

# Santa Rosa Plain Groundwater Management Planning Communication and Outreach Plan

Version 3: July 2013, 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 (May/June 2013)
4. Review Draft Groundwater Management Plan (Spring 2014)

## Communication Overview

	Milestone 1 Basin Management Objectives	Milestone 2 & 3 Monitoring & Management Components/ Implementation	Milestone 4 Review Draft Groundwater Management Plan
Tools	Summer 2012	July 2013	Spring 2014
AB 3030 Mandated Public Meeting for Board Resolution	X		
Basin Advisory Committee Meetings (open to public)	X	X	X
Monthly Meeting Update sent to Email List	X	X	X
Constituent Briefing	X	X	X
Local Elected Official Briefings	X	X	X
Interested Party Briefings	X	X	X
Briefing Packets	X	X	X
Newspaper Articles	X	X	X
Press Release	X	X	X
Website	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 Groundwater 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 Coddington)
- North Bay Leadership Council
- Manufacturers 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