



## Outreach & Communication Plan – Update for 2010

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 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 (without overwhelming email)
- Demonstrate progress in implementing the program and share information regarding key initiatives

### 2010 Timeline

Tools	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Outreach / Briefings												
Panel Meetings	1/21			4/22			7/22			10/21		
Meeting Announce	+			+			+			+		
Technical Meetings	1/13	2/10	3/10	4/21	5/12	6/9	7/14		9/8	10/13	11/10	
Informational Email				X					X			
Fact Sheets			X				X				X	
Annual Update				X								
Annual Constituent Briefings				X								
Newsletter Article				X								
Web Site Updates	X			X			X			X		

## **Sonoma Valley Groundwater Management Program Outreach and Communication Plan – Update for 2010**

### Outreach and Briefings

#### *Basin Advisory Panel Meetings*

The Basin Advisory Panel will meet four times in 2010. 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.

#### *Expand Panel Membership*

The Basin Advisory Panel has previously indicated interest in expanding membership to include a landscaper and potentially a well driller. Staff will work with members to try to identify appropriate persons to represent these interests on the Panel.

#### *Technical Advisory Committee Meetings*

The Technical Advisory Committee will meet ten times in 2010. 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 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 program 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 program implementation, major milestones and achievements. These briefings will occur in the spring 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 program implementation.

### 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. 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.

## **Sonoma Valley Groundwater Management Program Outreach and Communication Plan – Update for 2010**

### 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 spring 2010.

#### *Article 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. This will be drafted during the annual briefing process.

#### *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

#### *Informational Emails*

--Send 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

#### *Fact Sheets*

--One-page sheets highlighting key implementation issues

##### *Existing Fact Sheets*

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

##### *New Fact Sheets to be developed in 2010*

- New Monitoring Wells and Update on Groundwater Level Monitoring
- Water Conservation Efforts in the Sonoma Valley
- Guidebook on Rainfall Harvesting and Managed Aquifer 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.