russian River Watershed Council

### Agriculture

- Sonoma County Women's Cattleman
- North Bay Dairy Women
- United Winegrowers

### Other Local Government

- Sonoma County Planning Commission
- Santa Rosa Board of Public Utilities

## **Secondary List**

### Business

- Sonoma County Economic Development Board
- Developers (Sonoma Mountain Village or Coddling)
- North Bay Leadership Council
- Manufactures Association
- Chambers of Commerce

### Community Organizations

- Kiwanis Clubs
- Boy Scouts / Girl Scouts

#### Well Owners

- Local Schools
- Churches
- Sonoma County Fair (informational booth)

#### Water / Watershed

- Blucher Creek Watershed Council
- North Bay Watershed Association
- Occidental Arts & Ecology Center or Brock's Events
- Gold Ridge RCD
- Private Water Agencies
- Wine County Waterworks Association

#### Agriculture

- Dairyman's Association
- Horseman's Association
- 4-H

#### Other

- Sonoma State University

## **Santa Rosa Plain Some Possible Model Simulation Scenarios**

### **Parameters/Components to Include for Different Scenarios**

#### **Climate Parameters (4)**

- 30-Year Normal Weather: Variable precipitation over 30-year period
- 30-Year Dry Weather: Combined sequential driest 30-year period
- Climate Change (A2): A2 scenario assumes increasing carbon dioxide emissions over next 100 years
- Climate Change (B1): B1 scenario assumes increasing carbon dioxide emissions over next 50 years and decreased emissions to below Year 2000 rates by 2100

#### **Possible Water-Resource Management Components**

- Increased Groundwater Use/Decreased Russian River Water Use
- Decreased Groundwater Use/Increased Russian River Water Use
- Increased Conservation
- Groundwater banking
- Stormwater recharge
- Recycled Water Use (increase or decrease)

#### **Assumptions:**

- Baseline Conditions (30-year horizon) of anticipated growth (based on demand projections from UWMPs and land use projections from General Plans)

### Example Model Scenario Groupings

Simulation Scenario	Climate Condition	Water Management Component					
		Stormwater Recharge	Groundwater Banking	Increased Recycled Water Use	Increased Conservation	Increased Groundwater Use	Decreased Recycled Water Use
Scenario 1 (Base Case, i.e. No Action)	30-Year Normal Weather						
	30-Year Dry Weather						
	Climate Change – A2						
	Climate Change – B1						
Scenario 2 (Increase Conservation & Recycled Water)	30-Year Normal Weather			X	X		
	30-Year Dry Weather			X	X		
	Climate Change – A2			X	X		
	Climate Change – B1			X	X		
Scenario 3 (Enhanced Recharge)	30-Year Normal Weather	X	X				
	30-Year Dry Weather	X	X				
	Climate Change – A2	X	X				
	Climate Change – B1	X	X				
Scenario 4 (Increased GW Use & Decreased Recycled Water)	30-Year Normal Weather					X	X
	30-Year Dry Weather					X	X
	Climate Change – A2					X	X
	Climate Change – B1					X	X
Scenario 5 (Maximizing Management)	30-Year Normal Weather	X	X	X	X		
	30-Year Dry Weather	X	X	X	X		
	Climate Change – A2	X	X	X	X		
	Climate Change – B1	X	X	X	X		