

# Sonoma Valley Groundwater Management Plan Outreach & Communication Plan 2008

Updated 4/28/08

The purpose of this public outreach plan is to outline the process by which the Sonoma Valley will stay informed about and provide input on the implementation of the Sonoma Valley Groundwater Management Plan. The goals of this plan are to:

- Support the successful implementation of the groundwater management plan through widespread stakeholder support
- Inform and seek input from the Basin Advisory Panel and a wide audience within the area about plan implementation (without overwhelming email)
- Demonstrate progress in implementing the plan and share information regarding key plan initiatives

## Timeline

Tools	Jan	Feb	Mar	Ap	May	Ju	Sep	Oct	Nov	Dec	Jan 09
Outreach / Briefings											
Panel Meetings	1/24			4/24		7/24			11/6		
Meeting Announce				+		+			+		
Informational Email				X			X			X	
Fact Sheets			X			X			X		
Newsletters						6/15			11/1		
Annual Update											X
Annual Constituent Briefings											X
Newsletter Article									X		
Web Site Updates	X		X			X			X		

## Outreach and Briefings

### Basin Advisory Panel Meetings

The Basin Advisory Panel will meet four times in 2008. The purpose of these meetings is for the Panel to provide guidance on plan implementation. The meetings are also an important vehicle for interested parties to stay abreast of groundwater management plan activities in the Valley. All meetings are open to the public, and interested parties are encouraged to participate.

### Expand Panel Membership

The Basin Advisory Panel has requested expanding membership to include a landscaper and potentially a well driller. Staff will work with members to identify the appropriate person to represent these interests on the Panel.

### Targeted Briefings

- The project manager and other members will conduct targeted briefings throughout the Sonoma Valley in response to requests and solicit opportunities to conduct briefings. These briefings should increase awareness about groundwater management plan implementation. Briefings should touch

the major interests in the region (agriculture, business, well owners, environmentalists, local government, etc.).

## **Annual Constituent Briefings**

In addition to periodic updates, Panel members and other interested parties will provide annual briefings to constituents and boards of the organizations that they represent on the plan implementation and achievements. These briefings will occur early in the new year in conjunction with the annual report or update. Staff are available to assist with these presentations and will provide materials, including a presentation and talking points if helpful. Staff will track the briefings to demonstrate stakeholder involvement in plan implementation.

## **Communication**

### **Annual Update**

Each year, the groundwater management plan will issue an annual report or update on the state of the groundwater basin and implementation achievements. This report will be released early in 2009.

### **Articles for Organizational Newsletters and Web Sites**

Staff will prepare a newsletter article (200 words) that can be placed in organizational materials and web sites to keep interested parties informed and reach beyond the interested parties list. These will be drafted during the annual briefing process. In addition, the lead article for the two newsletters will be provided in text format for members to add to their organizational newsletter.

### **Meeting Announcements**

- Sent out 2 weeks and 4 days prior to each meeting

### **Informational Emails**

--Sent via email to everyone on email list, which discuss:

- Breaking News—project funding, etc.
- Update on recent activities
- Key outcomes from meeting summaries (with link to posting)
- Announcements from members
- Meeting dates

### **Newsletters**

--Available in print at meetings and electronically as PDF

- Progress toward implementation (projects underway, funding, etc.)
- Meeting dates

### **Fact Sheets**

--One-page sheets highlighting key implementation issues

- Water Table Monitoring in the Sonoma Valley
- Volunteer Monitoring—How to get involved in water table monitoring
- Recharge

### **Email Lists**

The Panel has an email list that is broken into several categories:

- 1) An inclusive, broad-based interested parties list
- 2) Panel members
- 3) Technical Advisory Committee members

**Web Site:** [www.sonomacountywater.org/svgroundwater](http://www.sonomacountywater.org/svgroundwater)

Meeting materials and a link to the plan will be posted on the web.

## **Media**

Working with the media will be important from time to time. Press releases should be distributed after each major phase of implementation and funding. SCWA will send out press releases after major milestones. The facilitator will review press releases to ensure that they accurately reflect agreements reached and support the overall goal of consensus in the Basin Advisory Panel.

## **Organizational Briefing List (partial)**

- Chamber of Commerce
- Economic Development Board
- Sonoma Valley Vintners & Growers Association
- Sonoma Ecology Center
- Southern Sonoma County Resource Conservation District
- Private Water Agencies
- Sonoma Valley Citizen's Advisory Commission

## **Completed**

1/24: BAP Meeting

4/24: BAP Meeting

6/08: Fact Sheet on Volunteer Water-Table Monitoring

6/08: Volunteer Monitoring—How to Get Involved