



Outreach & Communication Plan – Update for 2013 **DRAFT**

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

- Support the successful implementation of the groundwater management program through widespread stakeholder support
- Inform and seek input from the Basin Advisory Panel and a wide audience within the area about program implementation
- Demonstrate progress in implementing the program and share information regarding key initiatives
- As the Five Year Plan and the Salt and Nutrient Management Plan are released inform and share information with stakeholders and the public using a variety of communication strategies

2013 Timeline

Tools	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Outreach / Briefings												
Panel Meetings	1/17			4/18			7/18			10/17		
Meeting Announcement	X			X			X			X		
Technical Meetings	1/9	2/13	3/13	4/10	5/8	6/12	7/10		9/11	10/9	11/13	
Informational Emails					X		X					
Fact Sheets						X	X					
Targeted and Constituent Briefings								X	X			
Mailings							X					
Web Site Updates		X	X	X	X	X	X		X	X	X	

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Five Year Plan and Salt and Nutrient Management Plan

A Five Year Plan containing an update to implementation achievements and a proposed Five Year Action Plan will be released this summer. The Salt and Nutrient Management Plan will be released July 2013, by the Sonoma Valley County Sanitation District. This report will help us understand salt and nutrient loading within the basin by looking contributing factors, and will propose salt and nutrient management measures. The plan can be used to proactively manage basin loading to protect groundwater quality objectives.

Outreach strategies described below (such as newsletters, informational emails, mailings and public forums) may be used as educational tools for constituents and the public when these plans are released.

Outreach and Briefings

Basin Advisory Panel Meetings

The Basin Advisory Panel will meet four times in 2013. The purpose of these meetings is for the Panel to provide guidance on program implementation. The meetings are also an important vehicle for interested parties to stay abreast of groundwater management program activities in the Valley. All meetings are open to the public, and interested parties are encouraged to participate.

Review and Update Panel Membership

The Basin Advisory Panel will review and reaffirm membership to identify the possibility of expansion. Staff will work with members to identify appropriate persons to represent diverse interests on the Panel.

Technical Advisory Committee Meetings

The Technical Advisory Committee will meet ten times in 2013. The purpose of the TAC meetings is to conduct the technical work of the Panel, and to provide regular input to staff on ongoing groundwater management program technical issues. All meetings are open to the public, and interested parties are encouraged to participate.

Targeted and Constituent Briefings

The project manager and other members will conduct targeted briefings to their constituents and other interested parties. These briefings should increase awareness about groundwater management program implementation, major milestones and achievements. Briefings should reach the major interests in the region (agriculture, business, well owners, environmentalists, local government, etc.), and may focus on the Five Year Plan and the Salt and Nutrient Management Plan. Staff are available to assist with these presentations and will provide materials, including a fifteen minute presentation with talking points. Staff will track the briefings to demonstrate stakeholder involvement in program implementation.

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Media

Press releases should be distributed after each major phase of implementation and funding. The Water Agency will send out press releases after major milestones. Staff will review press releases to ensure that they accurately reflect agreements reached and support the overall goal of consensus in the Basin Advisory Panel.

Communication

Panel Meeting Announcements

- Send out reminder 2 weeks prior to each Panel meeting
- Send out agenda and handouts 1 week prior to each Panel meeting

Technical Advisory Committee Meeting Announcements

- Send out agenda and handouts 1 week prior to each Technical meeting

Fact Sheets

Fact sheets will highlight key implementation issues and be created as needed

- 1-2 pages
- Informational yet lay-person friendly
- Summarize projects, information, or action plans

Informational Emails

Send emails to the selected email list, which discuss:

- Breaking news and updates – summarized in short articles which can be distributed as needed
- Key outcomes from meeting summaries (with link to posting)
- Announcements from members
- Meeting dates

Mailings

Mailings will be sent out to bill payers and well owners as needed containing:

- News updates or fact sheets
- Announcements of public forums or special meetings

Email Lists

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

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

Web Site: www.sonomacountywater.org/svgroundwater

The website is updated regularly with meeting materials and information.