

Cosumnes Subbasin Public Communication & Engagement Plan Focused Strategy for January – June 2021

Overview:

This document serves as a time-focused addendum to the Cosumnes Subbasin Communications & Engagement Plan ([March 27, 2019 version](#)). The 2019 plan outlines goals and processes aligned with SGMA requirements, as well as identifies stakeholders in the Cosumnes Subbasin and specifies desired outcomes for outreach efforts. By reference, this short-term-focused plan adopts the overall plan's framework but focuses on specific tactics for the first six months of 2021.

As planning reaches a critical stage in the Cosumnes Subbasin – with approximately six months left before the major GSP components are ready for formal public review – it is more important than ever that the general public be made aware of SGMA, the local situation and proposed solutions. Anecdotal evidence suggests that residents who are not tied to specific interest groups (such as Farm Bureau members or the Cattlemen's Association) are largely oblivious to the planning effort that has been going on for years.

The goal of this six-month plan¹ is to engage as many people as possible, provide them with a baseline of knowledge about local conditions, and ensure their opinions, ideas and concerns are made evident to GSAs so they can be incorporated in the eventual plan for the Cosumnes area.

Strategy:

- Use a combination of free media, print collateral, posters in public places, website information, online surveys, social media, stakeholder membership contact lists, and public workshops to reach the broadest cross-section of people. This includes outreach to disadvantaged communities (DACs).
- Conduct public workshops in February and April that are designed to provide basic information and then focus on listening to input. (See the workshop outline below.)
- Push online survey as alternative for gathering opinions from people unable to participate in workshops.

Goals: Raise visibility of efforts to protect groundwater; increase number and sources of input into the GSP planning process; demonstrate success through a quantifiable metric – e.g., doubled or tripled list of interested parties (current email contact list: ~400).

Tactics:

The following is a list of potential tactics that GSAs may choose to utilize. It does not commit a GSA to conducting all of these. Tactic objectives: reach people with 1) general information, 2) invitation to two public meetings (outline in next section), and 3) encouragement to take an online survey (existing Sloughhouse survey or some modification).

- Talking Points (For GSAs and for outreach partners like Farm Bureau)

¹ A separate engagement plan is being developed specific to Tribal outreach and engagement.

Updated 12/15/2020

- Free media: Galt Herald, River Valley Times, Wilton News, Elk Grove Citizen, Elk Grove Tribune, KFBK public service announcements, Farmer Fred
- Posters: Wilton Community Center, Dillard store, Wilton store, Herald store, Sheldon Feed, all local schools
- Fact sheet: Stage 50-100 copies at various stores, gathering places
- Social media: Nextdoor, Wilton Roundup, People's Republic of Wilton, Friendly Galt, Rancho Murieta (unsure of their page), others?
- GSA websites: update with special streamlined information about public workshops, survey link
- Stakeholder memberships: Wilton History Group, Herald Community Club, Rancho Murieta CSD, garden clubs, agricultural groups (Farm Bureau, Cattleman's, others?), extension services (UCCE) – ask them to alert their memberships with a specific email or posting on their website
- Mailers: (explore cost of tri-fold mailer vs postcard)
- Insert: (explore cost of adding single sheet to weekly mailed advertising)
- FFA/4H organizations: Student project to distribute posters, flyers (side benefit: informs parents through their child's involvement; educates next-generation farmers)
- Public workshops: Virtual and/or in-person (depending on public health safety / COVID risk conditions²). Several potential variations to consider:
 - A hybrid between zoom and large rented rooms where people (appropriately masked and socially distanced) can see zoom on screen
 - set up places post-workshop where people can view video of zoom meeting.
 - Livestreaming meetings (Facebook live, YouTube live, etc.)
 - Cable channel? (either pre-recorded or live)
 - For any virtual meetings, offer technical support to community members if needed to set up Zoom on their computer or how to use their phones to listen in. Post material on the Cosumnes website so people can download.

Workshop Content:

Workshop 1 (February)

Topics below are intended to draw out public input that would feed into UR's, SMCs, etc. A major goal for the public meetings is to tell this story simply, using non-SGMA-ese language. The format is intended to be half an hour of presentation and one hour of interaction with attendees (accepting feedback and answering questions).

Presentation (30 minutes)

- Background
 - SGMA Overview – what the law is, who it covers, how it works (briefly)
 - Cosumnes Subbasin Status
 - Overdraft that needs to be addressed: ~10,000 AFY
 - Goal: Reach (or exceed) 2015 baseline by 2042
 - What Happens If Solutions Don't Work or Aren't Enough?
 - Unsustainable Groundwater Conditions
 - Impacts on ag, rural res and the environment
 - State Imposes Solutions

² Mycovidrisk.app

Updated 12/15/2020

- Potential for harsher restrictions, higher costs
- What's being proposed to fix the problem?
 - Goals: Minimize costs to individual landowners, minimize fallowed farmland
 - Potential Projects and Management Actions
 - Proposals to decrease groundwater use
 - Proposals to Increase water supply, for instance – surface water in lieu of groundwater; more water flowing into underground basin (recharge)
- How could this impact you?
 - Fees – to fund implementation like programs
 - Meters – what SGMA allows the GSAs to do (ag only), and what the GSAs are considering
 - Use Restrictions – residential users vs ag users

Discussion (~1 hr)

- Public: Questions/Comments/Ideas for Other Solutions
 - (On hand in case people ask for details: slides w/ specifics for SMCs, Undesirable Results, Monitoring Network)
 - Potentially conduct as open forum discussion and/or small group/breakout room discussions

Workshop 2 (April/May?):

- Background
- Projects and Management Actions
- Funding and Fees (support both admin and P/MA)
- GSP Adoption and Implementation